

# VARIETY

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56 PAGES

## BANKS BUMP BOX OFFICES

### Brewers Shy From Saloon Sawdust; Now Want Beer Socially Registered

Chicago, March 6. Beer, when it returns to good standing legally, won't be the poor man's potton. Brewers want beer resold on snob appeal lines.

Brass cuspidors and sawdust is wrong environment for beer the brewers feel. Not without importance is the fact that advertising copy for almost-beer these days shows ritzy ladies in evening gowns sipping the suds from thin-stemmed crystal glasses and nary a smirch on the upper lip. Mugs are strictly out in the revamped picture of beer as the favorite beverage of the elite.

Atlas Brewery here expressed itself quite explicitly on this point when approached for a publicity tie-up for Metro's "What, No Beer?" scheduled to play the Roosevelt theatre. Atlas insisted on seeing the picture first and frankly stated if there were any scenes showing old time saloons, free lunches, swinging doors, or that sort of thing the answer was 'No'.

From accounts Atlas is not alone in its dislike for the saloon. Brewera, evidently, are afraid that when their big chance comes beer will have unsavory connotations and that a reaction may set in.

### WOMAN EXHIB FINDS COIN IN HOBO AREA

Chicago, March 6. Florence Paley, woman exhibitor, has lifted the Haymarket theatre out of the red. House located in the heart of hobo land on West Madison st., is playing to around 10,000-11,000 paid admissions weekly at 10c per head.

On Sundays the showwoman gives the lads a special attraction such as "10 Nights in a Barroom," with big atmospheric lobby, or "Princess Path" with living models to lead the hoboes about the evils of a misguided sex life.

### The Bright Side

Receivorships usually a d d n creditors, but receivership of a small picture house circuit in the Bronx, N. Y., has had the opposite effect on those doing business with the theatre group.

Formerly those enterprises serving the circuit had to wait months for their money. Now the bank, which is acting as receiver, not only pays weekly, but issues checks bearing the printed instruction that the slips must be deposited immediately. Creditors are only too glad to comply.

### Dusting 'Em Off

New York restaurants and cafes have been doing surprisingly well, particularly the past week. More free spending etc. Then came the bank moratorium.

One restaurateur, when forced to dust off the extra collapsible tables which had been piled in a corner for months, stated he hadn't seen such an influx of extra trade since '23. But Saturday night was something else again.

### STORES RESORT TO SHOW BIZ STUNTS

New York department stores are trying up with show business more and more in attempts to boost sales. At Macy's it's a cinema show, at Bloomingdale's it's a radio show.

Macy's stunt started yesterday (Monday). Idea is to sell reproductions of picture actresses' clothes. It's evidently tied in with the studios, because current and future release films are used. Copies of hats, dresses, etc., will be sold and advertised as from such and such a picture.

Bloomingdale's proposition is more elaborate, though limited to a shorter time. It also started yesterday. Every day during the current week radio names will make personal appearances during the afternoon at the store's radio department.

First day's celeb advertised in the regular store copy included Ruth Etting, Walter Winchell and Rubinoff. During the rest of the week Cab Calloway, Ritz Brothers, Morton Downey, D. W. Griffith, Jane Froman, Pickens Sisters, Eddy Duchin and Sigmund Spaeth are scheduled.

### Irene Castle's Comeback

Irene Castle is to make a comeback as a ballroom dancer. She will team professionally with Clifford Webb.

Dancer has been in retirement since the death of her first husband, Vernon Castle, though she did a few pictures. Recent attention has chiefly centered on her as a humanitarian in the interests of canine welfare.

### TRADING POST SHOW BUSINESS

Hen Fruit and Edibles for Admishes — Checks and I. O. U.'s Okay Too— Others on Cash Basis Exclusively — Good Tempered Boxoffice Attitude All Over Country

OFF 25-40% AVERAGE

Unlike the great cataclysm of Oct. 29, 1929, when Wall Street laid an egg, the bank jam, while bumping all box office and generally boo-boo-ba-dooping the amusement biz, didn't have entirely a paralyzing effect on the entertainment field. It curtailed, and will more so in the course of this week curtail amusement expenditures, but over the week end quite a New Year's eve spirit prevailed.

This was particularly true around Broadway. The Saturday nite life following the first day of Governor Lehman's edict was marked by general good humor. That much of it was paid off in tabs, IOU's and promises, although not a little in cash, didn't daunt the general spirit. Monday's news of President Roosevelt's extension of the bank holiday through Thursday (9), with preparations for the issuance of scrip, will unquestionably dent the gate receipts of everything.

But preparations, in keeping with the spirit of the times, to further extend box-office credit and carry on the show biz, if needs be in the pioneer spirit of trade and barter, are becoming effective almost momentarily.

The holiday attitude over the week end around New York was reflected in the popular stance on (Continued on page 48)

### 'MA' SIMMONS IS TO BE JERITZA'S ACCOMPANIST

'Ma' Simmons, general assistant to the Shuberts, is going into concert as piano accompanist for Maria Jeritza.

The Shuberts have the diva signed for a musical operetta next fall, "Night in Venice." Meantime, she will concertize with the vet legit showman as her piano player.

### Prop Misers

As soon as the New York bank moratorium was declared, the Broadway misers who cackle while letting it drip through their fingers, started using prop money.

### They Own a California Burg, but They're Grease Paint at Heart

1,000%

Young show producer was patted on the back by friends on the recent premiere of a legit production regarded as having a chance to click. He proudly declared: 'Yah, and I own the show 100%'.

Later the house treasurer asked the youngster how many boxoffice statements should be made out.

'Better give me 10 statements,' replied the kid manager.

Lake Almaden, Cal., March 6. Over 100 years old, this town, 70 miles south of San Francisco, is unique in the fact that it is owned by an m. c. and his producer brother, Ziz and Ben Black. It's probably the only time an m. c. ever owned anything outside of a cane.

However, that a couple of presentation guys are the owners of this broken-down burg is not its main claim to fame. Undying in history will be the fact that the boys, Jewish, are probably the only two Hebrews in the world that got a Catholic church thrown in with their town burg, then gave it back to the mother church because the latter had allowed the property to get out of its hands.

Almaden was founded 100 years ago by a syndicate which mined quicksilver in the locality. Town grew to a population of 4,000. When the mine blew up 60 years ago, the town was deserted. Three years ago, the Blacks visited the mine and townsite and decided it could be developed as a summer resort. They bought the whole thing, lock, stock and barrel.

### Figured Church as Draw

On the property was a deserted Catholic edifice. Boys figured that a church without an attraction didn't mean anything. However, they felt that with regular services it might bring some people to the community and these people might buy lots.

To this end, they approached the bishop, who said he couldn't accept the church as the diocese already owned it. Boys pulled out their deed to the property, showed the bishop he was wrong and then presented him with the title to the church in which services are now being held.

Luck has given the Blacks a considerable profit on their investment. While fooling around in the mine's dump, a kid one day unearthed a pool of quicksilver worth \$1200. Blacks immediately got to work and installed equipment to break down the earth from which quicksilver had already been extracted by old fashioned methods when the mine was in operation. So far the boys have taken over \$800,000 in quicksilver from the old workings.

Their hearts, however, are still on the stage. Despite their affluence, Ziz goes to Frisco or Los Angeles every now and then to m. c. a presentation. Ben frequently stages the shows. They may get quicksilver under their fingernails, but they can't get the ham out of their systems.

### HAUGHTY DIVAS LISTENING TO REASON

Both legit producers and picture companies are being bombarded with submissions of operatic and concert names for their consideration. Uncertain outlook for the Metropolitan Opera company next season has accentuated the situation.

Although the Met will try it next year again, it will be on a limited budget and the season will be considerably curtailed. That would mean that the singers, unless of strong concert value over here, will be warbling "Time on My Hands" on the level. Whatever European operatic dates are still available are unimportant as a monetary consideration.

The operatic singers get no peace of mind, either, in reflecting on the recent fate of Gigli, Mary Garden and others during the past eight months. Gigli, who walked out of the Met, has done practically nothing since then, although while with the Met he was considered about the biggest male of the opera. Miss Garden made a "comeback" in picture houses but had a tough time of it, etc.

### Eva Tanguay Heard

Chicago, March 6. Eva Tanguay was auditioned at NBC here last Thursday (2). Veteran performer drew a hearing on her name and rep.

### Nets Clear for F. D.

President Roosevelt may go on the air tomorrow (8) or the next night to reassure the country. Both chain chiefs have asked him to use their facilities, with NBC and CBS reps at hand in Washington to give him an immediate hookup.

### WE'S AMERICAN 'CAVALCADE'

Hollywood, March 6. Warners purchased "America Kneels," an anonymous original story written by an old lady, which will be an American "Cavalcade". Covering three generations from shirt sleeves to shirt sleeves.

# That Sentimental Gentleman from H'wood, Frank Borzage, Tells How

By CECILIA AGER

There is always a foundation of sentiment in Frank Borzage's pictures because, says Mr. Borzage, he believes the judicious use of sentiment gives a picture its surest crack at hearty audience appeal. Sentiment lurks beneath the surface of everybody; no one is so hardboiled that sentiment won't reach him some way. The trick, comes, says Mr. Borzage, in finding the way.

Mr. Borzage's way first recognizes the sentiment, always everywhere, exists, so he incorporates sentiment in the story, in the human situations, of his picture, but he lets the audience find that out. Don't point it out, he says. The trick comes, says Mr. Borzage, in finding the way.

The success of a drama depends on what it does to the audience. Make the audience sorry for the players; let the actors be joyful. The minute the players start being sorry for themselves, they're sunk. Sentiment is such a treacherous thing for the screen, it is so easy for it to change from good to bad, from desirable to that it must not be allowed to express itself. If the player suggests it, the audience goes for it, but if the player insists upon it, the audience freezes. Sentiment has been abused; people are ashamed of it. It does not show its face, it's got to sneak up on them from behind.

**Cons the Audience**  
In "Bad Girl," in "A Farewell to Arms" and now in "Warrior's Husband" rich with sentiment—Mr. Borzage tried to bring his sentimental sequences to a point just before the climax, then cut; let the audience go on to make the finished picture his aim to make the audience work, to stir their imaginations, to count on their imaginations to supply so much more vividly, more intimately than he possibly leaves out. Sentiment gives force to a picture, but it's dynamite, he realizes. He handles it carefully, gingerly, lest it destroy. He checks it with underplaying safeguards of wit and humor. Jack a little humor into a situation, and right there you stop it from being maudlin. A laugh takes the curse off it, holds it from spilling over. Comedy dilutes in "Secrets" to assure its sentiment acceptance.

**Also Cons Himself**  
When the script is finished—whose writing is concurrent with Mr. Borzage's own private campaign of selling himself as being that this is going to be the very best picture he's ever done, so that it comes out with sincerity—he is ready to put into practice his personal theory on directing.  
"You cast a picture with actors you've selected because of their own individual personalities. If you try to give your own personality into them, you kill them. Give them the very quality you cast them for. Give them the thought, the feeling of the idea; let them interpret it according to their own personality. They should not mimic the director. He can not tell them how to read the lines, what their reaction should be. Their own response, because it is their own, is the expression of their personality, is the true one. From now on the director can only suggest; he must not teach."  
Mr. Borzage doesn't think he's overboard on sentiment himself, but he believes women are braver, more sensitive than men. Universal appeal in pictures is found in the woman's point of view, he says. Sentiment stays in his pictures for their lively sake.

**SAILINGS**  
March 8 (London to New York) North (Actress)  
March 8 (New York to Berlin) Eric Pommer (Levithan)  
March 4 (New York to Paris) Sigris Onegin, Mr. and Mrs. James Gleason, Russell Gleason, Guthrie McClintic (Paris)  
March 1 (New York to Southampton), Sidney Franklin (Albert Ballin)  
March 1 (New York to Paris), Frank Buck, Armand Denis, Nick Cavaliere (Aquitania).  
March 1 (New York to London), Herbert Marshall (Aquitania).

## Polite Orders

Westwood, March 6. Following the salary slashes at Fox studio a second edit went out from the front office. Studio's polite force must address everyone as 'sir' or 'miss.'  
It's a part of the politeness campaign at Fox which has signs on the lavina reading, 'Please let me grow,' and others on the goldfish pools reading, 'Thank you, I've had plenty to eat.'

## Pleasure Cruise' Preview On Liner, 12 Miles Out

Hollywood, March 6. Fox's 'Pleasure Cruise' will be the first picture to receive a marine preview locally. Studio has invited 300 newspaper people and other guests to board the French Line's 'Winnipeg' Saturday (11) evening for a five-hour cruise, at which time the film will get its initial showing.  
Guests will board in time for dinner, sit through the picture, with dancing following. Liner will go far enough to sea in order to permit the bar to be opened.

## Fox, Extras' Lifesaver

Hollywood, March 6. 'Warrior's Husband' at Fox saved the day for extras last week, being responsible for about half of the 9,750 placements. Still this did not give of much help to the regular run of extras, since Central Casting was forced to go outside of the regular ranks in order to fulfill the requirements of 'Warrior's Husband.'  
The picture used crowds of girls over five foot eight inches; men under five feet and young footballers over six feet.

## Cukor's 'Dinner'

Hollywood, March 6. Confirming 'Variety's' story printed four weeks ago, George Cukor will direct 'Dinner at Eight' for Metro, which took it over from Joseph M. Schenk. Story will be hurried into production this week.  
Excuses in England has been working on the script preparation.

## Tamara Geva for Films

Gregory Ratoff is sponsoring Tamara Geva as a film find and will take her to the coast for pictures.  
Ratoff is contracting east with his wife, Eugenie Leontovich, who's currently in '20th Century.' Ratoff is under RKO contract.

## Team Palette-Calett

Hollywood, March 6. Eugene Palette and Walter Calett will be teamed in a series of shorts to be made by Phil Ryan. Paramount is releasing.

## Howard Returns to Radio

Hollywood, March 6. Leslie Howard will return to Radio on a contract calling for one picture in England in a composite revue, embracing the best numbers from 'Flying Colors,' 'Face the Music,' and another Broadway musical is off.

## MARILYN MILLER TEST

Metro is testing Marilyn Miller for a studio assignment. Miss Miller was last a Warner Bros. star.  
Her proposed tour with Clifton Webb in England in a composite revue, embracing the best numbers from 'Flying Colors,' 'Face the Music,' and another Broadway musical is off.

## SINCLAIR'S FOX BEST SELLER

Hollywood, March 6. Best seller for both fiction and non-fiction books during February in the film colony was 'Upton Sinclair Presents William Fox.'  
Volume is holding up this month also.



## WILL MAHONEY

This week, Chicago Theatre, Chicago. The Cincinnati 'Times-Star' says Will Mahoney's dance on the xylophone is one of the best achievements seen in the theatre in a long time. His dancing is cause in itself for admiring, but that tap dance on the Mahoneyphone is worthy of actual amazement.  
Direction  
RALPH G. FARNUM  
1950 Broadway

## Cabanne Broke, Owing \$10,000, Majority in Loans from Film Mob

Los Angeles, March 6. Going into bankruptcy, the tango of over \$10,000, Christy Cabanne listed less than \$600 in assets. Most of his creditors are friends in the picture colony who loaned him money.  
Those named in the schedule are: Fred Niblo, \$350; Raoul Walsh, \$200; Henry King, \$150; William K. Howard, \$15; Walter Morosco, \$100; William Conselman, \$110; Al Kaufman, \$100; Charles Rogers, \$100; John M. Stahl, \$100; John Ford, \$100; Bernie Hyman, \$150; Hunt Stromberg, \$100; Cedric Gibbons, \$100; Buddy Gillespie, \$50; Bill Boyd, \$150; Ed Mannix, \$100; Robert Z. Leonard, \$150; Tod Browning, \$250; M. E. Greenwood, \$100; Jack Conway, \$350; Edward Sedgwick, \$100; Conrad Nagel, \$100; Edward Sutherland, \$50; C. D. White, \$50; H. E. Warner, \$125; Conde Nast, \$400; Jules E. Brulater, unknown.

## Studio Heads Favor Conservation

'Variety' Polls Execs Regarding Present Economic Stress  
Hollywood, March 6. 'Variety' suggested over the weekend to leading film executives that they express their opinion regarding conservation of funds during present crisis in industry, to the effect that during this period all persons getting \$500 weekly and over just draw enough to cover their immediate needs, that no balance to be credited and paid them when industry conditions were properly adjusted. Among those reached during the Saturday and Sunday poll: Winfield S. Brown, who it would be a grand idea. Any moratorium system under present conditions would not only be of immeasurable help to the individuals in the business but also to the industry as a whole. I favor a moratorium of all people getting \$500 or more a week with some arrangement whereby they could get part of their salary weekly. Unmet needs and allow a credit system for the balance until the picture industry's present economic situation straightens out. It should be admitted that Paramount is already trying to map out something like this for their company. He says no doubt they will have something to say on this early in the week.  
Walker, a son-in-law of Mike Comerford and the active head of latter's theatre interests, is in politics as a measure of the Democratic National Committee.  
He is known to have spurned all offers of political appointments until now.

## Cohn Talent Hunting

Hollywood, March 6. Production plans for the new season and a talent hunt take Harry Cohn to New York Saturday (11). The artist agent will accompany the producer to make deals with players.  
Cohn will be east three weeks.

## Catholic Actors' Shorts For \$250,000 Charity

Catholic Actors' Guild of America's series of shorts, to be known as 'Screen Vaudeville,' has a goal of \$250,000. Talent for these shorts will include members of all faiths rather than only Catholics. The C.A.G. charity fund will conduct it on a non-sectarian basis to help any needy actor.  
The 15 minute shorts will be produced in the east, first to go in work March 14, under E. M. Gluckman's direction. Columbia, which has been making and selling the Lamb's Club shorts, may distribute the Catholic briefs.  
Gluckman is president of Mentone Productions, with Justice Coahalan, associated with the Catholic Actors' Guild, and Gerald Griffin, president of the Guild, on the board of Gluckman's new company.

## 'Sweepings' Sweeps Helen Mack Into Studio Demand

Hollywood, March 6. Following the preview of Radio's 'Sweepings,' Helen Mack got an offer of a contract from Paramount.  
Actress was brought here by Fox and was on that lot for a year without getting more than an occasional bit assignment. She came through in 'Sweepings' and is now in demand.

## Katz Heading East

Sam Katz returns to New York Thursday (9) from the Coast after leaving plans for independent production. He leaves Hollywood today (Tuesday), coming most of the way by plane. Katz is accompanied by Max Gordon and John Zant.  
While in Hollywood Katz has been contacting stars, directors, writers and others.

## MACARTHUR OFF METRO

Charles MacArthur's contract with Metro was up last week and so far no new deal.  
Writer, with Metro for years, is eastward bound through the Canal with Helen Hayes (Mrs. MacArthur) and the Irving Thalbergs. They arrive in New York March 12. Thalbergs sailing shortly thereafter for Europe.

## DOC LEE ON JAUNT

Dr. Joe Leo boarded the 'Berlin' Friday (3) for a 10-day cruise in the West Indies.  
The sick-theatre specialist figured he needed a rest after four years with IKO and before getting back into action.

# Studio Heads Favor Conservation

## 'Variety' Polls Execs Regarding Present Economic Stress

### Inside Ballyhoo

An RKO highrupper noticed three ushers' name plates on an aisle in Radio City Music Hall where only two should have been. The extraneous third read, 'Mr. King Kong.'  
It was removed.

### Mention Frank Walker For New Cabinet Post

Washington, March 6. Frank Walker of the Comerford theatre circuit was mentioned in political circles here during the inaugural as one of several possibilities for the attorney general left vacant by the death of Senator Walsh.  
Walker was mentioned along with Hiram Johnson of California and Mayor Frank Murphy of Detroit as the three men most likely to receive the Roosevelt appointment. Felix Frankfurter of Harvard, regarded as a possibility in New York, was not considered as probable here as the other three.

Walker, a son-in-law of Mike Comerford and the active head of latter's theatre interests, is in politics as a measure of the Democratic National Committee.  
He is known to have spurned all offers of political appointments until now.

### Carl Laemmle, Jr.: 'I am heartily in favor of such a move, if something like this could be worked out. I am sure it would if everyone in the industry were willing to do his bit at this time.'

### Jesse Lasky observes: 'The scheme sounds very feasible, I am in favor of it; in fact I believe it is the duty of everyone in the industry to cooperate in such a plan to keep the industry running until such a time that the present stress lets up.'

### E. E. Sullenger, studio head who has three more pictures to make for Paramount before going to Europe and align himself with British company, said: 'I am sure it would if everyone in the industry were willing to do his bit at this time.'

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# U IN NEW FACES HUT FOR BUILDER-UPPERING

## John Barrymore's Two For MG, Duo for Radio

Hollywood, March 6. Beside his contract at Metro calling for two pictures this year, John Barrymore will also do a pair for Radio's 1933-34 slate.  
First will be on a co-star basis with Katharine Hepburn, with no story yet in sight.

## Craig, Jr.'s Chores

Hollywood, March 6. Richy Craig Jr. goes to Warners on a writing contract in June. Meantime he's been appearing on writing some of the Pitts-Summerville shorts for Universal and may do them in between.  
Craig is temporarily taking it easy at Monrovia, Calif., and will do most of his writing from there, unless finding it necessary to come into the studio.

## JANET GAYNOR'S DIVORCE SUIT

Los Angeles, March 6. From authentic reports, Janet Gaynor will file suit for divorce upon reopening of Superior court tomorrow against Lytle Peck, Fox producer.  
Bob Sisk Laid Up  
Bob Sisk, pub and ad chief of RKO, will be laid up with arthritis of the knee for another fortnight. He's been confined home for two weeks.

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# BREAK FOR NEW TALENT

## Industry Moratorium at Glance

Box offices floated some ready cash for week-end pay rolls. No production shutdown, as yet, despite legal action on contracts, if and when necessary.

Theatres must stay open for liquid cash realization.

Grosses dent nationally, although some keys paced for unusually good business this week.

Moratorium, dating from Michigan's first bank holiday, represents \$1,000,000 a day loss, for 14 days, at the cinema box offices.

Strictly cash intra-trade rule invoked. Later modified for exchanges to extend credit for one day's film rental and collect from the b. o. the next day.

Showman dizzy generally from too much cash, as well as lack of it. Banks' closing heightens burglary element.

Exhibe' sinking fund proposed.

Barter idea, also tabs, checks and I O U's, a national practice for patron accommodation.

Scrap salvation to end all headaches—maybel

## Poison Tragedy Points Censors In Mass. to Pix

Boston, March 6.

Stricter film censorship than ever in the much censored state of Massachusetts impends as a result of a strange death by poisoning in Peabody, Mass., near this city.

Authorities somehow figured the case as having a film scenario background because details of the murder or suicide are believed by them to resemble a situation shown in a Peabody picture house by a recent film.

Result is a statewide movement to force elimination of all murder, suicide and other violent death scenes from pictures, also to ban gangster and thriller films altogether. Sentiment among censors who hopped on the Peabody case as an example, is that pictures tend to influence the public and in some instances induce the more impressionable to imitate what they see on the screen.

In the Peabody case William J. Costello, a well-known fire captain, was found dead last week from cyanide poisoning. It appeared at first to be suicide, but the possibility of murder is being investigated.

The cyanide of potassium cannot be taken or administered without leaving burns in the mouth, unless properly mixed, and as Capt. Costello was unmarked, led police to check back. They found that "Payment Deferred," a Metro picture which recently was exhibited in Peabody, showed how cyanide can be purchased without a prescription and administered without chances of outward detection.

The fire captain's 31-year-old wife admitted having purchased cyanide at a local drug store, along with oxalic acid, and that she used a mixture of the two poisons for cleaning.

## EXTRAS FIRST BEING ASKED IF CHECKS O.K.

Los Angeles, March 6.

Payment of extras by studios has been by check up to Monday, with the exception of Metro which paid in cash up to and including Sunday night, when a large set was used in a downtown department store. Metro doesn't know how it will pay from now on.

At Warners and Radio extras are not even given checks from now on, being told to hang on to their talent vouchers until some method is found to liquidate them.

"Radio to all talent" was questioned in advance if they wanted to work on that basis, with no refusal. Reason both studios are discontinuing issuing of checks is because money hasn't arrived from east yet and they would be overdrawn if they continued.

Remaining studios—Paramount, Fox and Columbia—are continuing issuing bank checks.

## COAST FILM RELIEF FUNDS CARRYING ON

Hollywood, March 6.

Motion Picture Relief Fund is continuing to aid 2,000 or more needy who receive help weekly from organization. Food is being taken care of by orders, with checks given for rent.

Organization is attempting to get the banks to give money to petty cash box. Fund pays out around \$2,500 weekly for care of unemployed and sick.

Stage hands union with its relief fund tied up in bank finds itself unable to continue aiding its members who are in want. With so few of its members working, no emergency fund can be created.

Musicians' union, while pinched for ready cash, is continuing distribution of checks to those of its members depending on relief fund.

## GROSS % HAS STUDIOS WINKING AT AD TIEUPS

Hollywood, March 6.

Picture companies which for a while frowned on any type of commercial tie-up are now encouraging those which give them a cut in the business, as well as a publicity break for the films.

Particularly is this true in the case of tie-ins with women's dress concerns, which are putting out lines of gowns under the names of certain femme stars, for which the film companies get a rake-off of 5% of the gross business.

In some cases the dress designs are done by the studio designer and are generally copies of garments used in certain pictures.

## A 'Rough' Idea

Maybe a new high for modern times is Marc Connelly's notion of what picture rights to his play "Green Pastures" are worth. Connelly says he wants \$250,000.

Conciliated by a picture company last week on film rights, with that figure quoted and all deals off pronto from that moment on.

## Geo. Hearst's Berth

Hollywood, March 6.

George Hearst, son of William Randolph, will be appointed assistant secretary of the navy.

He is well known around the film colony.

## Metro Testing 2 Legits And Contracts Morgan

Hollywood, March 6.

Donald Meek, here with "Of The I Sing," is being tested by Metro for part in "Dinner at Eight." Same company is also testing Nelson Eddy, picture house m. c. cast for lead in "Maiden Cruise" by Radio for long term contract at Culver City plant.

Metro gave Frank Morgan a term contract.

## IF STARS WALK, OK, SAY EXECS

### All in Line to Cut Overhead —Means a Windfall for Development of New Faces—Temperamental Walkouts Almost Welcomed

### ALL TALENT FACTS OFF

Filmfod's financial mentors have called a truce among the companies in signing new contracts. It figures it's the one way to get salaries down, especially at the studios. Anybody can walk or stick, if and when so willing, under this new anti-raiding. There will be further gentlemen's agreements among the producers on the point.

It's the individual company's lookout if signing anybody at too high a salary. There will be the player's own responsibility if walking out of a contract. However, while contracts exist, the companies will live up.

What has spurred the bankers to impel the producers towards such an outlook is the fact that none of the so-called gentlemen's agreements have ever been supported in the real sense of the word by the producers themselves.

So far as the bankers are concerned, the more walkouts of high salaried people the better, under existing conditions, as that may be one of the few ways the studio overhead will get a material cut. Therefore, the moratorium on any theatrical pact is regarded as a constructively practical in the present reorganization period.

### Doors Wide Open

The new attitude is an official ban on temperamental, and without much say-so it applies to the biggest and the smallest. The doors are wide open for the disgruntled to walk.

This truce on producer pacts followed another recent attempt by major company heads to get together on talent raids in New York. With recollections and other retraction moves awaiting the industry, they like so much waste effort to the bankers, especially in view of past experiences which has shown such agreements as never sticking.

Another angle which the financial mentors figure is that an open door policy, this way, will impel the studios and producers generally to concentrate on developing younger talent, instead of, to replace the walkouts any time.

### Critic's 'Mosts'

Minneapolis, March 6.

In a list of "superlatives of 1933," Merle Potter, "Journal" film editor and critic, singled out nine-year-old "Katie Gray," "The Kid From Spain" as "the actress giving the most pleasing performance so far this year."

Other of Potter's "superlatives" included Myrna Loy and Lee Tracy as the actress and actor making the most progress; "State Fair" the best all-around entertainment; the funniest scene, Eddie Cantor fighting the bus in "The Kid From Spain"; the best single performance, John Barrymore in "Topaze" and E. G. Robinson in "Silver Dollar"; best melodrama, "Crime of the Century"; most popular comedy, "The Funniest Show on Earth"; most discussed picture, "Sign of the Cross"; most discussed short, "The Wonder of the World"; and the biggest surprise, the public's reception of "The Animal Kingdom."

As "the greatest disappointments," Potter lists "Tonight Is Ours" and "The Son-Daughter" He calls "Hello Everybody" the "latter fatter." The "roughest picture" is "Hot Pepper" and the picture with "the most gore" he terms "The Sign of the Cross."

## Hollywood Can't Play Bridge, Too Virtuous, Culbertson's New Plaint

### Unanimous

Hollywood, March 6.

Overheard through the transmission of every writer's office at Metro.

... and then Gable walks in."

## Danny Ahearn Sees a He-Man of H'wood Perfuming for Bed

Hollywood, March 6.

Dear Hatchet-Ears:

Well, here I am in Hollywood, giving the place the big O.O. and handling my share of laughs. The biggest yell of all is one of those supposedly tough He-men—you know, the type that always plays heavy gangster roles. Mentioning no names, let me tell you how this bird goes to sleep. It opened my gills to the eyebrows. Here is what I witnessed:

First the He-man's valet removed his coat and unlaced his shoes for him. Then he brought the star's red, white and blue pajamas and robe to match, laying them where Mr. Bigtimeer could lay his mitts on them easily.

What a chuckle I enjoyed with myself when he disrobed himself from his clothing. He had a build that needed more pads than a piano trunk.

Then he invited me to take a peek at his wonderful bathroom.

"Hey, what are you doing with all those bottles," I asked him, as he started to pour a lot of perfume into his bath.

"Oh, the studio wants me to use all these nice smelling bath salts and things," he replied. "You see, I have a large following of women throughout the world!"

"And you must go through all that," I asked.

"Uh huh," he murmured.

Then he stepped out and dried his skimpy frame. What a beating that big powder puff got as he doused himself with perfumed talcum. Before he left the bathroom, he also smeared his face with cold cream.

I ankleed out and grabbed my overcoat and was about to say "Goodnight, Cutie," for he looked set for bed in plenty of time.

This is the same guy that has damed floating around stage doors seeking his photos.

Oh, yes, he didn't forget to press his hands slick over the sides of his head then told the valet to put on the adhesive tape.

Nice boy, don't you think? And after it was all said and done, he turned to me and claimed that it was in his contract.

Yours for bigger and better tee-hee men. Danny.

### Lubitsch's Noel Coward Confab Over 'Design'

Paramount has completed a deal for film rights to "Design for Living," Noel Coward's Broadway stage play. Contract won't be signed, however, until Coward and Ernst Lubitsch talk it over. Lubitsch is to direct the film, if and when the deal goes through, and Coward wants to stick over casting and other details before giving in.

Reputed sale figure is understood to be about \$50,000. Coward got twice that amount for "Cavalcade" from Fox.

Lubitsch arrived in New York Saturday (4) for the sole purpose of looking at the play in New York and conferring on the matter with Coward.

Frederic March is understood to be Lubitsch's idea of one of the two male leads, though there's no knowledge as to who he has in mind for the other man or the woman.

He will also discuss with M. H. Aylesworth a new show idea for Radio City.

Hollywood, March 6.

Ely Culbertson, the bridge expert, is still telling Hollywood where to get off. His latest diatribes were on the "Hollywood on the Air" program Friday (5) over NBC.

"Outside a very bad bridge, Hollywood is suffering from an aggravated case of inferiority complex, all along the line," he said. "Another remarkable thing about Hollywood is that it is probably the most virtuous place in the world. I have never seen such a colossal concentration of virtue confined in such a small spot."

He attributed this to the newspaper and magazine correspondents, who are in reality public censors and moralists. Only ones left, he claims, that sport big cars and liveried chauffeurs are the foreign celebs.

He told more about that Marx Brothers challenge, and said he now refuses to play them until they get a reputation beating Wheeler and Woodsey. Only fair bridge players among the names, he claimed, are Bebe Daniels and Marion Davies.

He first crossed swords with Radio on the making of his shorts, he told his air listeners-in, when they titled his first one "The Gila Monster." When he asked for a reason it was explained that it was "very funny," being a play on words. He said he didn't like the title of the second short either. They had dubbed this one "Ely—you lie—in July" and wanted to make it a musical.

## STUDIOS THUMBS-DOWN DIRT PRESS SERVICES

Hollywood, March 6.

Publicity committee of the Producers Association composed of employees of major companies has banned six publications and news services with thumbs down on the following.

No cooperation is to be accorded representatives of a newspaper called "Philadelphia Bristle." No cooperation in any way with Al Ford and "The Question Mark" publication. No cooperation whatever to Arch Woodley of "The Hollywood Peep-Hole Magazine," local dirt sheet. None to Melvin A. Wise of Allied News Service, or Clifford Robertson and Ed Neise of the "Coast" or to Bill Swigart of the Hollywood News Service.

Also no cooperation is to be given the film exhibit on Steel Pier at Atlantic City as this exhibit is a concession and in direct competition to theatres.

## McLaglen's Legit

Manny Seft left New York for the coast Friday (3) after a week's vacation in New York. He goes back to Paramount on a writing contract, with New York City being talked to Whitaker Ray, legit producer, about his play, "American Plan," which Ray is to produce pronto. Talk of Victor McLaglen handling the lead in the piece although the deal may not go through because of McLaglen's \$2,500 a week demand.

## MAE WEST'S FUTURE

Two to Go for Par—Trying to Make 'Sex' Acceptable

Mae West has only two more to go under her present contract for Paramount, following which a new deal will probably be made.

Her first assignment for the initial freak stage success, "Sex," to get around the Haysian taboo, similar to "Diamond Lil" emerging as "She Done Him Wrong."

Willie Gillis' Mae West. Like the Gable complex on the Metro lot, has almost every Par scribe trying to fit her with a yarn.

# Coast Ready to Invoke Loophole For Shutdown, Restrained by East; Production Life Blood of Trade

Hectic studio conclaves, far into the night and in early this morning, on the proposition of shutting down production were discounted by New York film heads.

Hollywood, seemingly chiefly concerned with when the ghost walks, exorcised its west coast isolation on economic matters with intra-studio confabs all through Monday on what the funds would be normally available to carry on production and meet pay rolls. The box on the opposite page is a symposium of the moneys that are scheduled to be defrayed all this week. Of this the RKO payroll for the "short budget," as the major portion is disturbed next Wednesday (15).

The coast, in anticipation of a production moratorium, had ascertained from legal authority that it had a perfect technical out when and if so deciding, under emergency stress provisos. The clause is quoted at length herewith.

Up until last night, the coast last night, necessity for studio or theatre shutdowns was minimized.

Theatres most obviously must be kept open for the funds. Next in importance is distribution, i.e., exchanges.

East concedes intentions of some studios to shut down around this time the financial straits would hasten it, of course. In this respect the eastern film heads also concede they must be guided in a measure by the studios' recommendations.

Up until last night, the studios favored the shutdown idea, but concurred with the east that Congressional action, called for especially on the "short budget," would determine the entire scheme of things. If, as elsewhere reported, national scrip is legalized that will solve the currency problem for theatre box offices. It will mean that the scrip that would be governable, as heretofore, chiefly by competitive valuations at the box-offices. It would also solve the payroll problems.

With it would come a solution of any studio production worries as the theatres would have to be fed funds in full. It would mean perhaps a minimization of production should certain keys find the surpluses of theatres closed. This, in itself, is seen as a general remedy for the "short budget" which would perk up the remaining box-offices, in general.

### Coast's Out

Hollywood, March 6. Producers have been advised by lawyers that they can take advantage of paragraph 16 of studio contract with stars and writers that gives studios the right during times of stress to suspend production on account of situations similar to this. The average contract calls for a 12-week suspension in some instances. However, this clause has been changed to sixty and ninety weeks.

### Closing Clause

The clause of the contract follows: "In the event that during any period of employment hereunder the corporation is prevented from or materially hampered in producing, distributing, or exhibiting motion pictures for any period of time by any governmental regulation, ordinance, or law, or by the issue of any executive order of any governmental authority, effective whether studio or located at the theatre, the artist is rendering his services hereunder is located, or is so prevented or hampered by reason of epidemic, fire, strike, act of God, or any other cause beyond the control of the corporation, or if for any reason whatsoever a majority of the motion picture theatre in the United States of America shall be closed for a period of one week or more, the corporation may suspend the production of motion pictures and suspend the services of the artist hereunder for such time as such conditions shall exist; but in no event for more than 12 weeks. During such a period of employment, the corporation shall not be liable to the artist for any..."

(Continued on page 28)

### And So to Bed

Hollywood, March 6. Day after day Rutzenstein broke two fingers when she jammed her hand via an auto door she appeared at Warners for a scene in "Lily Turner," calling for her to do a crotch dance.

Excess figured that she couldn't do justice to the torso wriggling, due to pain from her injuries, and as she looked under the weather they decided to move one of the sequences up. So she was put to bed for the hospital sequence in which she is supposed to have a child.

## B'WAY B.O. CASH MEETS PAYROLL

The Broadway boxoffices provided funds to cash payroll checks around New York Saturday. Circuits called on their Broadway theatres for ready cash when the banks tied up funds.

Fox payrolls were partially met via the Gaiety boxoffice ("Cavalcade"). Fox paying off Friday everybody \$25; and 50% checks on salaries between \$25 and \$100. The ghost didn't walk for the over-\$100 payrolles.

Paramount theatre fed some ready cash when the Chemical Bank, Par's depository, had its funds tied up. Loew's theatre and others provided for partial liquid cash. Irving Trust Co., Times Square branch at 49th and 7th avenue, along with the only other two chain banks in New York, the Corn Exchange and Central Hanover ignored the banking holiday, and met payroll checks of its depositories up until noon Saturday. Saturday midtown branch of the Irving Trust has quite a few theatrical depositories.

Incidentally, the show-minded amusement interests were highly impressed by the showmanship of these banking institutions alone ignoring the moratorium and providing cash to all demanders on Saturday.

Legit boxoffice men who usually leave their cash in the night depositories of the banks for safekeeping until the next banking day, found themselves with some more ready cash through Friday night's receipts not being deposited the following day (Saturday) as the banks were closed. However, most banks literally observed the banking holiday and didn't permit access within the banking offices, either to safe deposit boxes or otherwise, and so that money was unavailable. Some legit theatres which cached currency in safety boxes, just in case, likewise, on Saturday, couldn't get to their liquid resources. However most were able to pay off via the boxoffice receipts. This on the other hand, mitigated against whatever refunds became necessary, with "Monday" at the Casino Theatre where George White told refundees that the cash was utilized to pay off the house staff, hence refunds had to be refused.

### RETAKES FOR 'GABRIEL' MAKE IT DOWN TO DATE

Hoywood, March 6. Metro will retake the finish of "Gabriel Over the White House" today (Monday) to build up the climax with material relative to the bank holiday. Figures to put another punch in story and bring it strictly to date.

As a preliminary, studio cameramen shot the line at the studio payroll Saturday. The studio indicated that it was Metro studio and not bank were covered and studio cleaned up a bank mob scene without handing out checks for extra work.

## Metro Production Goes On Just the Same

Hollywood, March 6. Despite conditions, Metro definitely starts Thursday on production of "The Chaser" with Madge Evans cast opposite Lee Tracy in leads, and Jack Connors directing.

## THEATRE CASH SURPLUS A PROBLEM

Theatres were taking various precautions in protection of cash. Loew issues orders that managers and staffs should not hang around theatres, coming in just as show went on and getting out minute it was over, so that houses could be locked up when patronage wasn't around.

Theatres immediately prepared to get rid of cash coming in by offices by discharging bills. Arrangements were made in some cases with distributors who came in even on Friday (5) to take out film rental. Other theatres, notably Paramount, N. Y., had express companies with armored cars take cash surplus out of box offices for storing in vaults.

One of the difficulties experienced early Saturday (4) on top of bank holiday was ways and means of making change. Quarters, dimes and nickels were in high demand, with theatre owners finding it hard to locate enough small silver to get by on until enough poured into box office.

People with large bills were storming theatres, but with box offices unwilling unless tickets were purchased, many were buying an admission just to get the change.

Railroad stations found people doing the same, presenting bills as high as \$1,000 denominations to buy a ticket to Newark that wouldn't be used.

### Paying Bills Fast

With all chain theatres virtually on a cash basis, current obligations are being paid out of receipts. If not enough in box office, theatres will default on bills or checks to cover will be surplused. In most instances theatres have been advised to send any surplus on end of engagements into home offices by express or postal money orders.

Paramount Public immediately issued orders that all checks must clear through New York Clearing House, which would mean no payment in other town or city until checks had cleared in New York. This will necessitate some delay after checks are presented when out of town.

## REFUSES C. O. D., FWC BICYCLES WB PRINT

Los Angeles, March 6. Refusing to take up a C.O.D. print of "Lawyer Man" from the Ritz, a Fox West Coast house bicycled the picture from the circuit's Boulevard.

Complaint made by exchange to film board of trade for adjudication.

### Found an Out

Hollywood, March 6. Eddie Smith found an out for an end to his publicity campaign to effect he would make "Shanghai Gesture" for United Artists release through his Reliance company. He demands an out moratorium, stating due to shortage of finances the picture is out.

Archie Mayo was to have directed and Lenore Ulric publicized as the star.

Hays organization claimed the picture would never be made.

### Cohen's Coast Return

Emanuel Cohen expects to leave New York for the coast in a few days, return to Hollywood, after a brief visit at the Paramount h. o. He has been discussing stories for the coming season along with other proprietary production plans.

## Name Stage Band and Four-Bit Scale Likely for RKO Roxy; Hall O.K. as Is

### S'Too Bad

Hollywood, March 6. Indie producer intending to make "Ten Nights in a Barroom," is looking for a heavy, and interviewing the known bibblers in the colony.

On his first interview he asked: 'Are you drinking now?' In each case the answer is: No, I haven't had a drop for years—I'm off the stuff.

'Too bad,' comes back the indie. 'I want a real soak for this part.' He's still looking.

According to the latest dope, it is the immediate plan of Harold B. Franklin, directing genius of Radio City, to spot the RKO Roxy for vaude and films, under a stage band policy with either B. A. Rolfe or Guy Lombardo, at a 60-cent top, at the conclusion of the current "King Kong" run. This may be in a week. The Palace, by contrast, may shove back to subsequent straight on a basis at a reduced scale, in furtherance of this plan, although previously there had been some talk of the Palace going combo again.

### Fourth Change

It would mark the fourth change in policy for the RKO Roxy as the management continues to experiment with the operation of the smaller of two Radio City theatres until the place gets set on policy.

The scale at the RKO Roxy, under the new policy, would be similar to that of Loew's State, on Broadway, while the show type will be more on the order of what Fanchon & Marco is doing at the old Roxy under the present policy.

It is believed that the operating problem of Radio City, with two houses, would thus be solved. The Music Hall scenario is being all along scheduled for new work until after the appraisal.

A 4% tax is levied on one-fourth of the valuation of all productions in the vaults or in course of shooting as of the first of March. In other years it has been the objective of all companies to ship out of the state all completed productions and to hold back shooting schedules for new work until after the appraisal.

This year it was found necessary to rush delayed productions, and tax day found 28 features going through the works at the major studios at an estimated production cost of \$7,000,000. Independent studios added to this seven features estimated to cost another \$200,000.

This will make the studio assessments amount to \$7,200,000, which is an excess of the figures for previous years.

Only companies able to clean out before the count were Columbia and Radio, both of which got out from under with a minimum of work still on the schedule.

## CENSOR REVERSES SELF ON DIX 'GREAT JASPER'

Baltimore, March 6.

One of the worst censor jams in this town almost left the big indie "Great Jasper" (RKO) without a feature to open with on Friday (3) when "Great Jasper" (RKO), starring Richard Dix, drew the censorial frown, and ended like the whole town, in a long line to court. Izzy Rappaport, owner of the Hipp, ready for injunction action, when the censors took a right-about and censor up.

Censor board, this time one Marie Freestman, wanted 1,800 feet of film cut out of the feature, which is about 7,600 feet total. This, Rappaport refused and induced Judge Eugene O'Dunne to view the picture. The judge flatly stated he saw nothing wrong with the film and was ready to sign the injunction papers. When the censor board realized that it would be a fight to the finish, they reversed themselves and reduced their cut demands to 150 feet, to which Rappaport agreed.

One of the big arguments for Rappaport was his proof that the Pennsylvania state censors, admittedly one of the toughest in the country, cut only 13 feet out of the film.

RKO New York film office sent down a special man to handle all cuts.

### FIGHT OHIO TAX

Columbus, March 6. Vigorous opposition to the 10% tax on amusements in Ohio, proposed by Gov. George White in his emergency relief bill, was registered last week during the first committee hearing on the measure. Max Stern, local theatre owner, led the opposition, declaring the tax in the state would be driven out of business if the tax was passed on to the consumer.

## INAUGURAL NEWSREELS COST REACHES \$100,000

Newsreels spent in the neighborhood of \$100,000 to cover the inauguration. As the result most of them are making Roosevelt the sole subject of their current national releases. Not only that, but they have gotten out more paper and look for more marquee space that that allotted to the current feature picture in many theatres.

Complex scenes of coverage effected by major newsreels, Fox-Hearst had eight crews (trucks) on the job as well as two silent details to reach points where the sound wagons could not get close. Fox cameraman, lost two fingers when he brushed the propeller of a blimp up over the Capitol taking bull's-eye views. Every time he completed a reel he ordered the pilot to swoop down, dropping the can to a messenger on the ground who in turn rushed it to one of the waiting planes.

### PAR'S GESTURE

Ships Print of 'Farewell to Arms' as Courtesy to II Duce

Paramount shipped a print of "Farewell to Arms" specially to Mussolini Saturday (4) on the Saturday. Picture went on the diplomatic mail bag and is to be seen by the Primo immediately on arrival.

Just a gesture, the Italian representatives in this country having been asked the picture after squawking last week by Italian Liaison and dialog by Abraham Armand. Film will be recorded at the Atlas Long Island studios.

### Yiddish Talker

Shooting starts Wednesday (8) on "Forgotten Parents," Yiddish talker, by Left Productions. Lazar Freed, star, by Charles Goldstein are the leads, story by Isidor Luban and dialog by Abraham Armand.

Film will be recorded at the Atlas Long Island studios.

# CHASE OUT OF FOX REFORM

## How Coast Paid Off; Some Drew on Theatres; Metro's Over \$3,000,000 Transfer; MG's Oakley Mob Scene

Hollywood, March 6. Metro, first studio to be confronted by the bank holiday as regards payroll, paid off in full Saturday, though only after a delay of several hours. All who receive \$100 or less got cash; checks for those getting larger salaries.

Cash was wired here from the home office through the Federal Reserve bank. It is reported that Nick Schenck turned into the Federal Reserve bank in New York some days ago treasury checks to a value of between \$3,000,000 and \$4,000,000.

Metro execs announce that they have on hand sufficient cash to meet two weeks' payroll.

Money was brought to the lot in an armored car with a heavy guard of ex-service men. Entrance to the cashier's office was chained off and armed police halted any attempt to approach the windows before 4:30, when the payroll was made up. Not having on the lot a sufficient force familiar with cash payoffs, the studio borrowed several clerks from the local banks to assist the regular studio force.

Pending the delay, employees formed a line between 300 and 400 feet long, guarded by 14 police, all

### Studio Payrolls

Hollywood, March 6. Columbia has a \$400,000 pay roll to meet Tuesday (7). Fox has \$150,000.

Warner Brothers' is \$250,000 on Wednesday.

Metro paid off \$50,000 cash on Saturday and will open this afternoon an accommodation window to pay cash for immediate needs of higher salaried people that were paid off in checks Saturday.

Paramount pay roll will run around \$250,000 due Wednesday (7). That company has about \$6,000 on hand in cash for petty needs, but none will be used toward salary payments.

armed, while two plainclothes men stood at the payroll windows armed with tear gas guns. Cameras were trained on the crowd for use in a remake on 'Gabriel Over the White House.'

### Under \$100 in Cash

All payments were by checks, but all checks for \$100 or less were cashed at another table, which was where the bank clerks came in.

With New York and other states participating in the holiday, producers have no idea where the money for subsequent payrolls is coming from with the exception of Metro, which has the actual cash for another payment.

Cashless condition faces the Fox studio, whose payday is Tuesday (7) with Paramount and Warner paydays coming on Wednesday. Radio pays most of its employees on a fortnightly basis, with the next due a week from Wednesday (15), and its technicians and the lesser help are on a weekly basis with their pay coming due this week (Wednesday).

Closing of the banks here Thursday was followed by an emergency meeting of the executive committee of the Producers Ass'n on Friday which resulted in a virtual deadlock and adjournment today (Monday), when they will meet at noon simultaneously with a similar meeting in New York. The two conferences will be connected by an open phone.

Confronting the studios is the fact that Hollywood is dependent upon New York for salary funds with an average of \$10,000,000 due each week for this purpose.

Even if the cash could be transferred through the usual banking channels producers are faced with the fact that up to Saturday mid-

### Education

Hollywood, March 6. No longer do you hear the word 'Colossal' in Hollywood. They've discovered a new word in Webster's—"Chaotic."

## Cooper Contract Up for OK; New 22; Allvine Aide

Hollywood, March 6. Merlan C. Cooper has been given a contract by B. E. Kahane as vice president in charge of production at RKO Radio studios.

Document has been sent to New York for an official okay, which may take several weeks.

Cooper had appointed Glendon Allvine as his assistant. Allvine was former adv.-pub. chief for Fox in the east.

With 22 pictures going in before June, Cooper will add three associate producers to his staff within the next few weeks. Of the 22, Cooper will supervise six, all of a novelty adventure type, with 'Jamboree' as first. Ernest B. Schoedsack will direct.

Others of the 22 are Wheeler Woolsey film; 'Silver Cord,' 'Morning Glory,' 'Bed of Roses,' 'The Wise Guy' and another Richard Dix pic; 'Power Man,' 'Emergency Call,' 'Little Women,' 'Little Clown Lost,' 'Glants of the Deep.'

## WESCO FORECLOSURE BY CHASE LOOKS SURE

It is regarded as certain, in the east, that Chase will foreclose on the Wesco Corporation, controlling parent company of Fox West Coast, when Wesco's \$15,000,000 6% note fall due around April 1. Such a foreclosure is regarded as routine and as a protective measure for the bondholders as represented through Chase. It probably will not affect the F-WC receivership operation.

Foreclosure will have no effect on connection with Fox Film.

The foreclosure, however, will privilege Chase to have some voice in any reorganization plan which Wesco, through F-WC may undertake for the latter company. Wesco is not an operating company, although it stands as guarantor on some leases held by F-WC. Fox West Coast, which is in receivership, is the operating company.

Wesco, also is the original purchasing company for Fox, of the Hoyt's Australian chain, but whether Wesco is still fixed as the parent company of Hoyt's isn't known, since Hoyt's is now merged with the Williamson & Tait holdings in the island continent.

### Milwaukee, March 6.

First meeting of creditors of the bankrupt Midwesco Theatres, Inc., former P-WC subid, is scheduled for March 16.

### LAEMMLE'S STAY BRIEF

Cari Laemmle will not remain in New York as long as anticipated, probably returning next week after only a three-week sojourn.

Sigmund Moos, Jack Ross, his secretary, and the rest of the Laemmle entourage which came east with him will go back to California.

## KENT ABSOLUTE, HAS OWN BOARD

Bank-Dominated Finance Committee Disbanded—Vanderbilt, Brush, Other Wall Street Reps Step Down—Tinker, Rowland, Michel, Towell New Money Chiefs

### SENATOR HASTINGS IN

Chase Bank has moved out of Fox and Sidney R. Kent is now in absolute charge as the company operator and directorate has shed every bank representative and disbanded the company finance committee. Instead the company, under Kent, will have a management board composed of actual operators of the business and an Executive Committee, headed by Kent himself.

The change occurred at the Board session held last week in the downtown offices of Chase. Not only has Winthrop Aldrich, president of Chase, relinquished his post as chairman of the finance committee of the Fox company, but he also has stepped out as a director.

Cornelius Vanderbilt, Matthew Brush and C. E. Richardson, other Chase reps, have also stepped down. The new Executive Committee, which replaces the finance committee, is headed by Kent himself and includes among others E. R. Tinker, W. C. Michel, Richard Rowland and Sidney Towell.

### G. T. E. Gets Look-in

Succeeding Aldrich in U.S. Senator Daniel O. Hastings of Delaware, receiver for General Theatres, Spotting in Sen. Hastings on the Fox board means that G.T.E. is now represented directly in Fox film affairs as the principle stockholder of that company.

Sidney Towell, comptroller of Fox film, and William Eadie, assistant controller, are among the new directors on what is called Kent's management directorate. Richard Rowland also was made a director, as was Felix Jenkins, of the legal division, who also is assistant secretary of the company.

No mention is made of David Bruce, son-in-law of Andrew Mellon, former U.S. secretary of the Treasury, under Hoover. His affairs (Continued on page 34)

## National Moratorium Favorably Regarded As It Will Unify Scrip Payments for Entire Film Industry

### Ouch!

St. Paul, March 6. Gag of local theatricals in Publick, with Strand, its downtown dark house, standing plastered with opposah RKO and 'Cavaladeo' 24-sheets.

Publick lacked the dough to cover the walls with their own posters.

The national moratorium saved filmordia. Two weeks of sporadic moratoria ran up a national gross decline of approximately \$14,000,000. The industry over the week end set this Thursday as its deadline for final action. In the interim its greatest hope and confidence is that Washington will approve Federal Reserve scrip. If this is done, indications yesterday (Monday) were that the industry will meet to meet sufficient of its total payroll to avert crippling of the business as a whole.

## Theatre Closing Costs Dearly in Neighbors' Values

Minneapolis, March 6. How terrifically property values in the vicinity are shattered when a large theatre is closed is strikingly illustrated in the case of the 4200-seat Publick Minnesota here. Before this house went dark a large automobile parking space opposite it to it rented for \$3,000 a month. Today, a year later, the rent for the same lot is \$300 a month.

The parking space formerly charged 25c and was always crowded. Now it's doing a slim business at a dime a seat. Store rentals in the same neighborhood have dropped from \$300 and \$400 a month to \$100 and \$150.

## GOLDWYN SAILS WHEN PROD. PLANS ALL SET

Sam Goldwyn's departure for Europe in about three weeks, for a cash, depends on the completion of details for his next two pictures. Goldwyn, Arthur Hornblow, Jr., and several others of his staff are now talking over the next Eddie Cantor picture and a starter for Anna Sten. Hornblow will go to the Coast when Goldwyn sails.

Lynn Farnol, Goldwyn exploiter, will remain in New York to see 'Masquerade' started on its key city openings.

## How New York H. O's Paid Off

### Partly Cash, Rest by Check—Theatres' Ready Funds a Help Over Week-End

Payrolls of major companies who pay to last night (Monday) had not been met in full or at all on pay days scheduled were those of Fox Film, Columbia and Publick Theatres. In the case of Fox, Columbia, which pays off on Saturdays, it was forced through declaration of a bank holiday to pay off in cash, with 25% of pay dug up for some personnel and up to 50% for others.

Publick recently has been paying off weekly on Saturdays though previously pay had been every other Tuesday. Company passed up payroll Saturday (4) but yesterday (Monday) decided to pay off today (Tuesday) by check.

Paramount, theatre, New York, and other Publick houses paid off as usual out of receipts at end of last week's engagements, whether Wednesday (1), Thursday or Friday. Other chain theatres did the same.

Fox on Friday, pay day in that company, paid 32% salaries in full, 32% of salary of those earnings from \$25 to \$100, and suspended payroll on salaries over \$100.

Monday afternoon the industry—distribution and boxoffice—agreed to deal in scrip. S. R. Kent, Clarke O'Reilly and Dave Palfryman of the Hays office organized the movement on scrip.

Eyes of all film heads were toward Washington yesterday (6). Developments over the week end from the Capitol were such that Will Hays decided against calling the morning session of his directorate which originally was planned to be hooked up by telephone with a session of studio representatives taking place simultaneously on the west coast.

The western session, however, remained scheduled. It will be guided solely by attitudes of the east. In fact, it is revealed, the purpose of that session is more to study eastern reports rather than the immediate situation in the picture plants.

Whatever delay in moving affecting the industry that are made will be inspired and executed by and from the east.

A definite program by Hays will be presented to his board when he decides to call it together. This will be shaped, it was stated authoritatively Monday, almost solely upon Washington's plans for industry as a whole.

Hayites Cheerful Organization spokesmen with an inside at the Capitol expressed confidence Monday that the Washington dictum will be such that funds may be transported from state to state by means of the Federal reserve system. They were equally confident that a complete banking bill is now being drafted; that it will be adopted unanimously by Congress at its Thursday session, and that the banking law, relieving all present tensions and uncertainties will be in effect before the end of this week.

If this is borne out then virtually all the money that will be met this week, closing of theatres will be kept to a minimum, which will be temporary, and exchanges—the main channels of industry commerce—will be kept open.

While Thursday of this week therefore is regarded as a definite deadline for filmord—one that will either witness virtual complete functioning of the normal times, or one that will close down home offices, studios and theatres—the Hays office was hopeful on Monday that a meeting of scrip makers will appear on a national basis within the next few days that scrip gets the Reserve signature then the main current problem to distributors will be obviated.

Regional Scrip Problems Regional scrip, that kind which is honored only in territories where it is issued, will be a more serious blow to film than to any other industry, it is claimed.

Past movement of money in pictures, like the St. Louis exchange turning out to New York which in turn pays California, makes regional scrip nearly valueless to national functions of pictures. If this should be the case, however, the industry is expected to ask its exchange to recognize regional scrip. Less thought, however, is right now being given such a situation, the conflict being that scrip forms which will either be national or else there will be governmentally recognized means (Continued on page 36)

Many persons were left without immediate funds not only through failure of payrolls to come through but as a result of the banking moratorium over weekend. To P-P people who are paid off every two weeks, the situation was just that much worse.

RKO also pays off twice a month, first and 15th. It met its last payroll for the h.o. The RKO theatres, as with all other theatres of chains, pay off out of receipts or reserve after each week's engagement.

Warner Bros. met its payroll in full Thursday and Friday, while Universal took care of its salary outgo Wednesday (1).

Both Metro and United Artists discharged payrolls as scheduled on Friday (3).

On that date before payrolls were taken care of, the Hays' office had a meeting on the financial situation but with agreement that each company would make its own decision as to payrolls, other immediate obligations and whether there was to be suspension in whole or part, if at all.

# 41 Houses in Fox-W.C. \$25,000,000 Bkpty.; Wesco and Fox Films Main Creditors; New Set-Up in Detail

Los Angeles, Mar. 6. Schedule of liabilities totaling approximately \$25,000,000 is expected to be filed today in the U. S. District Court in the voluntary bankruptcy proceedings last Monday (37) of Fox West Coast, Wesco, the parent company, is the heaviest creditor, and Fox Films the next. Circuit owes Wesco around \$13,000,000, and Fox Films \$2,500,000. Mortgage notes and bills payable make up the balance.

Case has been assigned to Samuel W. McNaught, referee in bankruptcy, and former U. S. District Attorney here.

Included in the bankruptcy are 41 F-W.C. houses, 25 of which are located in Southern California (Los Angeles territory primarily seven in Arizona, four in Northern California and five in southern Oregon. Circuit has been operating only 22 of these recently.

Charles Skouras and John Treanor were appointed ancillary receivers for the Fox West Coast properties in northern California by the United States District Court in San Francisco district closed since Feb. 1, or prior, are the Alhambra, Crutcher, and United Artists, Los Angeles; Florence and Raymond, Pasadena; Hippodrome, Bakersfield; Riato, California; Fox, San Bernardino; and Fox, California, Ontario.

**How Set Up**  
To regulate such property that is at present profitable, and can be operated conveniently as a unit, and to facilitate liquidation in favor of creditors, F-W.C. organized seven leases, equipment and titles to the 27 new companies, organized several weeks ago.

Capital stock of each of these new companies, together with a promissory note for a substantial part of the remaining value of each, has been assigned to Fox California Theatres, which in turn issued all of its 1,000 shares of common stock, par \$10, and a demand note for \$1,630,000 (equal to all the notes issued to it) to F-W.C. Clause in this contract states that receiver is appointed within 60 days of the date a situation which happened, the receiver had the power to rescind the entire transaction.

Fox West Coast owns 100% of its stock: 31% of Alden Theatre Co.; 50.09%, California Theatre Co.; 100%, Carthy Circle Theatre Co.; 100%, East River Theatre Corp.; 33 1/3%, Grand Opera House, Hollywood Theatres, Inc.; 100%, Pantazes Hollywood Theatre Co., Ltd.; 100%, Screen Mirror, Ltd.; 50%, Theatre Lingerie Corp.; 1/3%, U. A. Downtown Theatre Co. (Joint venture).

These subsidiaries own or operate themselves or through other subsidiaries in California, Oregon, Washington, Idaho, Montana, Wyoming, New Mexico, Arizona, Colorado, Kansas, Missouri, Illinois and Nebraska. Most of the houses in the Pacific Northwest went into bankruptcy Jan. 1. F-W.C. also operates, owns and leases commercial property at Ave. 26 and

Pasadena, and Ave. 18 and Pasadena (L. A.) and in Pasadena.

**Treanor, Co-Receiver**  
John Treanor, appointed co-receiver with Charles P. Skouras, under a joint bond of \$150,000, is of Portland (Oregon) Co. and has never with no previous show experience. Correct list of houses and properties included in the F-W.C. bankruptcy follows:  
Los Angeles: Alhambra, Alvarado, Ave. 26 and Pasadena, Ave. 18 and Pasadena, Brooklyn, Crutcher, Starland, United Artists (down town).  
Pasadena: Florence, Strand, Raymond; Bakersfield, Hippodrome; Calexico, Riato; Hawthorne, Plaza; Long Beach, Egyptian; Napa, Hippodrome; Ontario, California; Redwood City, Old Sequoia; Turlock, Fox; San Bernardino, California; San Diego, Orpheum; Santa Barbara, Arlington; Santa Monica, Majestic; Santa Ana, West Coast; Pomona, Sundist; Vallejo, Strand; Vancouver, Castie.

Arizona: Bisbee, Lyric; Douglas, Grand Lyric; Lowell, Central; Nogales, Lyric; Nogales, Tucson, Fox, Lyric.  
Oregon: Corvallis, Majestic, Whiteside; Eugene, McDonald,

Houses in the Southern California district closed since Feb. 1, or prior, are the Alhambra, Crutcher, and United Artists, Los Angeles; Florence and Raymond, Pasadena; Hippodrome, Bakersfield; Riato, California; Fox, San Bernardino; and Fox, California, Ontario.

## The Fox-West Coast Set-Up

Here's the Fox-West Coast bankruptcy set-up in a nutshell:

- There are two corporations, Fox West Coast Theatres, a California corporation, which went into bankruptcy, and Fox West Coast Theatres Corp., a subsidiary capitalized at \$100,000.
- Before F-W.C. Theatres went into bkpty, it turned over 37 theatres to 23 newly organized companies.
- At the same time, it assigned its stock holdings in 20 corporations to F-W.C. Theatres Corp.
- The 23 newly organized companies turned over all their capital stock and demand notes, for a substantial part of the purchase price of their holdings, to Fox California Theatres Corp.
- Fox California Theatres Corp. issued all of its stock (1,000 shares at \$10) and a demand note for \$1,630,000 (equal to the total of notes received from the 23 companies) to F-W.C. Theatres Corp.
- F-W.C. Theatres Corp. issued all of its capital stock and a demand note for \$1,630,000 (equal to the one given it by Fox California) to F-W.C. Theatres, the bankruptcy.

Rear: Medford, Crutcher, Riato, California; Vancouver, Castie.

**37 Houses**  
Recognition, prior to the bankruptcy, of some of the theatres held by Fox West Coast, spotted 37 houses in 23 new corporations. Following is the list of companies, and the theatres held by each:

**FOX RIVERSIDE THEATRE** (CORP.): Richmond, L. A.; Theatre, L. A.; Riverside, Riverside; Fox (California), Stockton; Fox, Phoenix, Ariz.; Fox, Billings, Mont.; West Coast, Long Beach; Riato, South Pasadena.  
**FOX BAKERSFIELD THEATRES** (CORP.): Fox, Bakersfield, Calif.  
**FOX BUTTE THEATRE** (CORP.): Butte, Mont.  
**FOX DE LUXE THEATRES** (INC.): Boulevard, L. A.; Florence, L. A.; California, Pomona; Fox,

## Gone Hollywood

Hollywood, March 6. Prize trajectory shot to Morris Musson and Zeta Lubov, brought here by Metro to play the same parts in the pic version of 'Reunion in Vienna' they did in the play.

Asked for their costumes first day on arrival, they stated they were in such a hurry to get here for pictures they could not take the wardrobe. Telephone call to New York and air express became necessary.

**Pomona: Fox, San Bernardino; Fox, Spokane, Wash.**  
**FOX CABRILLO THEATRE** (CORP.): Cabrillo, San Pedro.

**FOX VALLEY THEATRE** (CORP.): Imperial, El Centro.  
**FOX SAN DIEGO THEATRE** (CORP.): Egyptian, San Diego.  
**FOX FAIRMOUNT THEATRE** (CORP.): Fairmount, San Diego.

**FOX LA BREA THEATRE** (CORP.): La Brea, L. A.  
**FOX LONG BEACH THEATRE** (CORP.): Imperial, Long Beach.  
**FOX NORTH PARK THEATRE** (CORP.): North Park, San Diego.  
**FOX ORANGE BELT THEATRE** (CORP.): Pasadena, Pasadena.

**FOX FOX THEATRE** (CORP.): Capitol, Calexico.  
**FOX RIATO THEATRE** (CORP.): Dome, Ocean Park; Fox, San Diego.  
**FOX LOEWS WARELD, San Francisco.**

**FOX RITZ THEATRE** (CORP.): Ritz, L. A.  
**FOX SAN BERNARDINO THEATRE** (CORP.): West Coast, San

Los Angeles, March 6.

There are two corporations, Fox West Coast Theatres, a California corporation, which went into bankruptcy, and Fox West Coast Theatres Corp., a subsidiary capitalized at \$100,000.

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Bernardo.

**FOX WESTWOOD THEATRE** (CORP.): Village, Westwood Hills.  
**FOX SENATOR THEATRE** (CORP.): Senator, Hollywood.  
**FOX VALLEJO THEATRE** (CORP.): Virginia, Vallejo.  
**FOX STRAND THEATRE** (CORP.): Strand, San Pedro.  
**FOX WARFIELD THEATRE** (CORP.): Grauman's Chinese, Hollywood.  
**FOX WILSHIRE THEATRE** (CORP.): Fox, Wilshire, L. A.  
**FOX BAKERSFIELD THEATRE** (CORP.): California, Bakersfield.

## '42D ST.' SPECIAL DUE IN NEW YORK THURS.

Warners' special train in co-operation with General Electric, to exhibit the Warner film, '42nd Street,' arrives at the Grand Central Theatre, New York, on Thursday. The special, which is carrying current Warner and G. E. exes besides studio players to New York and their New York friends, will arrive in Washington for the Presidential inauguration.

## Alperson, Powers, F-W.C.

Hollywood, March 6. Eddie Alperson, Fox film buyer from New York, arrived today and will be temporarily stationed here. Also in from East is William T. Powers, formerly of Paramount local department, who has joined Fox West Coast as legal advisor in real estate department and who will concentrate on rents.

## F-W.C. Disbands Ad Dept.

Los Angeles, March 6. Fox West Coast today abandoned the publicity and advertising department at the home office, with Fred Orr, head of Kfirpatrick, artist, and Green, plant, moving to Loew's State and handling currently only that house.

## Hollywood

Briefly rewritten extracts from 'Variety's' Hollywood Bulletin, printed each Friday in Hollywood, and added to the regular weekly 'Variety' Bulletin does not circulate other than on the Pacific Slope. News from the Dailies in Los Angeles will be found in that customary department.

Jack Tilden will direct Richard Dix in 'The Wise Guy,' which will probably be his last at Radio.

Miriam Hopkins is being considered to replace Wynne Gibson in Fox's 'The Trumpet Blows,' with George Raft and Jack LaRue in the cast.

**Maniewicz Writes Musical**  
Story for Metro's musical which will be made on the multi-star cast idea such as 'Grand Hotel' is being written by Joe Maniewicz.

**Sprague Doing a Second**  
Chandler Sprague, who authored 'The Chaser,' is doing another story at Metro, with intention to spot Lee Tracy and Wallace Beery in the leads.

**Riesner, Kalmer, Ruby East**  
Cliff Riesner, Bert Kalmer and Harry Ruby have gone to New York to confer with Ed Wynn on the latter's picture for Metro.

Boris Karloff is on loan from Universal to appear in 'The (Howl) for British mount. He is on his way to England.

'The Liberty' yarn, 'Handshake,' will be the first Will Rogers pic for Fox. Jane Storm adapting.

Arthur Kober is back on the Fox payroll on a two-picture writing term.

**Cutter Shifts to Wurtzel**  
Barney Wolf transferred to the cutting department of the Wurtzel unit, with Robert Bischoff succeeding him in charge of the department at Fox.

**Their Domes Cracked**  
Arthur Harnow, Marx and Susan Fleener, injured when a barage of bottles was let loose during the Arizemid-Miller fight at Olympic auditorium.

Radio has a deal on whereby it will make a barage of bottles two more pic for the studio after completing 'In the Hot.'

Roy Del Ruth will direct 'Star Line' for Radio if Warners agree to a loan deal under way.

**Clarke, Jay Shattered, Replaced**  
Sally Eilers, on loan from Fox, goes to Broadway, replacing Mae Clarke, whose jaw was broken in an auto accident.

Radio's 'Little Clown Lent,' with Dorothy Jordan and Joel McCrea, will be merged by Al Green, on loan from Warners.

Jack LaRue has drawn a seven-year contract with Metro. 'Player' went into 'Shame of Temple Drake' when George Raft stepped out.

**White's Indian Short**  
Jules White and a cameraman left for the Cherokee Indian reservation at Ashville, N. C., to make a short for the Pete Smith series at Metro.

Russell Birdwell, Radio man, moves up to a director's berth to meg 'Flying Circus,' aviation story.

**Guild Adds 30**  
In a membership drive the Screen Writers' Guild voted in 30 new members, including Dudley Nichols is added to the board of directors.

**Co-opting a Theatre**  
With no indie operator willing to assume responsibility, only picture in solution, small town here, here is being operated by the Business Men's Motion Fund.

J. J. O'Donnell, New York cop of Postal Exchange, is here making a survey of the local field to extend its theatre ticket delivery system in this territory.

**Murray to Explain**  
Lon Murray, who has been negotiating to whip a 'No No' Nantette troupe into shape for the road, has been subpoenaed by the Labor Bureau to answer wage complaints and explain an alleged bouncing check.

**Nixed '42 St.' Ballet**  
Warners wanted to take its '42nd Street' train onto Hollywood Boulevard as a ballet for the opening

of the picture, but railroad officials nixed the idea. They said the road wouldn't stand it.

'Toek Shop' will be produced at Paramount by B. P. Schulberg in stead of by Charles Rogers. Rogers instead will do 'Bottom of the Sea.'

James K. McGuinness, who was assigned as associate producer at Columbia, goes to Metro on a year's writing contract.

Called back to Radio to adapt 'Ann Vickere,' Louis Wetzzenko gets 'Just Off 24 Avenue.' Jimie Murfin will write 'Vickers.'

Herman C. Raymaker will go to South America to direct a jungle picture for A. J. Van Beuren and World Wide release.

Columbia's 'Box the Wild Stallion' is on the studio shelf with indecision whether to release as is or give it a remake treatment.

**Pays to Advertise**  
Victoria Vinton, burlesque actress, who is suing Sam Goldberg for \$18,000 for asserting depicting a semi-nude photo of her in front of the Majestic, has favorably passed a U. S. screen test.

Four Universal writers, finishing work on pictures slated for production after the opening, went off the payroll. Quarter are Kathleen Sheppard, Earle Snell, Clarence Marks and Donna Byrne.

Herold Hecht has been loaned by Paramount to stage dance numbers in Radio's musical 'Maiden Cruise.'

**'Gerhard' On Again**  
Theodore Dreiser's 'Jennie Gerhard,' dropped by B. P. Schulberg, is back in favor again, with S. K. Lauren and Frank Partos writing a new treatment.

Hal Roach will not take in the option on the contract of Ben Blue, who has been appearing in the 'Taxi Boy's' shorts.

**'Soviet' Off Again**  
Metro has shelved 'Soviet' again. This time because Harry John refuses to extend the loan of Frank Capra, his ace director, who was to have merged it. Film stands Metro about \$1,000,000.

**Colony Sick List**  
Samuel Marx, father of the Marx Brothers, in the Cedars of Lebanon hospital following an attack. (Continued on page 25)

## USC IN FILM PRODUCTION

Hollywood, March 6. University of Southern California, which has shown practical interest in film making for years, is preparing to enter into production and distribution of educational pictures. The school has taken an office at its public studio and will designate this branch of learning the University Cinema Division.

U. S. C. formed a cinema advisory council with John Carvuthers, research assistant to the school's president, as chairman. John Boyce-Smith, of Republic studio, has been named a member of the council. John Carvuthers, technical affairs, is studio rep. Pictures, mostly, will be confined to lectures on university subjects. First film is intended to be a scientific talk by Prof. Augustus Fitzgerald, stateshiper ballouster, but 'Picard's' short story here is considered making the pic.

Public courses have been on U. S. C.'s curriculum for several years.

## L. A. to N. Y.

'Chuck Warner,' Bert Kasher, Harry Gray, Sam Katz, Max Gordon, John Zent.

## N. Y. to L. A.

Manny Soff, Eddie Alperson, Wm. T. Powers.

## New F-W.C. Stock Structure

To Fox West Coast Theatres Corp. was turned over stock held by Fox West Coast Theatres in the following corporations:

Corp.	Shares common.	Percentage of stock.
Building Co.	10,000	100
California Theatre Co.	50,090	5009
Carthy Circle Theatre Co.	100	100
East River Theatre Corp.	33,333	3333
Grand Opera House, Hollywood Theatres, Inc.	100	100
Pantazes Hollywood Theatre Co., Ltd.	100	100
Screen Mirror, Ltd.	50	500
Theatre Lingerie Corp.	33,333	3333
U. A. Downtown Theatre Co. (Joint venture).	100	100
These subsidiaries own or operate themselves or through other subsidiaries in California, Oregon, Washington, Idaho, Montana, Wyoming, New Mexico, Arizona, Colorado, Kansas, Missouri, Illinois and Nebraska. Most of the houses in the Pacific Northwest went into bankruptcy Jan. 1. F-W.C. also operates, owns and leases commercial property at Ave. 26 and		
Wesco Theatres, Inc., of Northern California.	75,830	7583
(Part of above held in escrow by Adolph Ramish)	400	400
FOX RICKY ALPHEUS THEATRE CORP.	500	100
FOX RICKY ALPHEUS THEATRE CORP.	500	100
Adolph Ramish against certain of the foregoing in favor of the Fox West Coast Theatres Corp.	500	100

# WALL ST. FEELS SAVVY

## Seabury May Represent Landlords On Rent Adjustments with Publix

Samuel Seabury, the Tammany Terrorizer, is reported seriously considering projecting himself into the film industry on a basis that would virtually amount to a quiz into receiver-landlord theatre deals. Seabury, it is known, has already been approached and there is every indication now that initially he will represent a group of Public Circuit landlords who want a break in lease adjustments.

Virtually every landlord leasing property to Publix is now being canvassed with the purpose of forming one of the strongest creditor committees contemplated since the advent of film receiverships. These leases combined total about \$200,000,000.

The new movement, with Seabury technically debriefed as trial counsel, but actually overseer of landlord protection, would also attempt to relieve land owners of the necessity of making personal trips to New York or have some general representative or committee aides.

**Appraisals Under Way**

An army of appraisers is now being recruited by the new protective venture. This is made up largely of real estate experts and appraisers. It will be to appraise theatres for the benefit of the actual owner so as to afford data to combat figures by Fox's own department of appraisers.

Already the potential landlord calculators appreciate they have a stiff job ahead. Accustomed to measure buildings by floor space and cubic content, some of them are now hoping to arrive at a formula which can be generally applied to the box-office. Such men admit they have yet to lay down the value of the real estate in relation to the value of the theatre as a show enterprise.

Efforts to gather information concerning the nature of leases are already being made openly. Legal investigators for the new committee are finding unexpected snags. They are being told that during boom times show business as a whole plunged blindly, in many instances, to coral houses in cut-throat competition. As the result there is little uniformity to guide outside appraisers and still less opportunity, it is conceded, to arrive at a true and natural valuation of some of the properties.

At first breath the Public proposition for landlords, in the new deals, to ride along with the circuit on a percentage of what is taken at the boxoffice looked favorable. Now, however, landlords are reported to want the right to have a hand in picture bookings for their houses under such an arrangement. Now the landlords want assurance that houses will have quality product, for fear they may be left holding the bag.

## COAST IS WASTING NO TIME RETRENCHING

**Hollywood, March 6.**

Studios here are working it all labor to bare necessity for production.

Not wanting to carry any more help than necessary, and because the present situation, indie studios are laying off even office help.

## Penn. Pink Slip Idea

**Philadelphia, March 6.**

Following protests of exhibitors against the Pennsylvania censors, a meeting was held this week between the board and a committee from the Board of Managers of the M.P.T.O.A. of Eastern Pennsylvania, Southern New Jersey and Delaware wherein the 'pink slip' method was discussed.

The board reported favorably on the idea, thus exempting the films from a part of censor eliminations and the matter will be taken to Harrisburg for a discussion. It was also decided to arrange a monthly meeting between the censors and the exhibitors.

## \$1,200 Poster

**Chicago, March 6.**

Uptown theatre has an expensive assortment of oil paintings hanging in its ultra mezzanine foyer. Book value on the art, a relic of the glad, mad days of expansion, is said to be in six figures.

Utilization of one of these oil paintings, 'The Bull Fight,' was made recently by Ed Holden, who brought the picture down as a front of the house ballyhoo for 'Kid from Spain.' Picture is said to have originally cost \$425,000, which makes it the world's most costly poster.

## Fox-WC Link Of 250 Houses After Mop-Up

**Rebirth of the Fox West Coast chain,** after theatre eliminations which are now going on, and turn-backs plus receiverships of minor subsidia, will come through the reorganization of the Coast chain into a nucleus of around 250 theatres. The latter number is all that are expected to remain when the reorganizers and receivers get through washing up 'deadwood.'

Right now, it is stated, the F-WC chain has around 200 theatres, that are considered paying properties. That means only around 40% of the chain which before receivership aggregated about 500 houses.

The theatres that will form the new Fox West Coast link will be in closely held territories.

The circuit has around 120 theatres which are now dark and of this number, it is expected, fully 100 will be darkened permanently, eliminated from the fold or turned back to former owners.

## ECONOMY MAY FORCE SINGLE PROGRAMERS

**Los Angeles, March 6.**

First encouragement toward single features was brought around by neighborhood houses over weekend being unable pay rentals for double features. Hollywood Theatres, formerly Fox-West Coast subsidiary, having four houses on Hollywood Boulevard on Sunday started single feature policy. This group was the first of the double feature showers in town.

Expected that many other theatres operated by chains will also go this way, especially the neighborhood houses. Principal Theatres, which runs number of 10c grind houses downtown, had worst business Sunday in their career was even weaker than the usual week day business, falling 25% below that of an average Monday which is considered bad.

Though some houses want single bill in desperate effort to get in cash, three houses went triple bill Sunday to try and increase revenue.

They were Warners' Forum and Jewel, and the Mayfair, Independent.

## 'BANK HOLIDAY' INDIE PIC

**Hollywood, March 6.**

Following right on the newspaper headlines, Monogram has bought a story idea called 'Bank Holiday,' by George Waggener, W. T. Lackey will produce for Monogram, and Phil Rosen direct.

Picture is to be rushed into production.

## THAT SHOW BIZ SUICIDES SHOWERS

**Evidence is Against Them—Banker Influence Panned Out Negatively Each Time—Par, RKO and Fox Instances—Contracted to Showmen-Controlled Cos. Relatively Good Shape**

## BANKER ANGLE

Holding that the record proves indisputably bankers have flopped virtually 100% as operators in show business, and that banker interference today is as near negative as it ever will be, the picture industry is positive that whatever reorganization takes place within its jurisdiction will be motivated and shaped solely by picture leaders.

Only the companies over which the bankers assumed actual dictatorship are in the hands of receivers today. And with receiverships the bankers are now described as being only too happy to acquiesce to the suggestions of the show world and to reinstate men with long records in command.

Leader after leader has been injected in the film business where the banks are in power, only to be withdrawn in succession with their charges left each time deeper in the red.

Clarke, McIntyre and Thiker had their rule in Fox, it is now decided, before Van Street realized that after all a showman must rule. Thus S. R. Kent was enlisted.

John Hertz and Paramount figure until the crash came when the bankers decided not to oppose the return, to partial leadership, of Adolph Zukor.

Ditto with RKO. The bankers found out too late that a leather mogul was far from a mogul in the picture business.

**Contracts**

Just the opposite, in view of the times, it held true for major companies not in the position where they were forced to abdicate by banker influence. Warners, away from all banks, but not away from banks for two years and rumored for the past year as the most certain 'next bet' for receivership, hasn't been the first and isn't the third to go to the wall.

DeLoach, Inc., which Warners paid the \$1,100,000 interest on debtors rather than sacrifice to the courts.

Columbia recently showed its biggest quarter. Metro, for the year the bankers elsewhere were exerting their powers as showmen, stepped ahead of the business in quality product. Universal and United Artists have held their own and are in the hands of their founders.

Getting right down to the point, filmdom now is certain that whatever is to happen will not happen without the knowledge and approval of such leaders as Schenck, Warner, and Loew. Loew, the Zurich, Kent. This time the bankers will listen to all of them.

## No Dictatorship

Film leaders are convinced that the banks are now convinced showmen should run show business. The money man now have had sufficient experience in show business to realize their role must be that of a balance wheel. Because of money, bankers are not entitled to dictatorship. They are entitled only to a fair return on the money loaned when the money has been furnished for business. But, as appended.

Because of the money invested, bankers are conceded by filmdom to have a say in any reorganization of business. But, as appended, they shall go only so far as the protection of bank coin is interested, and not be allowed to endanger the interests of the showman. Loew, Loew, that of the show world, as well.

Filmdom is satisfied that at last Wall Street understands.

## Hilles Sees Publix Bankruptcy As Last Big Trade Insolvency

## Velour-able

Doctors are getting so profloient now that they may go into your home and make you get rid of some of your furniture. It's happened to Al Selig, whose recent skin trouble was found by doctors to be due to contact with velour in his home.

Seems that Selig can't take it when it comes to velour, and now he has to get rid of chairs and other furnishings in his New York hut if he wants to escape that itching sensation.

Doctors have been trying for months to find out what was bothering Selig and were about to give up when they found he was the kind of guy with a skin velour loved to touch.

## L. A. Would Pay 50% of C.O.D.'s And Keep Open

**Los Angeles, March 6.**

Although emergency measures are being taken, apparently between 40 and 50 theatres will close due to the banking situation. In effort to keep as many houses as possible open indie theatre men have presented rental payment plan to the film board of trade with latter probably adopting it at meeting late today.

Arrangements called for payment of 50% of C.O.D.'s on receipt of print, with balance turned over to exchanges before end of the engagement. Exchanges, however, seem to insist they must have cash for rentals.

First house to fold here because of financial stress was Moore Park, a neighborhood, operated by Mentor, which shut up Saturday night.

## STUDIO UNIONS ASKED TO TAKE 20% PAY CUT

**Hollywood, March 6.**

Producers are attempting to get all unions connected with picture production to take a 20% cut in the new basic agreement which would replace the present agreement expiring March 15. Several conferences have been held during the past week between Pat Casey, representing the producers, and William Elliot, president of the IATSE, and representatives of unions outside IATSE jurisdiction.

Contracting will continue until an agreement has been reached. Reported the unions are willing to take a 10% cut but balking at the larger slice.

## Why Roadshow Pic So-So

**Syracuse, N. Y., March 6.**

'Cavalcade,' roadshow at the Empire last week, gave the house fair business—just that and nothing more—despite local critics went the limit and editorial writers added their hurrahs.

Dollar top hurt, but more than that, perhaps, was the fan conviction that the picture would be back in so many weeks for a grind run at the Skouras-operated Eckel for 25c.

## SPITZ ORDERED SOUTH

Leo Spitz leaves New York this week for a Florida vacation on doctor's orders.

Opinion of the Paramount attorney and operator's physician is that he has been overworking.

Indication that filmdom looks for no further big chain bankruptcies to occur was made by Charles D. Hilles before a meeting of creditors of Paramount-Publix held in New York, Friday (3). Hilles is co-receiver of P-P which is in equity receivership.

It was his point that the bankruptcy of Publix Enterprises, comprising some 365 theatres over the country, was the last of the big ones.

P-E represents a \$1,600,000 investment by Paramount and itself controls something like 120 different theatres operating companies.

Considering Hilles' connections politically and downtown, looks like he should know, although bankruptcies like Fox-West Coast and Fox-Midwest occurred after the Publix Enterprises matter.

In Fox Midwest, filmdom saw the biggest bankruptcy action ever in the largest Wisconsin city. Like all other that have happened, including Orpheum, RKO Southern, RKO Western, and the Pacific Northwest, it was a voluntary action.

**750 Houses Involved**

Probably altogether there are around 750 theatres formerly belonging to the various chains which are now in one kind of receivership or another, including bankruptcy. That's an estimate.

Midwestco Theatres, Inc. latest bankruptcy entrant operates a chain which includes the Palace and Strand in Milwaukee, and 12 in other Wisconsin cities. Liabilities are \$1,545,167.34; assets are \$310,173.76.

These houses were returned to former owners by Fox West Coast prior to the bankruptcy action.

Among Midwestco's liabilities are more than 300 unsecured claims amounting to around \$1,436,260 and \$3,052 owed the Government for admission taxes.

Assets show \$98,500 due in open accounts, \$77,332 cash in banks and \$38,479 in equipment and machinery. Company is a Delaware corporation.

Reorganization of all these firms is being in progress with the outlook that those theatres which have not yet been turned back to former owners and operators and which the chains have found unoperative by themselves, will be unloaded eventually.

Receivers for Orpheum, F.W.C., the Hobbitzelle (RKO Southern); Pantages (RKO Western) and the Pantages, none announced as yet any definite plan on these circuits as to changes or otherwise, except to indicate this general turnback of non-profitable spots, through disaffirmation of leases.

Probably the first to revert to former owners will be the Hobbitzelle circuit in the south by RKO, the Pantages circuit, also by RKO.

## VALEDICTORY FLOPS

**Levee Offers Only Mild Talk After Haranuge Had Been Printed**

**Hollywood, March 6.**

Mike Levee had composed a valedictory "masterpiece," for delivery in conjunction with his resignation from the board of directors of the Academy, but despite the trouble of composing the printed parts of the advance copy of the speech, Levee gave those assembled only a short address in mild tone.

Among those things that Levee had intended saying were:

"The depression is only an incident—an alibi for those responsible for sending one of America's greatest businesses into wholesale bankruptcy."

He proposed to take a slap at 'relatives and other incompetents who have been feeding on the trough of gold during the bankers helped the industry and helped crucially it,' and 'we must either disfigure the master minds who select our film themes or displace them.'





# Box Office \$1,000,000 A DAY

## Bank Holiday Makes Loop Anxious; Palace Gets \$211,000 with 'Africa'

Chicago, March 6.—Slapping down of a bank moratorium Saturday (4), with four more days of complete closing and seven more days' restricted banking, created a cloud of doubt and gloom over showmen. It was figured that theaters would be among the first to feel the pinch of the cash freeze-up. Too soon to report just how true this prediction will prove. Balaban & Katz had a vivid sense of alarm because many of the details of the Michigan moratorium had been told them by their fellow-Fixblutines in that state.

'So This Is Africa' has the edge in the loop currently. It's a laughing picture and right now the need for mirth is acute.

**Estimates for the Week**  
**Apollonia (UBO)** (1,600; 50-\$110)—'Napajutin' (MG). Good, drop but not bad for this burg. Business light and not over \$5,000 indicated.  
**Chicago (B&K)** (3,840; 35-55-75)—'Broadway Show' (Par). Promises run to \$22,000 or so, mid. Last week '42d Street' whinnied through to splendid \$4,000.  
**Erlanger (UBO)** (1,318; 55-61-85)—'Cavalcade' (Fox) (4th week). Around \$3,000. Drop but not bad for this burg. Advance sale good, but probably will be affected by bank holiday.  
**McVickora (B&K)** (2,284; 35-55)—'King of the Jungle' (Par). Opened well and may cap a little extra biz on strength of special exploitation. House held down to minimum adverting budget in recent weeks, opened up a bit. Figure \$11,000.  
**Last Week (Fox)** 'They Talk About' (WB) took \$6,600.  
**Oriental (B&K)** (3,200; 35-55-75)—'The Fair' (MG). Good, drop but not bad for this burg. Strong start but rapid tapering off. Second week \$11,000 after opening \$19,200.  
**Palace (UBO)** (2,533; 40-55-83)—'So This Is Africa' (Col) and yaudie. Rated best laugh picture turned out by Wheeler & Wolke, but value of bill just so-so. Maybe \$21,000, which will be good. About the same figure last week, with 'Private Roy' (U) on the screen.  
**United Artists (B&K)** (1,700; 55-75)—'Sign of the Cross' (Par) (2d week). Another to start weak and drop to a lull. Figure around \$8,000 for second week. Opened with \$18,000. Big Gloria Grieron's 'The Understanding' (UA) next attraction.

## 5% Withdrawals Cut Down B'ham Biz 50%

Birmingham, March 6.—Moratorium and restricted withdrawals of 5% on money by bank, rent, and other necessities priority over the budgets for amusements, have had a heavy effect on the city. A few people are paying their way into theaters to forget the troubles of the world. Alabama has the pictures in the city and is in effort to get as much money as possible.

Empire is accepting I.O.U.'s from those unable to pay cash and RKO Ritz is accepting checks as well as I.O.U.'s. Then afterward the question of filling in with money and Merritt of Empire says he is doing it more for good-will purposes than anything else.

**Estimates for This Week**  
**Alabama (Wilby)** (2,800; 25-35-40) 'Frisco Jenny' (FN), 'Lady's Profession' (Par), 'Wax Museum' (WB). One picture for the week. Cause of car given away figuring this a good way to keep everybody from waiting in the Tuesday and Wednesday, mid \$5,000. Last week, 'She Done Him Wrong' (Par) could have been held over the whole week instead of filling in with 'Said Mouthful' (WB), fair \$8,500.  
**Ritz (RKO)** (1,800; 25-40) 'Great Guy' (RKO). Good, drop but not bad for I.O.U.'s besides, but only \$2,000. Mid. Last week 'Topaze' (RKO), \$3,800.  
**Empire (BETAC)** (1,100; 25) 'Up-town New York' (WW). Fair cheap entertainment, \$11,100. Last week 'Trailing the Wind' (WB) and 'Scarlet Dawn' (WB) poor, \$1,600.  
**Grand (Wilby)** (800; 25) 'Sondra' (MG). Not much of a depression picture, \$1,000. Last week 'Second Hand Wife' (Fox), \$1,800.  
**Galax (Wilby)** (600; 15-20) 'Slather to Judas' and 'Silver Linings' (WB). Two \$500. Long week. 'Her Mad Night' (Maj.) and 'Whistling in the Dark' (MG) fair \$1,000.

## Good Bally Draws Fans To 'Maedchen,' 'Life,' Pt.

Portland, Ore., March 6.—Two more small downtown houses added to the burg's seat quota of first runs. Small houses with low admish seem locally to be in the pay dirt class. Fox-Rialto blossomed out with a new 40c top admish this week with 'The Bachelors,' well plotted and biz not bad. 'Cavalcade' at \$1 top did nicely at that house last week.

Taylor Street theatre also launched a split week picture policy, mostly to show foreign made. House has kept steady the other half. First picture of the new policy, 'Waltz by Strauss' (German musical), and now 'Fair at the Top' State Fair' connected in a big way at the Fox-Broadway and held for an okay second week. Picture clicked here as a natural. Another natural b. o. winner was 'She Done Him Wrong,' also held for a second week with 'The Bachelors,' well plotted and biz not bad. 'Cavalcade' at \$1 top did nicely at that house last week.

'So This Is Africa' had local censor trouble over lines. Floyd Maxwell used the censor grief for exploitation and got results. Picture was a winner at the RKO. Currently the Overturn has 'Topaze,' below average.

Hammick's Oriental did an exploitation splurge on 'Maedchen in Uniform,' playing up the all-female angle, and the b. o. getting response.

**Estimates for This Week**  
**Broadway (Fox-Parker)** (3,000; 25-35-40) 'The Fair' (MG). Possible \$4,000, so-so. Last week 'State Fair' (Fox) clicked in a big way and held, second week \$4,000, okay first \$7,500, big.  
**Orpheum (RKO)** (2,000; 25-30-55)—'Topaze' (RKO). Weak at \$4,900. Last week 'So This Is Africa' (Col), good, \$5,000.  
**United Artists (Fox-Parker)** (1,000; 25-40) 'Madame Butterfly' (MG), 'The Fair' (MG), 'Madame Blanche' (MG) poor, \$3,300.  
**Oriental (Hammick)** (3,000; 25-35) 'Maedchen in Uniform' (Krimmel), 'Answering' (U) to all-female exploitation for good results, around \$4,000. Last week 'Wax Museum' (WB) fair at \$2,000.  
**Liberty (Fox-Parker)** (2,000; 15-25)—'She Done Him Wrong' (Par). Clicking well and held for second week at \$3,000; first week a big \$5,600.  
**Rialto (Fox-Parker)** (1,500; 25-40) 'The Bachelors' (WB). Fairly exploited and looks for fair \$2,000. Last week 'Cavalcade' (Fox) nice gain at \$1 top got a strong \$8,000, which too high, however, for this town.

## BUFF WOULD BE DIFF; ARLISS HITS \$18,000

Buffalo, March 6.—This is a funny town. After weeks of sluggish biz (and comes), bank holiday, plus Lent, and up gross in several houses. Even snow and rain no drawback apparently. The Buffalo will get \$18,000 currently.

**Estimates for This Week**  
**Buffalo (Vacation)** (3,600; 30-40-55)—'King's Vacation' (WB) and Kate Smith in person. Surprising by \$17,000 okay biz bank holiday and Lent. Last week 'She Done Him Wrong' (Par) and stage show, good \$15,500.  
**Great Lakes (Shca)** (3,400; 25-40)—'Topaze' (RKO). May get \$5,000, n.g. Last week 'Big Drive' (FN) poor, business.  
**Century (Shca)** (3,400; 25)—'Dangerously Yours' (Fox) and 'Vampire Bat' (Maj.). Hints for very nice \$5,000, income picture. Last week 'Whistling in Dark' (MG) and 'Mysterious Rider' (Par) got \$3,900.  
**Hipp (Sider)** (2,400; 25)—'Second Hand Wife' (Fox) and 'Strange People' (Chest). Struggling to break \$6,000.  
**Madame Blanche (MG)** and 'Inventive Machine' (Fox), same.  
**Law (Fox)** (2,500; 25)—'Man Against Woman' (Col) and 'Unwritten Law' (Maj.). Lafayette is holding strong and looks to better the previous week at around \$7,000, mid. Last week 'Art Hostess' (Col) and 'Obey the Law' (Col), \$5,500.

## BANK HOLIDAY'S EFFECT ON BIZ

Covers 14 Days' Drop-Off in Grosses Since the First Moratorium in Michigan—Hays' Analysis of Other Years' Box Office Intakes—How Distribution Will Be Handled—Exhibits Must Play Ball

### CO.'S H. O. PAYROLLS

The Hays office states the loss at the box office to date runs into about \$1,000,000. This is pre-estimated from the day when it started in Michigan two weeks ago until the past weekend when it had encompassed the country.

Careful measurement of the box-office barometer indicates an average subnormalcy in national gross of \$1,000,000 per day. The normal national gross is \$3,000,000 a day. In boom times (1928) it was virtually twice that, then reaching into \$2,000,000,000 yearly.

Meeting when the banking holiday precedent was established by Mich. sales managers for the major companies, had pressed as they then were for ready cash, figured a formula for handling situation if it did not include over a handful of the lesser states. Thursday, however, when holidays began coming in bunches, apprehension was felt, and Friday, when the total had reached 23 states, with 10 more partly holidays, Will Hays called leaders of the business into hurried session.

**60% Under Par**  
 It was revealed at the meeting that for that day the total of major distribution returns were about 60% of normal. The industry could not see another week ahead. In fact companies decided to take personal inventory and conclude whether they could meet the home office and studio payroll over the weekend just past.

One Show's First to Holiday its Personnel. Backed by the Chase Bank, it had waged a fight against reported attempts of the bank to commit it to receivership. Solicitations from within the organization, and stockholders without, were directly credited by insiders with persuading Chase to stay any receiver intent, if it entertained any. The understanding among the industry leaders was that whatever companies, regularly paying off Saturday, decided to suspend salary checks, the suspension would be made over the weekend. Decisions were stated for yesterday's (Monday) meeting. Hays stay escaped the lull, the Hays payday being Thursday.

Regarding exhibition, the Friday session by the directors virtually revised the earlier findings of sales heads. It ended the vestment of power in a single group of company representatives in holiday states, replacing this with each company giving its branch managers almost dictator-control of the film situation in the field.

**One Show's Credit**  
 What amounted to 'one show on credit' was all that the producers felt they could concede to exhibitors. Thereafter every show was to be paid for in advance, the (Continued on page 34)

### Grosses This Week

In view of the national banking situation, estimates must be made by category and in no instance can the true box office value of a film be properly gauged.

Friday, which RKO retains on the road with 'Broadway Ltd' on first run. House opens 'Mussolini Speaks' (RKO) with a premiere and then goes grand.

**Estimates for This Week**  
**Astor** (1,012; \$1.19-\$1.65-\$2.00)—'Laspajutin' (MG) (11th week). Close

## B'way Verge Good, Considering; 'King Kong' in 2 R. C. Houses, 128G's Okay; Cap, Par Also Nice

### New York's theatres get the benefit of a normal start on current week's engagements, but on Saturday (4) had to face a sudden three-day bank holiday declared for the State by Gov. Lehman. It is estimated that the moratorium means a loss of around 10% over Saturday, Sunday and yesterday (Monday) to the box offices. In view of bank situation a larger drop was expected. With Lent also here, there is little kicking over being one.

Mostly unprepared Saturday (4) on financial matters, the theatres had to wait until money started to roll in before making one of immediate obligations. Some immediately refused to honor checks or even petty cash vouchers. Others, however, which had sufficient surplus in ready cash, were taking care of checks for home office or theatre people with the organization.

Usual night deposits made Friday (3) to those institutions open today (Tuesday). Meanwhile theatres are taking unusual precautions in protection of receipts which cannot be deposited anywhere except in the safe.

When the public found itself without money, business along Broadway and over in Radio City was not causing as large a dent in theatre grosses as might have been expected. Both the Music Hall and the RKO Ritz, which started out Thursday (2) day-and-date with 'King Kong' are doing well along with the Capitol and Paramount.

Between both R. C. theatres, 'King Kong' despite the bank holiday, will be around \$128,000, very good. Of this the big house is headed for a nice \$90,000, and the smaller theatre \$38,000. It'll hold over at the RKO's another week or so, following which the smaller RKO starts going vaulting.

Jack Pearl at \$8,500 on the stage of the Capitol ('Clear All Wires' on screen) pulling in over \$50,000 a week. He's the opposite position from the Paramount, which has Mae West and 'She Done Him Wrong' on the stage.

Par started out stronger than beginning of first week of the West show here, and but for the lack of week-end attractions, went down. It may have exceeded the \$55,000 taken in his first seven days. Back on Broadway, 'The Girl on the Boat' (RKO) is doing well on third (repeat) week is expected to be \$40,000 or better. Her pic goes into 'The Girl on the Boat' opening under Arthur Mayer's indie operation.

Old RKO Saturday, on orders of Harry Arthur, started the week drawing a big amount of attention desired. Under the Fox, Brooklyn, but better publicity than practical attractions, went down. Under Arthur Mayer's indie operation, 'The Girl on the Boat' (RKO) is doing well on third (repeat) week is expected to be \$40,000 or better. Her pic goes into 'The Girl on the Boat' opening under Arthur Mayer's indie operation.

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Balance of Broadway has nothing to write home about. 'Blonde Johnson' on second (holdover) week at Strand starting Saturday (4) was just in time for the bank holiday. It's doing a fair week of \$20,000. Holdover will not mean more than \$12,000 on five days. 'Red St.' comes in on Thursday (5).

Winter Garden, for which Harry Charnas, WB's film buyer, had been looking for a long time, dates again Sunday (5) after a poor \$12,000 on 12 days of 'Grand Slam'.

House 'Empire' now being operated by its owner, Walter Reed, following Thursday night's end of 'The Girl on the Boat' (RKO) at \$5,350 for nine days of 'Dangerously Yours'.

Palace, which RKO retains on the road with 'Broadway Ltd' on first run. House opens 'Mussolini Speaks' (RKO) with a premiere and then goes grand.

**Estimates for This Week**  
**Astor** (1,012; \$1.19-\$1.65-\$2.00)—'Laspajutin' (MG) (11th week). Close

to end of run. 'Hell Below' opens shortly, but no exact date.  
**Capitol** (5,400; 35-55-99-\$165)—'Clear All Wires' (MG) and stage show. Jack Pearl heading radio state show; expected to offset bank holiday with \$50,000 or better. Last week 'Ladies They Talk About' (WB) and 'Show Boat' on stage brooded to under \$46,000.  
**Gaiety** (311; 65-\$110-\$165)—'Cavalcade' (Fox) (9th week). On Saturday, despite banking moratorium, house was sold out. Advance sale bright. Last week's business just under \$12,000. First four days of current (ninth) week netted \$67,700.  
**Mayfair** (2,200; 35-55-75)—'Race Track' (WW). Reopened Saturday (4) under operation of owner, Walter Reed. Picture not big enough to o., though it is expected to garner more than \$18,000. Last week 'Dangerously Yours' (RKO), finale for RKO, \$8,500, brutal, for nine days.  
**Palace** (1,700; 25-40-55-75)—'Broadway Ltd' (Fox). Unable to start getting expected, but it takes it on chin at \$5,000. Last week 'Sailor Be Good' (RKO), first run, only \$5,000, poor.

**Paramount** (2,654; 35-55-75)—'She Done Him Wrong' (Par) and Mae West in person. On third (repeat) week. West show, despite cash straits, expected to come out with gross of \$40,000 or better just the same. Last week 'King of the Jungle' (Par) and Earl Carroll's 'Vanities of 1932' slipped badly to \$28,000.  
**Radio City Music Hall** (5,945; 35-55-75)—'King Kong' (RKO) and stage show. Day-and-date with 'The Girl on the Boat' (RKO) and takes an estimated \$90,000, good, out of the larger of the two houses. Last week 'Our Evers' (RKO) finished weak to very entertaining \$93,000.

**Rivoli** (2,200; 40-55-75)—'Perfect Understanding' (UA) (2d week). Not getting expected, but under \$12,000. First week \$23,000, less than anticipated. 'Secrets' (UA) opens March 13.

**RKO Ritz** (3,555; 35-55-75)—'King Kong' (RKO) and stage show. Slated for only a mid \$6,000 but will holdover a second week. Friday program at 'Home Express' (U) and stage unit only \$32,000 on six days.

**RKO** (5,200; 25-35)—'There Goes the Bride' (R-C) and stage unit. Jack Osterman and Club Richman revue on boards. Only cinema taking checks to cover admissions; around \$1,000,000 profit and a rake, considering. Last week it went into the red, getting only \$15,800 week. 'The Girl on the Boat' (RKO) is doing well on third (repeat) week. It's by what's happened, only a short second week of five days on h.o. at \$12,000. Initial seven days okay \$20,000. '42d St.' (WB) starts Thursday (9).

## Tacoma Seems All Right

Tacoma, March 6.—Nothing to rave about this week. Three Indies making two changes week. 'The Girl on the Boat' (RKO) down, while neighborhooders likewise giving the showcozes low bid. 'King Kong' (Par) went for radio.

Moratorium so far only hurting slightly.

**Estimates for This Week**  
**Music Box** (Hammick) (1,400; 25)—'Tonight Is Ours' (Par), three pictures for the week. Last week, indicates good \$4,500. 'Cross' may hold longer. Last week 'She Done Him Wrong' (Par) went for radio.  
**Moratorium** so far only hurting slightly.  
**Estimates for This Week**  
**Music Box** (Hammick) (1,400; 25)—'Tonight Is Ours' (Par), three pictures for the week. Last week, indicates good \$4,500. 'Cross' may hold longer. Last week 'She Done Him Wrong' (Par) went for radio.  
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**Moratorium** so far only hurting slightly.

# INAUGURATION VERY HEY-HEY FOR WASH.

Washington, March 6. The only people who hoped it would rain during the inauguration week-end, the house managers, were disappointed. And with exception of Fox and Earle, no records were made.

Two hundred and fifty thousand visitors swarmed into town beginning Thursday, but with heavy weather replacing usual wind and rain they all went to see the Washington Monument.

Moratorium didn't bother things much either. Commercial National closed day before yesterday and 85% of the business merely went around with dough in their pockets. Full seriousness of it didn't sink in till today (Monday) by that time they had spent their amusement allowances.

Amos 'n' Andy's first personal appearance here was spread over front of Fox. Feature didn't even get mention in lights. One hundred-mile area was covered by news herds in hick papers as well as 75,000 heralds in suburbs. Result broke house record Friday. "Smoking" and "Fay" shows in four days, but house will turn in marvelous \$30,000 for week.

Earle is doing smashing big with "42d St." Stars, here for inauguration, went on stage Sunday afternoon and S. R. (MG), and "Hand with Care" at Hialto, and "Handle with Care" at Columbia.

Koith's was right on parade route and snagged a good crowd Saturday. "Great Jasper" isn't holding up against opposition, though, and doesn't want to holiday week on Richard Dix.

**Estimates for This Week**  
 Fox (Loew) (3,424; 15-25-35-50-60)—"Clear All Wires" (MG), and Amos 'n' Andy. Blackface pair getting top billing and pulling gorgeous \$30,000. Last week "What! No Beer?" did one with \$24,000.  
 Earle (WB) (2,424; 25-35-50-60-70)—"42d Street" (MG), and Vaughn De Leath helping but pie is real money getter. Headed for beautiful \$23,500. Last week "Woman Accused" (Fay) did nicely with \$20,000.  
 Keith's (RKO) (1,830; 15-25-35-50)—"Great Gatsby" (MG), more than most straight picture houses will have to be content with fair \$7,000. Last week "The Sign of the Cross" (RKO) got one \$4,700.  
 Alice (Loew) (2,363; 15-25-35-50)—"She Done Him Wrong" (Fay). Inaugural visitors aren't falling for sex stuff, but house should see satisfactory \$15,500. Last week "Hallelujah I'm a Bum" (UA) died with weak \$12,500.  
 Met (WB) (1,583; 25-35-50-60-70)—"Grand Slam" (FN). Too much opposition; maybe \$4,000. Last week "King's Rhapsody" (WB) got one \$4,500 on second week.  
 Hialto (U) (1,853; 25-35-50-60)—"Home Express" (U). Crowds just better see signs in lobby. Last week \$4,000. Last week second of "Private Jones" did acceptably with \$3,300.  
 Columbia (Loew) (1,232; 15-25-35-50)—"Handle with Care" (Fox). Getting by with usual \$3,000. Last week "Whirlwind in Dix" (MG) bettered average slightly with \$3,200.

**U. S. Communists' Own Propaganda Newsreel**  
 A regularly handled newsreel dealing with communistic and socialist theme is being put out in New York. Issues are terse, quick and released in both 35 and 16 mm.  
 Reel is assembled by Workers Film and Photo League, and entitled "America Today," Garrison Films releases.  
 Acme, New York, America's sole communistic theatre, is the only New York theatre outlet for the reel, although it's aped throughout the country in theatres generally with Russian pictures.

# Very Good Sendoffs Will Help Prov. to Offset the Banks

Providence, March 6. It's anybody's guess what the payoff will be this week. Banking holiday threw theatrical situation into confusion, and no one can figure what's going to happen next week. Judging from the business man's houses had on opening, this week had all the earmarks of a swell lineup. Even on Saturday when banking holiday was proclaimed business held up surprising well. But unfavorable reaction to the boxoffice for the rest of the week, as the banks remain closed, is inevitable.

The big openings very likely will help theatres from taking a big slide rest of this week. All are expecting a good deal of difficulty in making change, and overtures are being made to authorities here to at least remedy this situation at once.

Live entertainment seems to be abundant in the city for the week. The only legit attraction in town is the stock performance of "It's a Wonderful Life" at the Regent. If the stock house continues the pace it set last week, there will be more grins for the picture as well as for the performance was packed at the stock stand, and the management reported substantial profit despite the heavy expense of opening week.

Fay's, one of three combo houses in town, did a swell business with a bang, with 40 people in stage show the principal bait. Most likely this will be the last week for the picture houses probably will not have any particular leader. Both the Regent and the Regent are expected to share honors with twin bills. Loew's State had best opening in town, and with a very satisfactory 10-day run at the Regent Saturday (4); it was the most fruitful roadshow since "Big Parade."

**Estimates for This Week**  
 RKO Albee (2,300; 15-25-35-50-60)—"Great Jasper" (RKO) and vaudeville. Best around town, MG, and "Handle with Care" in many weeks. Picture holding its own despite big interest in live entertainment here, and Dix will have a great deal to do with house getting \$7,000, ok. Last week "Topaze" (RKO) with Rae Samuels heading the bill comes through for \$4,500 finish.  
 Carlton (Fay) (1,300; 15-25-35-50)—"Careless" (MG), and "Handle with Care" showing during 10-day engagement. Had the support of the press, and did a swell business, \$14,500 great considering everything.  
 Fay's (1,600; 15-25)—"Smoke Ring" (MG), and "Handle with Care" Stage show especially attractive. Opening very big, and unless banking situation changes conditions in picture houses will be well out in front with at least \$8,500. Last week "Blondie Johnson" (WB) did one with all bill grossed \$7,000.  
 Loew's State (3,700; 10-25)—"Men Must Fight" (MG), and "Handle with Care" after the ravas over Diana Wynyard's work in "Cavalcade" proved profitable for the stand, and "Handle with Care" is taking it on the chin since it started price cutting war. Present week "Handle with Care" should gross \$7,000 on strength of opening. Last week "Clear All Wires" (MG) couldn't muster over \$5,300.  
 Majestic (Fay) (2,200; 15-25)—"Wax Museum" (WB) and "Hypnotized" (WB). Nice bill and having difficulty in making the change, chances are it will garner at least \$7,500 if banking conditions are as good as the "King of Kings" (WB) and "Woman in Bondage" (Auton). Arliss couldn't catch up with second week, and second feature result was a fair \$6,000.  
 Paramount (2,200; 15-40)—"King of Kings" (WB), and "Laughing" (Trojan). Plenty of nice ballroom on Paramount picture but "Laughing" is the picture that had in recent weeks. On strength of this opening gross should easily stay in the neighborhood of \$7,500.  
 "Mysterious Rider" (Par) ok at \$6,100.  
 RKO Victory (1,600; 10-25)—"As the Devil Commands" (Col) and "Strange Adventure" (Mono). House has had the advantage of a good opening, and managed to chisel considerably before the other stands in town. Last week "The Sign of the Cross" (RKO) did one with at least \$2,600, ok. Last week "The Sign of the Cross" (RKO) and "Air Hostess" (Col) also ok at \$2,000.  
 Metropolitan (3,400; 10-25)—"Penal Code" and seven other bills of the Metropolitan. On strength of active plan, this stand is still holding its own despite all rumors that it would fold up. House spending picture, and "Penal Code" seems to be just about right. Indications are for at least \$1,500 for first half. Last week "The Sign of the Cross" (RKO) did one with \$1,200 for last half.

# Grosses This Week

In view of the national banking holiday, exact figures must be broadly construed, and in no instance can the true box office value of a film be properly judged, this being due to:

Where, despite handicaps, boxoffice business is holding up well, this being due to:

**'42d St., \$13,000, Relatively Sad, But Tops Balto**

Baltimore, March 6. Confirming earlier predictions, the legal holiday declared in Maryland by Gov. Albert C. Ritchie was just week extended and now the picture houses are expected to tighten up. The wall is rising, not only among the theatres, but among the commercial structure of the state as credit lines become cramped and the supply of negotiables swiftly disappears. Coin is now a scarcity.

Show business, which was managing to hold up fairly well through the early days of the banking holiday, is now getting it in the throat. The loss to local theatre last week is figured at \$25,000, and placed local show business right on the border line between profit and loss. That loss will comp. current to something closer to \$75,000 of the theatres in this state, which will represent a serious, guaranteed carnage ink on the books.

The slump set in quickly after the announcement that operations would remain closed indefinitely beyond March 1, the date set originally for the opening of the money markets. Result was that the week that started off hearteningly enough, ended with a whop of failure, and left the majority of the theatres clutching at straws.

The neighborhood and small towns are suffering from the lengthening holiday more than the downtown sector of Baltimore, since the picture houses are getting loose coin flowing around to touch up the boxoffice somewhat; but out of the picture houses, the picture business was quickly exhausted and now it's just from starvation. Out towards the country, where a whop of failure is being felt, the picture houses are reeling feeling the brunt of the holiday as these towns have little communication with the money centers of the metropolis.

Every picture in town is taking a beating currently; but the picture that got top bill \$13,000. The Hippodrome is having serious trouble as the Maryland board got after it.

**Estimates for This Week**  
 Century (Loew-UA) (3,000; 25-35-50-65-85)—"Clear All Wires" (MG) and vaudeville. Bill Ransom heading stage show, and helping picture. House will probably do about \$13,000, a drop of about \$3,500 from last week. Picture is available to the bank situation. Both the Century and the Keith's theatres are playing strong and getting the indie spot using the Universal flick, "Private Jones." Bill Saxton for Loew's and Laurence Schanberger for Keith's tried to get the picture to avoid this duplication of stars on the Hialto on the same week, but couldn't reach an agreement. Another example of how showmen kill off each other's chances. Schanberger had "Luxury Line" (Par) available. Last week the Century did \$14,200 with "Mme. Blanche" (MG), which started off well, but dropped as the picture got into its second week.

**Hippodrome (Rappaport) (2,600; 25-35-45-55-65)—"Great Jasper" (RKO) and vaude. Paul White man heading stage show, and picture, but that bank ogre again takes its whack at the register and will likely lose about \$1,000 to \$1,500. House is also having difficulty with the censors regarding "Great Jasper," and is even contemplating going to the picture "The Sign of the Cross" out and then reinstated, and still argued about. "First serious" uncertainty due, but still. Last week was a bad disappointment for the tab show, "Thapsody" on Broadway headed by Ethel Waters. The flicker "The Sign of the Cross" (RKO) was an admitted dud, which the house had been trying unsuccessfully to duck, but didn't expect anything as bad as the final count-up of \$10,100.**

**Metropolitan (1,300; 20-40-50)—"Private Jones" (7). Public on the merry-go-round, an Lee Tracy headlining here and the "Century" which is still in the picture. "Whirlwind of Topping \$4,000. "Big Rider" (11) last week cleaned nicely.**

**New (Mechanics) (1,300; 20-40-50)—"Broadway Bill" (Fox). A down-ward slide one more for this house, but last week it was a good \$1,500 to \$3,000 for the weekend. Last**

# Hub Was Just Getting Out of the Ether, Then Came the Big Yawn

Boston, March 6. Moratorium came just in time to hurt grosses, but Met and Par are proving exceptions to the rule by being previous week's business. Shortage of cash manifest and small coin scarce for making change. Only such houses as had laid in supply of silver and nickel and copper Friday could meet the needs for splitting the greenbacks.

"Cavalcade" business took a slide downward, evoking decision to end its run at Majestic Saturday night, after six weeks. It hardly has gone another week had it not been for banking shutdown.

Two Loew majors had been hallyhooing Diana Wynyard and new film titled here "Men Must Fight for Women"; undoubted strong appeal to women, but financial situation, temporarily anyway, puts damper on box office.

Prospectors generally paid as public felt the cash oozing and no definite picture is reflected.

**Estimates for This Week**  
 Majestic (Shubert) (1,600; 55-65)—"Cavalcade" (Fox) (6th week); "Men Must Fight for Women" (Loew) (10th week); "Private Jones" (RKO) and vaudeville, pretty good for \$13,500.  
 Par (RKO) (4,000; 25-40-55)—"Topaze" (RKO) and vaude. Lucko to get under wire for \$8,600, no fault of show, however. Last week "Private Jones" (RKO) and vaude were good for \$11,500.  
 Orpheum (Loew) (3,000; 25-50)—"Men Must Fight for Women" (Loew) and vaude. Succoring despite undoubted femme appeal of Diana Wynyard and the theme. "Clear All Wires" (MG) found going hard for \$11,500.  
 State (Loew) (3,000; 30-50)—"Men Must Fight for Women" (Loew) and vaude. Last week "Clear All Wires" (MG) managed to get \$9,500.  
 The Public (1,400; 15-40-55)—"King of the Jungle" (Par) and stage show. With handsome advance from the picture, the picture is being Buster Crabbe and lion cube all over the place, big looks to exceed \$22,000, good. Last week "King of the Jungle" (Par) and stage show, \$20,900.

**Scollay (Publix) 20,000 Years in the Past (Loew-UA) (3,000; 25-35-50-65-85)—"The Sign of the Cross" (RKO) and vaude. Success of the "Vinson vaude" the talk of the town. Last week broke records, doing one with \$14,000, handsome profit, and the show should do \$20,000 unless outside complications make a bigger dent than expected. Last week "The Sign of the Cross" (RKO) and vaude bill town has seen in long time; the vaude did the trick.**

**Paramount (Publix) (1,800; 25-35-50)—"Crime of Century" (Par) and "Lady's Choice" (WB). Off for brisk race and light bill. Last week \$10,000, very nice. Last week "Hard to Handle" (WB) and "Ladies They Talk About" (WB) did \$9,500.**

**Bischoff Making Two on Spec; Kelly-Saal In**

Hollywood, March 6. Without waiting to set a release, Sam Bischoff will produce two pictures on the Tiffany lot in the next few months. The first will be a detective yarn, starting in three weeks.

Burt Kelly and William Saal stuck with "Big" and "Vaude." Success of the picture in production arrangements. E. W. Hammons option on Bischoff to produce five more films was up last Tuesday (28), but it is likely Hammons will be content with the picture.

**Week "So This is Africa" (Col) all off after take start to finish at \$14,200. Stanley (Loew-UA) (3,400; 25-35-50-65-85)—"42d St." (WB). Face can't be seen, but picture is doing well. Last week \$12,000 is good enough, but ordinarily would be sorrowful. It typifies the rock that this town's financial situation has reached. Previous week was a disappointment for the Max Wentz epic, "She Done Him Wrong" (WB) and "Private Jones" (RKO) to only \$19,800 after a hopeful start.**

# FRISCO SENTENCED 35% BUT COULD BE WORSE

San Francisco, March 6. Sudden bank holiday proclamation left the town pinched for ready cash. Week-end grosses were slashed 35% and more, cut being felt especially by downtown houses where checks were not accepted unless signer could identify himself. Neighbors accepted checks freely and didn't ask credit a step from those folks who wanted to conserve what little cash they had for groceries.

Beginning of Lent (town is heavily Catholic) no doubt also affecting grosses.

Picture houses in town will end in the red excepting the Paramount, which enjoyed good week-end business.

Two roadshows screening, first time in years. The Barrymores in "Rasputin" at Columbia (legit) at \$150, which is more dough than locals will spend, and "Cavalcade" at \$110. That 40% difference is making a difference in the way it comes check up time. In its third week still going strong with ultimate in class touring, "The Sign of the Cross" has thrown it off its stride.

Paramount's "42nd Street" is heavily being advertised in the name to good results; probably nice \$14,500. Film looks like consistent bill for the week.

John Barrymore is running competitively to himself. Not only is he in "Rasputin," but he's in "Private Jones" at Golden Gate along with stage show.

United Artists isn't bragging about "Cavalcade" and "Private Jones" letting out a few cheers for the three-reeler "So This is Harris," which is doing well. "The Sign of the Cross" is getting more favor than during his stay at local St. Francis hotel. Embassy has "Man Against Woman" in "The Sign of the Cross" at Golden Gate along with stage show.

United California Theatres, including 84 houses of T. D. Golden Gate, are having a good time. Employees to work gratis this week. If unwilling, will throw out projectionsists and go on tour, leaving the picture houses in a lousy situation. Clear up. RKO may jerk stags shows from Golden Gate until crisis is over, and then return to straight picture policy at low admissions. Exchanges are sending clear up, only making situation more acute. Many houses will probably darken as a result. All theatres are accepting checks, but the picture houses are not. Now is advertising that fact.

**Estimates for This Week**  
 Earle (WB) (2,424; 25-35-50-60-70)—"Man Against Woman" (Col). Jack Holt pulling a week of the 35c picture. "The Sign of the Cross" (RKO) did one with \$15,500. Last week "Old Dark Hood" (U) with Karloff gave theatre its best week yet, \$3,500, but still poor. "Private Jones" (RKO) did one with \$12,000.  
 Columbia (legit) (1,800; 50-75-151-50)—"Rasputin" (MG). Barrymore picture, but picture is doing \$150 top contracts much of the family's draw. Off to poor start accounts for holiday, maybe \$5,000.  
 Golden Gate (Loew-UA) (3,400; 25-35-50)—"Topaze" (RKO) and vaude. John Barrymore pulling. Fashion look like a good week. Last week "Private Jones" (U) surprisingly big at \$15,000.  
 Paramount (Fox) (2,700; 30-40-55)—"42d Street" (WB). Okay \$14,000 not up to smashing figures of last week, but picture is doing well. Last week "Sign of Cross" (RKO) crashed through to big \$20,000 last week.

**St. Francis (Fox) (1,600; 55-83-1110)—"Cavalcade" (Fox) (3rd week). Roadshow prices scared out folks who were short of cash and caught in bank holiday. However, still okay at \$8,500. Second week \$7,500.  
 United Artists (1,400; 25-35-50)—"Parachute Jumper" (WB). House is doing so well with other theatres have turned down this thing. Phil Harris shot with band leading immensely popular here, helping a lot. "The Sign of the Cross" (RKO) and "Private Jones" (U) and stage show. Bing Crosby short and Oscar Brown conductor. "Liberty" picture yarn known to many, but \$10,500 the mild answer. Last week "Ladies They Talk About" (WB) and "The Sign of the Cross" (RKO) did one with \$19,000.**

**BAXTER VICE MERVILE**

Hollywood, March 6. Warner Baxter replaces Philip Mervile as the male lead in "I Loved You Wednesday." Elissa Landi has left former top spot. Henry King will direct.





# Pasadena Censor Quits Under Fire, Then Renegs; City Lays Down Law

Pasadena, Cal., March 6. After tendering her resignation as chairman of the Pasadena voluntary censor board late Thursday (2), Mrs. Robert E. McClure, chairman, under fire because of charges that she used her position in promoting the Fox West Coast Colorado, and one of its special juvenile programs, withdrew her action at a joint meeting of the Board of City Directors and the reviewing body which convened the following morning.

Threatened shakeup of the board, and probable dismissal of the chairman, followed widespread complaint by leading exhibitors. Mrs. McClure allegedly was attempting to influence attendance at the Colorado; also that she openly expressed a Saturday program booked for screening of the Longfellow Parent-Teacher association.

**Lays Down Law**  
City Board, in session behind closed doors with the reviewing body, after being informed that Mrs. McClure had resigned, decided to resign, laid down strict governing rules for the censor board. The three non-paid members were told in no unmistakable terms that their province was to review and censor pictures and other amusements, and that under no circumstances would sponsoring or endorsing be permitted.

Generally believed here that Mrs. McClure will only remain with the board temporarily, and that W. J. Leshman, its vice-president, will succeed her as chairman.

Tempted arose when many of the better element of citizens became incensed a week ago when their children returned from school, either carrying, or having pinned to their clothing, a badge purportedly issued by the Longfellow P-T body, which was a plug for the F-WC house, and a special juvenile mat scheduled for the next day.

**Dodgers Plug House**  
What incensed many was that portion of the review that reads: "This entertainment is unique in that it is the only movie house in Pasadena that gives a program expressly for juniors."

Fact is that the same day a group of independents staged a similar juv matinee in the Civic Auditorium, announcement of which had gone out before the F-WC enforcement appeared. The two other exhibitors also carried the admission price (10c), bore the printed signatures of Mrs. J. O. Grae, president, and Mrs. A. C. Gillett, M. P. chairman, Longfellow P. A. men. Both they authorized the use of their names.

Censor board proved a stormy thorn in the side of picture house managers during the first few months of its existence, and Mrs. McClure, its chairman, was repeatedly denounced for what exhibits termed high-handed methods and arbitrary rulings. The two other members of the board are Leshman, and George Schuler, secretary.

Defying the arbitrary decision of the Censor Board to ban "Faithless" after it previously had been shown at the United Artists and the Pasadena, George Parks, indie operator of the Park, showed the Metro picture, though a severe, but he denied him by Chairman McClure.

The board had previously granted a permit to Warners Egyptian, but after turning down Haines wrote the management of the latter to refrain from showing the film, in spite of the permit.

Defiance of Haines is expected to bring action early this week. Leshman and Schuler, who Haines said he had admitted they did not see the picture before deciding to ban it.

**OKLA. CHAIN UNAFFECTED**  
Oklahoma City, March 6. The Regal theatres in Oklahoma, half owned by Public-Paramount and half owned by the Regal Corp. of New York, are not involved in the "Paramount receivership" proceedings, according to Pat McGee, some manager.

Others are Crittton, Capitol, Circle, Ritz and Victoria in Oklahoma City, and the Regal theatres, all of which will continue to be operated independent of the receivership.

## B&K'S STATE-LAKE?

**Bid Reported For RKO Stand—J. L. S. Offer %**  
Chicago, March 6. Status of State-Lake is the same. House remains dark with RKO disinterested. Meanwhile landlords not responsive evidently to a percentage sharing deal made them by Jones, Linick & Schaefer.

Balaban & Katz understood to have put in a bid to take over State-Lake but on what terms or for what purpose undisclosed. Some doubt on this possibility as with the United Artists' Oriental, McVickers and Roosevelt to keep booked the straight picture problem for B&K is already acute.

## MAYER'S RIALTO, N. Y., MORROS' CRITERION?

Arthur Mayer will operate the Rialto, New York, as a second-run. He is Paramount-Public's director of advertising and publicity, but may concentrate solely on independent theatre operation under a deal for an amount in lieu of his unexpired contract which is another year to go. Rental on house to stand at \$3,500.

Mayer says that the deal on rent has not yet been set up. It's with the Orbi-Mum who City holds the Rialto lease. Public had been paying \$3,500 for rent, taxes and depreciation charges and had been attempting to rent theatre at that figure to other parties.

On takeover of house this Friday (10), Ed Lenihan, former district manager for RKO, goes in as house manager. Advertising campaign on the open air is going through Public channels via Jack McInerney, "She Done Him Wrong" first picture in. Policy will be for pictures, second run, after playing Broadway Star, as well as other product available on market, on a 25, 35 and 50c grind.

Reported also that Boris Morros, de luxe theatre operator and stage show head of Public, may take over operation of the Criterion, N. Y., now dark, another Public stand.

Criterion, held by the Crescent Realty Co., can be rented for \$1,400.

Prior to the Morros deal was on to turn it over to Jack Barry in lieu of his unexpired contract which Public has been paying off for some time.

## Par Creditors Approve Carrying Business On

Adolph Zukor and Charles D. Hillier, receivers for Paramount-Public are readying a formal report to be filed with Federal Judge Bondy on March 17, date of the show trial of Public, to show cause a returnable why the temporary receivership should not be made permanent.

A tentative report on the condition of the company was read before the first meeting of Par creditors, who approved continuing the business under the receivership, rather than suggesting liquidation, on Friday (3).

Meeting was held downtown with around 100 persons of various interests represented including attorneys for one of litigants against Par in one of suits scheduled to attack Paramount's sale of 23 films to a newly organized subsidiary, Film Production Corp., for something like \$6,771,000.

Plaintiff in this suit is one Levy, represented by Attorney Samuel Zirn, who wanted to ask certain preliminary questions of Mr. Zukor. Counsel for the latter, however, advised that the creditors' meeting was not the place for those questions.

## Seiter Gets Radio Term

Hollywood, March 6. William A. Seiter draws a term contract at Radio and will direct "Cavalee", the Maurice Watkins unproduced play as his first under the new agreement.

He went on the lot to do one, the current Wheeler and Woolsey film.

**Out o' Luck Gal**  
St. Paul, March 6. On last day of her 11-year's employment with Public, Det McSherry lost \$48 from her purse.

She, a thief slipped the purse from the zipped compartment of her bag when she left her post for a few minutes.

## NO CHANCE OF FOX RECEIVER — KENT

There will be no receivership for Fox. Statement is direct from Sid Kent as a hectic Monday (6), brought on by excitement of the banking moratoriums. Involved Fox and other companies in all kinds of reports. Most of the scares hailed from Hollywood.

It was learned elsewhere that adjustment of the Fox indebtedness, precludes any possibility of that company going into receivership. Indebtedness now maturing amounts to around \$900,000, representing six months' interest on the company's \$30,000,000 6% debentures. This interest falls due around April 1.

It is held certain that Chase will look for payment but plans to readjust this payment are on. Nature of any plan which may be accepted isn't known and Chase, itself, has come to no decision that way. But there are several tentative methods under consideration.

Fact of a readjustment coming was seen last week when Chase pulled its representation from the Fox operating end of the company. Board preferring to leave everything to Sidney R. Kent.

This, of itself, reflects the faith the bankers have in Kent and his ability to pull the company through. Since Kent's entrance into the Fox picture it is generally known that the operating end of that company, all the way down, has been improved. Additionally, Kent showed the boys how some frank and round-the-table talk helps when he and Winthrop Aldrich, in London, came to an amicable understanding with the Ostrers and the Brits. He is generally held to have failed to bring accord.

In the same manner Chase and Kent hope to readjust the Fox film situation with one another. The \$900,000 interest falls due in the next few weeks is due mostly to Chase which holds the majority of the debentures. Insiders look to the two reaching an understanding on the matter, as whatever minority holdings are out, can't interfere with any readjustment since the company has funds on hand to meet such a claim by Par of something in amount to more than \$50,000 as due April 1.

Outside of the \$30,000,000 debentures which don't mature for several years, the film company may have somewhere between \$10,000,000 and \$12,000,000 outstanding in bank loans. Altogether it is held the Fox company owns about \$50,000,000.

With the present setup under Kent, feeling prevails that the film end of the company can pull out without resorting to receivership.

## TO WISCRACK OR NOT STIRS UP THE AMPAS

Hottest meeting and debate ever held by the AMPA's on Thursday (2) was set off by Charles Barrell, of Western Electric, a member, who insisted the AMPA should conduct itself more seriously and avoid the wisecracks.

The AMPA Thursday luncheon at Sardi's has been getting so personal on some smart-cracks that it is likely to occur any day if resentment should pop out, some argued.

Wisecracking which some members have thought was getting dangerous, has not been coming from the dais where presxy Hal Horne and others park fannies, but mostly from tables around the place which interrupt and crack back and forth to the dais.

While it was assumed Barrell meant the wisecracking from the tables, members at the closed meeting figured Horne was being singled out and came to his defense. It was feared that a claim by Barrell of a personal attack on anyone, but felt that the AMPA was missing its aim entirely by going too glibly.

Barrell got plenty of opposition, with some of the points at AMPA was a fratern outfit and never intended to be serious minded, whereupon Barrell offered his resignation. It wasn't acted on. The AMPA then adjourned without a smart-crack on the record.

## Par Would Press Heavy Claim Against Fox Co.

It has been indicated by the tentative report presented by the receivers for Paramount that the company and Fox Film may go to court over a claim by Par of something like \$456,210.81, against the Fox company. Matter has been in dispute for some time and the amount represents mostly construction costs and equipment installation charges on theatres which Fox took over from Par on the Coast.

When theatres are concerned and at the time the deal was completed in December, 1930, it was supposed to have involved \$200,000.

Houses are located in Frisco, Seattle, Portland and Oakland. Frisco holds three of the theatres, all of which are operated by F-WC, but guaranteed on their leases by Fox Film.

Negotiations on the matter has been on between the parties for some time, but apparently have come to no conclusion.

## L. A. State, F-WC Deluxer, Goes Into Dual Policy

Los Angeles, March 6. Loew's State, for years Fox West Coast's ace coast deluxer, goes double features, temporarily at least, Thursday (6), dualling for that week "Bad, No Beer" and "Broadway Way."

Since transference of the F&M units to the United Artists (now closed) some months ago, State's policy has been a shifting one. On the U.A. going dark, the F&M units returned to the State for a few weeks, then dropped permanently in favor of a straight sound policy. Later, Madame Blumenthal-Henk was brought in to supplement the picture for one week, with announcement that an occasional stage name would be brought in.

# 165 P. E. Houses in Two Classes Good and Bad—Retain the Good and Dispose of the Bad 'Uns

## Richards' Running Mate In Ala. Receivership

Mobile, March 6. W. G. Austin, an accountant, has been appointed by Federal Judge Robert T. Ervin as receiver for the Mobile interests of the Saenger Realty Corporation, Inc. along with Ernest V. Richards of New Orleans.

Judge Ervin's appointment of Austin followed designation of Richards as receiver for the corporation by Federal Judge Wayne G. Borah, of New Orleans.

The receivership was established on application of the Paramount Pictures Distributing corporation. The Saenger interests include theatres in Mobile, New Orleans, Hattiesburg, Clarksdale and Greenville, Miss.

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In the reorganization of Public Enterprises, P-F subsidiary in bankruptcy receivership, the approximate 165 theatres involved will be segregated into good and bad groups, it was stated. Eventually the good groups will survive, and liquidation may become necessary for the others.

In the P.F. set-up, the houses involved are listed in a complicated manner. Around 75 have their leases guaranteed by Public Enterprises, while in others P.F. holds a minority interest in the stock of controlling corporates.

Irving Trust Co. receivers in bankruptcy over P. E., has a staff in Public headquarters, New York, analyzing the situation and grouping assets. Eventually a final analysis is necessary at the outset to determine steps necessary toward reorganization.

That certain theatres in the P.F. subsidiary are being liquidated, either individually or in groups, is conceded. Segregation of bad from the good, as a step toward reorganization, is behind the present controlling corporates.

George Giffitt, Irving Trust's receiver appointee in Public Enterprises, all along has been hopeful of salvaging an important majority of theatres. Through the bankruptcy reorganization, an important relief looking toward safe establishment of operation in those theatres which are not hopeless propositions is coming in the shape of certain readjustments in many situations.

Meanwhile, all operation is continuing in a normal manner. No theatres have been ordered closed or placed in the auction block as yet by the I.T. receivers.

## NEW REGULATIONS BY N. Y. OPERATORS' UNION

A complete overhauling of the constitution and by-laws of the New York operators local (No. 306), to eliminate many features which were considered out of date, the Sam Kaplan dynasty, is to be undertaken immediately. There is a faint possibility that the permit system, a Kaplan gag and severely criticized, may be shifted to the permit system, outside.

Opinion of the administration under Harry Sherman, president, is that while something should be done about the permit system, it is to some extent a necessary evil. It is to be retained.

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## Radio Releasing Futur Feature on 50-50 Split

Hollywood, March 6. Deal has been closed whereby Radio, instead of United Artists, will handle the Futur travel feature, temporarily titled "India Speaks." UA gave the producer a releasing contract several months ago, and \$40,000 to complete for the picture, with studio made good. Money has been returned.

Distribution deal calls for a 50-50 split over the negative cost, \$40,000, and 85% distribution costs.

**TEBBY TURNER'S R. C. DUTIES**  
"Terry Turner is now in charge of advertising and publicity for Radio City, under Bob Sisk, general director of advertising and publicity for R&K. Designation was made by Sisk."

Martha Wilchinsky, who has been in charge, continues but her duties will be limited.



# U. S. STILL LEADS ABROAD

## Pommer Sails, All Set as Fox Head On Big Scale Producing Abroad

Eric Pommer sails tomorrow (8) for Berlin, after a delayed stop in New York for the purpose of pourparlers with Sidney Kent. These meetings ended with Pommer definitely confirmed as the Fox European production chief.

Pommer will return immediately to complete his Ufa contract, which will carry him through October. At that time he leaves Ufa to set up the new Fox European organization, which is planned to be on a quite big scale.

Daven French Chief  
Andre Daven returns with Pommer, going directly to start work on a new French picture for Fox. His first is completed and being currently released over there. He will continue as Fox's French producer under the Pommer regime. Pommer, however, supervising the French as well as the German pictures to be made. As often as advisable, under the plans, these two languages will be used in versions of each other.

Full details of the set-up have not been completed yet, and won't be, it is intimated, until Pommer is definitely off the Ufa payroll.

## METRO SCANS DUBBING; NEW GERMAN OUTLOOK

Berlin, March 6.  
Metro has changed its mind about German dubbing and may go in for a little of it. M. Brandes, local Metro editor, has been instructed to study up on synchronization techniques.

Brandes is going down to Rome to talk things over with Fred Pelton, Metro's European production chief, and get final instructions. Not thought likely he'll inaugurate a dubbing program soon, but Metro evidently wants to have him ready to get to work should the occasion become more auspicious from their standpoint.

Metro has laid off dubbing here because of the German contingent laws, which it considers entirely too drastic, but the new move has attitude indicate that Metro either has assurance or hope that things will be made easier in the near future.

The new contingent law is due to be changed in June, with the answer perhaps lying in the approach of that date.

## Canada Applies Chain Store Tax to Circuits

Ottawa, March 6.  
The government has decided that a circuit theatre is a 'chain store' within the meaning of the Corporations Tax Act. The result is that all chain theatres will be taxed \$50 per annum each in addition to the \$50 levy against the corporation itself—and the assessment will probably be made retroactive to last year for good measure.

The scope of the act was widened to include chain theatres because of the fact, it was stated, that theatres pass on the ticket tax to patrons and, accordingly, escape direct taxation from the government.

## 'Sign of Cross' So So

Berlin, Feb. 25.  
The 'Sign of the Cross' (Fara) is on at the Berlin Mozartsaal in its original version, with German subtitles. Release got plenty of exploitation build-up, but the public was reserved in the press reception was half-hearted.

The picture is to run in dubbed German in the German provinces, and is expected to get business.

## Gitta Alpar's Next

Berlin, March 6.  
Gitta Alpar was signed by Cinema for a new picture, to be taken in Spain.  
She is to appear with her husband, Gustav Froelich, under the direction of Gustav Grunwalds.

## 'Maedchen' Leads in Joan of Arc Version

Berlin, March 6.  
Hertha Thiele, and Dorothea Wieck of 'Maedchen in Uniform' fame again are acting together in a new picture, 'Anna und Elisabeth.' The story tells of miraculous events resembling the Joan of Arc legend. Hertha Thiele is the Saint, Dorothea Wieck a young and beautiful lame girl.

Director is Frank Wysbar. Others in the cast are Rosa Bahn and Mathias Wiemann.

## Desperate Exhibs Speed End of Yugoslav Quota

Belgrade, Feb. 27.  
The barrier of the past year against importation of the foreign films into Yugoslavia is to be removed, it is learned officially. It is exactly one year—March 6—since the Yugoslav film quota was imposed, which led to the withdrawal of all the American film agencies from this market. As a consequence business was very poor, Yugoslav film industry being undeveloped and unable to produce any film of value. The few German films released here could not make up for the absence of American product.

The negotiations for removal of the ban was conducted from the American side by George R. Canty, U. S. trade commissioner. Mr. Canty came to Belgrade last December and conferred with Milan Marjanovitch, the chief of the Yugoslav Central Film Bureau, determination to end the quota was the result.

The quota produced bad results on both sides. The Yugoslav public being deprived of good films did not go to the cinema houses, which experienced the worst times in their history, despite drastic lowering of prices. Many of the owners complained they would have to close unless the restrictions against the import of the foreign films are removed.

The Central Film Bureau sees that it will be impossible, while the depression lasts, to create a Yugoslav film industry.

It is believed in the cinema circles here that there are about 200 American films awaiting for the release in Yugoslavia, where there are about 150 theatres. Most of the available product will find a ready market and a ready public.

Now that the quota is to be removed, British film agents have appeared. It is believed that British films have improved and that they can compete with American films.

## Ufa's French Producer

Paris, Feb. 24.  
Raoul Plaquin has been named French producer for Ufa and will supervise all production activities for that company here. His new duties start March 1.

Plaquin has been the advertising and publicity chief for A. C. E., Ufa's French branch, for the past five years.

## RAPOPORT'S SPOT

Jack Rapoport, who was brought into the Paramount foreign department six months ago and has been receiving training in film theatres, and now publicity, will shortly return to the foreign division permanently. He is being groomed for a foreign post, probably sales.

Rapoport is one of the few persons taken out of college by Par and trained in show business. He's a Harvard '31 man but has no relatives in Par to thank for his chance.

## BUT GERMANY'S CREEPING UP

Native Production Nowhere a Challenge Save in Hitlerland, Which is Sole Rival to Hollywood—Berlin Tops Paris Product in Spain and Italy Despite Proximity

## FRENCH IN HUNGARY

With the exception of German-speaking territory, the United States still retains much of its stronghold of the European film market. More American pictures than any other kind, including native product, were shown in every country in Europe during 1932, with the exception of Austria and Germany. Germanic films led in those two countries.

Figures just completed for each of the European countries show that America still has an important market abroad and that native production is nowhere, except in Germany, a menace. Figures also indicate that again with the exception of Germany, nobody except the United States has a foreign market to speak of. In almost all instances, the only competition the U. S. films are getting is from the localities themselves.

That Germany is gaining foreign prestige is indicated by the fact that Germany is second to the U. S. in Italy, Spain, England and France. German language films are gaining definitely almost everywhere in the world, while Americans are decreasing and other countries still

(Continued on page 54)

## FOREIGN TRADE AWAIT'S QUOTABLE CASH RATES

Foreign departments ordered the foreign exchanges and other offices to await orders for future activity and suspend all transfer of any sort for the time being.

Under existing conditions there is nothing to stop any of the film companies from importing money wherever available throughout the world, but most of the foreign department heads Monday morning (6) decided it would be best not to take such action for the time being. Rather than call money home and possibly cripple business abroad they figure, it is best to wait to get a more definite gauge on exchange values.

Also the reported drop of dollar quotations in several territories checked hasty action, with here again the decision coming that it was best to await developments.

In several of the companies it was intimated that the entire foreign market might be temporarily dropped by film companies under current conditions for the time being, and possibly leading to expense rather than profit. Majority of the companies, however, refused on Monday morning to take any view other than that of watchful waiting.

## Three-Day Repeats

Ottawa, March 6.  
What is considered a world's record for 'repeats' has been hung up by Manager Paddy Nolan of the Avation theatre, Ottawa. He has brought 'Viennese Nights' back to the theatre for the ninth time within 18 months. Each run was for three days.

## German Salarie

Berlin, March 6.  
Franz Schultz has been signed by Ufa to write a book for the new Eric Charell picture for Pommer production, 'Od Yessau,' together with Stemmler.  
Salary, \$4,500 for Schultz, \$4,000 for Stemmler.

## World Distribution

AUSTRIA		Austrian	
German	152	Czech	2
American	74	French	6
French	13	Others	6
Austrian	9	Total	227
Italian	4		
Czech	3	HUNGARY	
Russian	2	(Shorts Included)	
Others	2	American	322
Total	259	German	224
		Hungarian (mostly shorts)	168
		Swedish	9
		French	6
		Austrian	7
		Italian	6
		English	1
		Total	797
		ENGLAND	
		(Shorts Included)	
American	449	American	152
English	153	French	157
German	18	German	99
French	18	English	7
Russian	7	Russian	6
Austrian	2	Italian	4
Others	3	Others	15
Total	639	Total	496
		FRANCE	
		American	208
		French	157
		German	99
		English	7
		Russian	6
		Italian	4
		Others	15
		Total	496
		GERMANY	
		German	138
		American	59
		French	13
		Total	202
		ITALY	
		American	152
		German	61
		French	28
		Italian	20
		English	6
		Russian	2
		Swedish	1
		Total	270
		SPAIN	
		American	202
		German	41
		French	38
		Spanish	14
		English	3
		Italian	2
		Others	2
		Total	302

## MEXICO CASHES IN

Tourists Via Tijuana Spend Big Pot at \$5 a Head

Mexico City, March 1.  
Last year was bright for American tourists in lower California, according to figures announced by the tourist department of the Ministry of National Economy, showing that during 1932, 1,434,000 automobiles containing 384,000 negroes and nieces of Uncle Sam entered Mexico by way of Tijuana, an average of 3,928 cars and 13,403 tourists daily.

While the department admits that most of these visitors spent only a few hours on Mexican soil, it finds that their sojourn was profitable. Estimating that each tourist spent an average of \$5 during his or her Mexican jaunt, the department figures that the visitors parted with a total of \$24,470,000.

## 'Free Rem' Holds Up Clair's Deal with U

Paris, Feb. 24.  
Rene Clair is off to London for a couple weeks, ostensibly to see his new picture, 'July 14,' open, but really to talk to several American film reps.

Clair's Tobis contract has still one picture to run, but he is now understood to be anxious to go to Hollywood, a new attitude on his part. He has been frequently propositioned by American filmers, but no deal has ever been consummated because of Clair's insistence that he be given complete freedom.

Understood now that Carl Laemmle, for Universal, has offered Clair \$2,000 weekly for a year on a three-picture basis, with Clair satisfied on money. Company, however, is not willing to let Clair fix his own rates. A Paramount deal with Clair was practically set about a year ago, but never went through because of his insistence that he be given free rein.

## Bohr Series Sold in Mex.

Mexico City, March 1.  
Paramount Films of Mexico announces that it has contracted with Jose Bohr, Argentine actor, who has appeared in several Hollywood made Spanish talkers for the distribution of all of the series pictures he is making in Mexico.

First release, starring Bohr and Virginia Habreza, Mexico's Sarah Bernhardt, will be 'La Sangre Manda' ('Blood Rules').

## AUSTRALIAN B.O. FAVS FROM U. S.

Sydney, Feb. 8.  
Checking over results from the box-office angle, the high money women stars so far as Australia is concerned are:

- Janet Gaynor
- Marie Dressler
- Greta Garbo
- Joan Crawford
- Norma Shearer
- Mariene Dietrich
- Gracie Fields
- Helen Hayes
- Irene Dunne

Whenever these names go on the marquee business climbs. There are other big names, but these names count most with the managers.

Men stars have their own following, but the biggest b.o. boys are: Maurice Chevalier, Marlene Dietrich, George Arliss, Ronald Colman, Lionel Barrymore, Charles Farrell, Warner Baxter, Ralph Lynn, Tom Walls, Gary Cooper, Will Rogers.

Joe E. Brown, John Barrymore, Olive Brook, Herbert Marshall, Chaplin and Cantor are in the big money, but their pictures are far too infrequent. Wallace Beery has a very good male following, but is not so strong with the women.

Charles Ruggles and Lewis Stone are very popular over here. Chevalier and MacDonald rate as the best team. Viewpoint current, Clark Gable is a rave with the ladies, both young and old, and always pulls the dough along. Gable and Chevalier share about an equal spot.

## U's First Near Velvet

Berlin, March 6.  
Universal's 'Die Unsichtbare Front' ('The Invisible Front') is running with great success in the German provinces. In only two and one-half months returns have nearly covered expenses.

The first Ditzchberg picture of Universal production has proved good advertisement for further Universal productions.

Talking Shorts

'SHOULD CROONERS MARRY?' Comedy. Lillian Lee's New York

Universal. Absurd situations and dialog make a poor cast also seem absurd most of the time in this one.

'Should Crooners Marry?' starts out with a grouchy father with the gout who has a sissy male secretary and a daughter who would go for college crooner.

Short suddenly begins to lose sense. After married sister of the crooner shows up in his raccoon coat.

Includes Frank Albertson, Robert McWade, John Arthur, Charles Colman and others. George Stevens directed.

'LAND OF THE VIKINGS' Scenic. 7 Mins. Loe's New York

James Fitzpatrick produced and Metro released not so long ago a short under the same title. That one dealt with Iceland, this one with Norway, which leaves open the question of which is really the land of the Vikings.

Independently made and presented by Alfred Hitchcock, this 'Land of Vikings' specimen is not only uninteresting as subject matter, but has been poorly photographed.

Offscreen narrative, while couched in ostensibly acceptable language, devotes much to rehash of a Viking legend which the producers have tried to harness to the present-day locales and activity caught by the camera.

It's all pretty entirely extraneous except that it may or may not point out where so-and-so is supposed to have met so-and-so, etc. Mythological Norway lure of course.

KING KONG

Melan C. Cooper-Ernest B. Schoedack production for RKO-Radiant Releasing. Adapted by James Creelman and Ruth Rose from the novel by Edgar Wallace. Directed by Merian Cooper. Willis O'Brien, chief technician. Harold Lloyd, associate director. Edward Linden, producer. Fox silent department. Released at Muehle Hall and RKO Roxy, N. Y., date and date starting March 2, Running time, 56 mins.

That it lends itself so freely and readily to 12-cylinder exploiting is 'King Kong's' ace in the hole. If properly handled the picture should gather good grosses in a walk.

Highly imaginative and super-gooey, yarn is mostly about a 50-foot ape who goes for a five-foot blonde. According to the billing the story is 'from an idea conceived' by Merian C. Cooper (who produced and directed with Ernest B. Schoedack) and Edgar Wallace.

It has the added advantage of being the only picture made since 1925. It also has the additional technical knowledge and experience gained since then by chief technician Willis O'Brien served as chief technician for both films.

So purely an exhibition of studio

'PUZZLEGRAPS' Novelty. Mayfair, N. Y.

Novelty Master Arts. With Price Casency (Equitable). Flat in every department except recording. Too insipid to even be naughtily except in exploitation.

'There Goes the Bride' (Gainsborough). English comedy holding the fort in the States. Fennell Matthews starred. 'The Fargo Express' (W-W). Ken Maynard in a familiar patterned western that averages about a C.

Four radio stars, Kirby Novis, Singing Sam, Ralph McDonald and George M. Cohan's daughter, Helen, offers an ad angle.

Lightweight love interest and heavy handed drama in a poor picture. Best of the lot is 'The Penal Code' (Frelser).

When King reaches the top of the Empire State building and is sniped at with the gal and she's never apparently hurt, but always frightened.

It takes a couple of reels for 'King' to be laid and until then it doesn't grip. But after the audience becomes used to the mechanical movements and other mechanical effects in the picture, the view, and become accustomed to the phoney atmosphere, they may compare a real picture with 'King'.

Technical aspects are never on top. The technicians' two big moments are lost in the first act. The 'King' and other prehistoric creatures reign, and in New York where King is in the jungle again.

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Miniature Revue

'King Kong' (Radio). More no more than the right handling and strong novelty theme was the chief asset.

'Broadway Bad' (Fox). Program picture that will edge by but make little b. o. noise.

'There Goes the Bride' (Gainsborough). English comedy holding the fort in the States.

'The Penal Code' (Frelser). Lightweight love interest and heavy handed drama in a poor picture.

'The Fargo Express' (W-W). Ken Maynard in a familiar patterned western that averages about a C.

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SOVIETS ON PARADE

(RUSSIAN-MADE) Propaganda film produced in the United States by Kinematograph, Inc., of New York. Running time, 64 mins.

Not a feature at all in the sense of a commercial subject. Footage amounts to dealing with the progress of the Soviet toward industrial and social self-sufficiency.

History of the release in this country interesting. As a sequel to 'The Five-Year Plan' it aroused some interest and the Russian exhibitors in the States attempted the outset to handle it.

Subsequently it went into other hands on a basis in the States attempted the outset to handle it.

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CLEAR ALL WIRES

Metro-Goldwyn-Mayer production and released by Radio City. Adapted by Bella and Samuel Epstein from the novel by George S. Kaufman. Continuity, Delmer Daves; camera, Joseph Van Dyke. Running time, 70 mins.

'Clear All Wires' will be a mild grosser for the majors, but well to the liking of the subscripts.

It misses something in its entirety, although it brings a somewhat new note from the picture.

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Par Must Defend

Syracuse, N. Y., March 6. Paramount, producer of Theodore Dreiser's 'An American Tragedy', lost part of its \$100,000 budget in the picture.

The theme, made internationally famous by the novelist, is the romance and death of Grace Brown.

'Broadway Bad' (Fox). Joan Blondell in a from-Ingene-to-wronged-mother-love role totally unsuited to her personality.

'King Kong' (Radio). The ladies won't believe it, but it will give them a girlish, giddy time.

What Price Decency?

Equitable Pictures presentation and release. Screen play and dialog by Arthur Grey. Cast: Dorothy Burgess, Alan Hale, George E. Stone.

Few Indies are as bad as this one. Above all that can be done with it is being on top of the Globe.

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BROADWAY BAD

Fox production and release. Feature Joan Blondell, Alan Hale, Dorothy Burgess, Adolphe Menjou, Victor Jory. Directed by Sidney Lanfield.

Attendance at the Cameo was below normal at this second evening of the engagement, probably half capacity, but the small audience made up for lack of numbers by the applause.

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The Woman's Angle

'Broadway Bad' (Fox). Joan Blondell in a from-Ingene-to-wronged-mother-love role totally unsuited to her personality.

'King Kong' (Radio). The ladies won't believe it, but it will give them a girlish, giddy time.

'Clear All Wires' (M-G). With much of the pace, romance, atmosphere and dramatic climax, the comedy in its screen production, Lee Tracy must make it up to the girls on past performance.

'There Goes the Bride' (Gainsborough). English romantic comedy whose pettish hero and snail's pace will make American femmes weep.



# AMERICA HAS PLENTY OF MONEY

*to spend on*

# "42<sup>nd</sup> STREET"

The Most  
Encouraging  
SIGN of  
the Times



**DENVER**—"Proving a wow — standouts every night — headed for best gross in years."—*Variety*

**KANSAS CITY**—"Opened in blaze of glory — eclipsed the town."—*Variety*

**MEMPHIS** — Held over after tripling gross!

**CLEVELAND** — Business more than 3 times average!

**TOLEDO** — Armed Legionnaires hold back crowds.

**ST. LOUIS**—"Biggest attendance in my career at Ambassador Theatre."

—R. B. Jones, Manager

## WARNER BROS.

Have Unbounded Confidence in This  
Country — and These Coming Productions

"GRAND SLAM" — PAUL LUKAS, LORETTA YOUNG

"THE KEYHOLE" — KAY FRANCIS, GEORGE BRENT

WARREN WILLIAM — "THE MIND READER"

BETTE DAVIS — "EX-LADY" — ALL-STAR CAST

RICHARD BARTHELMESS — "CENTRAL AIRPORT"

FAIRBANKS JR., LORETTA YOUNG — "JIMMY DOLAN"

CAGNEY — "PICTURE SNATCHER" — ALICE WHITE

JOE E. BROWN — "ELMER THE GREAT"

ARLISS — "THE ADOPTED FATHER" — BETTE DAVIS

BARBARA STANWYCK — "BABY FACE" — GEO. BRENT

EDWARD G. ROBINSON — "THE LITTLE GIANT"

BOBBY JONES — JACK DEMPSEY — VITAPHONE SHORTS





★ "There Is Nothing The Matter With This Business That Good Pictures Cannot Cure."

... N. M. SCHENCK



**RIGHT! Paramount**  
has been using this  
formula for 19 years!

- \* HORSE FEATHERS
- \* GUILTY AS HELL
- \* 70,000 WITNESSES
- \* BIG BROADCAST
- \* ISLAND OF LOST SOULS
- \* A FAREWELL TO ARMS
- \* SIGN OF THE CROSS
- \* SHE DONE HIM WRONG

*and now*

★ **KING OF THE JUNGLE**



*Paramount Pictures*

# Going Places

By Cecelia Ager

**But the Clothes!**  
 Forsaking all Others' would rather be smart than anything, would rather be modern than real. It's so thoroughly earnest in its respect for Bright Young Things that Tallulah Bankhead, Ilka Chase, Cora Witherspoon, touched by its childlike intensity, are kind enough to dress like Bright Young Things even if the play does nothing for them in return.

This Spring then, it seems that all Bright Young People will be attracted to frocks and suits with broad shoulders and sleeves gathered hugely at the arm holes. Braided leather frogs will fasten their jackets; their gloves will be fashioned of the same material as their costume. Miss Bankhead's white satin wedding dress, therefore, is accompanied by white satin gauntlets, and Miss Chase wears checked wool gloves with her checked wool jacket. It's terribly right to wear tailored negligees, if they're executed in softly feminine materials, as Miss Bankhead's peach satin redingote with rhinestone buttons and peach colored lace at her throat and wrists and silver foil swirled lavishly about the shoulders of a grey chiffon wrap only goes to show utterly unpredictable a Bright Young child should be. Such clothes, such dashing, clever garments do a tremendous lot to allay the suspicion started up by the fact that Bright Young Things do not think very clearly. Such costumes absorb so much attention, their very little left, luckily, to try to make the goings-on fit into some mean old logical pattern.

### She Has the Walk

Helen Lynd at the Capitol is willing to give Mae West, another blonde, a break. Miss Lynd, forceful and vivacious in bright green ermine which follows the outline of her slim young figure, does impersonations. She begins with Chevalier, runs through ZaSu Pitts, just misses Garbo, then finishes with Miss West. When playing picture houses, it's a good idea to imitate picture personalities, she realizes. And it's still smarter to wind up with a star who's tops. Now all Miss Lynd has to do is dash down to the Paramount between shows and listen to the explosive West enunciations, note that Miss West sings only slow songs. She's got the West walk; that's a beginning. The Honey Family open the Capitol stage show, a sextette which

believes in the equality of the sexes. The three girls do the under-standing for the tumbling, robust maidens with strong bones and well developed muscles, who despite their physical prowess yield to the delicate feminine colors of orchid and magenta. The trunks of their orchid satin leotards are modestly hidden at times with brief little magenta skirts. They wear snug magenta velvet helmets to keep their hair tidy, and whenever the males in the act feel inclined to leap upon their shoulders, they prepare for the visit by first slipping on orchid satin shoulder capes. An agile family, exemplary in their neatness, too.

### The Subdued Blondell

'Broadway Bad' gives Joan Blondell a lot of fine clothes, a limousine, money, an apartment at 900 Park Avenue, even a baby—but with all the good of all that luxury which she has, she is not so happy. Miss Blondell submits to the expensive trappings, for she is an amiable girl, but they smother her personality, dim her own precocious sparkle, change her into just another routine heroine who, however, hasn't the technical good looks to conquer so stereotyped a role. Her briskness is gone, she even loses a good measure of her likableness. She's in the wrong environment and she knows it; when Miss Blondell is uncomfortable and depressed she is, and something's very much the matter.

'Broadway Bad' is so insensitive to the real Blondell that it starts her off as an innocent country child, finishes her as a hard-headed, cold-blooded, financially successful trollop. Mechanically she goes through the motions of each phase, achieving the illusion of neither. Her sense of humor, her sincerity atrophy with no opportunity for expression. The baby who finally clambers into the story completes the rout, for Miss Blondell, poor put-upon creature, has to call him 'Big Pella.'

Miss Blondell must not let herself get so discouraged, however, that she neglects to keep her hair at its part as blonde as it is at the ends. She should have rebelled at the utter lack of synchronization of the voice dubbed in when she is supposed to be singing. Since grand clothes were her only reward for suppressing her personality, she should have refused the white ermine jacket with its shawl collar crisis-crossed with brown. Ginger

Rogers, prettier than ever, more natural and speechless than she escapes stifling at the clumsy hands of 'Broadway Bad.'

### Fay Wray's Animal Kingdom

Despite all her experiences with picture boozies, Fay Wray can't seem to condition herself against the horrid old things. She's just as terrified at 'King Kong,' she screams so loudly as if she couldn't remember from her past encounters that she will surely be saved at the end. She won't learn, Miss Wray, she won't learn. All that's come of her former run-ins with monsters is the overall change of her hair from black to blonde, but it doesn't help. The curious attraction she has for manly beasts cannot be so denied by superficial hair color transformation. It's made matters even worse for her. Blonde, she looks even more the part of Beauty in the fable, 'Beauty and the Beast,' so what can the beast do but act good and beastly.

In 'King Kong' Miss Wray actually puts a real leopard in the name of Beauty, a medieval robe of sheer cloth of gold that falls gracefully off her shoulders and clings devotedly about her hips, grating snugly with gold braids. She presumably the better to rehearse her part in the film she's engaged to make on the mysterious island. Truly that leopard costume is a plant, a hint to the audience in case they've forgotten the fable.

Miss Wray's reaction to Kong makes a meal of the fearless modern girl theory. She's not only scared to death, but she completely loses her head. She won't learn that Kong is really her friend. No, she screams and writhes and wriggles and kicks every time she's cradled in his love torn paw. Even when he scales the Empire State building, she's not to drop in one hand, she carries on so vehemently it seems she wants to be let go so she can be dashed to the ground eighty stories below. She just has no foresight. Strange girl, Miss Wray.

### Popeye's Snare Lead

American women faced with 'There Goes the Bride' will not be altogether electrified with its romance, but should they be interested in comparing national conventions relating to the elemental impulse, they'll find a deal to think about in its firmly British point of view.

Feminine underplinnings in England are daintily known as 'kickers' for instance, and in that country it is the female who pursues. There it is no end spicy for a young man and young woman to await the dawn in the same flat, albeit in separate rooms with locked doors. A girl need only sing in the Helen Kane manner to hold a British ballroom spellbound, as Jessie Matthews demonstrates, and if she can induce her eyes faintly to pop out of her head with roguish cuteness, she'll find she's snared even the most petulant of pettish British leading men.

England as well as America considers a mad irresistible in men's pyjamas providing she is petite and the pyjamas are made to fit a rangy six footer. Miss Mathews, however, restrains her impishness in such garb far more resolutely than American ingenues. But Miss Mathews is a very superior English ingenue anyway. She's neither bored nor fascinated by the beauty of her profile, she appreciates animation, she whist about gracefully, skipping over the thin ice of her conscious charm fully seventy per cent of the time. She strives valiantly to smash the placid pace of the picture; she can't quite make it only because everyone else in the picture is so stubbornly calm.

### Patry Stops 'Em

It's hard to see what kind of fun Patricia Bowman is trying more, going to a ball on the Music Hall stage. What happens this week in 'Invitation to the Dance' always happens; before she enters the ballroom every body's dancing happily, all doing the same steps, it's true—swinging about in deep pink ballet dresses garlanded with tinsel, up-standing in circles of gold wire dressing their heads. Miss Bowman appears at the head of the stairs. In-

stantly everything stops. A spot picks out her graceful descent. The girls dressed as white clad boys with blue boots and waltcosats rush over. She, in flinky white tulle and silver ballettes, a green ostrich bag entwined about her expressive arms, spurns them politely. She will dance, but only with the prince. She does. It's so good, nobody else dare move. They're all spellbound watching her. Poor Miss Bowman, always to be belle of the ball, never to know the blissful uncertainties that torment other girls, never to wonder whether she'll find a partner, never to make an entrance unnoticed, never to be allowed to dance, say, in some little dim corner of the stage. Always lights, applause, attention, success. Yet, stowart sprite that she is, she will not yield to the monotony of it all, she will not drop at the necessity of facing it again for the fourth time in a day. Poor singled out child, she carries on for dear old Music Hall. Her heart may be breaking, but she'll smile on her face.

Give us a chance, will they, they're ready; give them two drills a program, they'll leap doubly grateful for the challenge. In 'Wig Wag' their bright and shining faces, legs, arms and thighs may be seen, for costuming is just a nuisance in a hand and leg drill. Scarlet velvet gloves and slippers, green coque feather ruffs, then nude leotards will do. For 'Jungle Rhythms' phosphorescent painted martial shields and headresses. The rest, since the stage is dark, won't matter.

### Moscow Calls

Moscow's a really charming place for young women, 'Clear All Wires' reveals actually, provided only they know some newspaper men. And that's not too great a price for a lively time, it continues. Bentia Hume and Una Merkel don't think so. Miss Hume is actually in love with a newspaper man, and Miss Merkel is even willing to share his rooms. In Moscow, of course, where every man is good as the next and even newspaper men can be looked upon as part of the Great Experiment.

Young women, then, in Moscow for a spell need only be tolerant. If they're willing to associate with reporters, they may bring, as Miss Merkel does, four trunks into the country without any difficulty. They can find bunches of singing teachers, maids to keep their clothes artistocratically pressed, hatters to coax beguiling waves into their hair

## Low-Budgeted Air Thrillers Aimed to Supplant Westerns

Hollywood, March 6. To replace the fading Western as entertainment for Young America, producers generally are flirting with the idea of small budgeted aviation pix of the thriller type.

Inroads in the magazine field by the air fictions—18 now being published—and the fall-off of pulp Western mags (six having gone out of business in the past few months) have been the main influences in causing the producers to become air-minded.

Radio, Universal and Paramount are making plans to replace their Westerns on the new season's programs with cheap air pictures. Each of the studios have sufficient material in their libraries to add production sock to their contemplated low priced air features of the thriller or type.

During the past two years, returns from Westerns have dropped off close to 60%. Even the indie producers, who have been turning out the horse operas for around \$12,000, are having a tough time getting their small investment returned.

Studios feel that air pictures, aimed at the younger generation and produced on short budgets, should attain the popularity that the Westerns held several years ago.

and to arrange their bangs in a most enticing line. Miss Merkel even thrives in what used to be considered, before 'Clear All Wires,' the grim Moscow atmosphere. Her eyes shine brighter, her pliant face blooms, she acquires new chic in the wearing of her newly simplified clothes. Miss Hume makes her first picture appearance in Moscow, so it's difficult to tell whether she too shares in its beneficence, but at least she's enormously earnest and pretty in a born to blush unseemly way, at ease in the twenty sports clothes of her native land, a competent actress with her fragment of a part.

HOWDY

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"OLD MAN WHOOPEE"  
 Hittin' It Up "on the Range"

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At the RKO ROXY, New York, This Week (Mar. 3)  
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# 15000 PERFORMANCES

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 "Jules Bledsoe is another to rate big with the audience. He's got a rich and robust voice besides a dramatic delivery, and when he renders 'Old Man River' the palm-pickers are hooked for all the applause they've got."

Now at Metropolitan, Brooklyn  
 (WEEK MARCH 3)  
 with "SHOW BOAT"

Thanks to LOUIS K. SIDNEY and MARVIN SCHENCK  
 Direction CHARLES V. YATES

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**AT RADIO CITY**

**SETTING A NEW ALL-TIME WORLD'S RECORD  
FOR ATTENDANCE OF ANY INDOOR ATTRACTION**

**COOPER-SCHOEDSACK PRODUCTION..RKO RADIO PICTURE**



Hollywood Productions

Week of March 6

(Pictures now filming, or about to start, are listed below alphabetically by studios. Symbols are D—Director, A—Author, C—Cameraman.)

- COLUMBIA (5 weeks) Juliette Compton (7 weeks) 'Service' (4th week) D—Clarence Brown... FOX 'Warrior's Husband' (4th week) D—Walter Lang... METRO 'Made on Broadway' (5th week) D—Henry Beaumont...

Arizona Houses Fight 10% Admish Tax and Added Levy on Sales

Los Angeles, March 6.—Attempt of the Arizona state legislature to rush through a 10% tax on amusements, covering all admission prices, and probability that a 2% general sales tax will also be imposed, is meeting with concerted opposition from theatre operators, as well as many private citizens of the state, who feel they are already sufficiently burdened. Today (6) Senate passed an admission tax bill placing a 1/2 cent tax on each 10c. Measure now goes to the House. W. H. (Bud) Loller, Fox West Coast tax expert, left here last night (5) for Phoenix, the Arizona capital, and will participate actively in the fight during the next two days of the legislature. A California state amusement tax, plus other legislation considered harmful to the industry, is not an improbability during the current session of the legislature of this state.

Roadshow Film Interest Lags

Public Responds at Pop Scales and Prefers to Wait for the Attractions

Major producer-distributors after a recent flurry with roadshow attractions, are now off their alto-gether. A few companies which had been considering roadshowing of product in belief that field might be coming back, are convinced the market will not stand \$1.65 or even \$1.10 attractions. During the past fall, considering Metro's roadshowing 'Grand Hotel' for over \$1,000,000 gross, it was beginning to appear roadshowing policy was in for a new lease of life. Goldwyn tried it with 'Kid From Spain' on both coasts, Paramount's attempt with 'Sign of Cross' and 'Farewell to Arms' and Metro's 'Strange Interlude' got nowhere in particular. It has been found that although pictures failed to do business at the higher scale on a two-a-day basis, on regular release at normal admissions they have surprised. This is particularly true of 'Kid and Sign of Cross'. The minute both pictures went on national release, they did abnormal business. Paramount was so afraid of 'Sign of Cross' after it had fived at \$1.65 that it was denied first run at the Paramount, N. Y., company going gleeft at Radio City's willingness to buy it for the Music Hall. It immediately proved a big draw there and also the following week at Paramount, Brooklyn. Only recent exception to roadshow hopelessness seems to be 'Cavalcade'.

BONDHOLDERS OPPOSING PLEDGED FILM SUIT

Application for an order to show cause why Adolph Zukor and Charles D. Hiles, as receivers in equity for Paramount-Public should not be restrained from having authority as receiver-over Film Production Co., subsidiary of P-P, has been threatened, but with nothing concrete up to yesterday (Monday) concerning in this direction. On Friday (3) a motion was argued before Judge Valente on application for a temporary receiver for Film Productions, the subsidiary which holds \$2 feature films as security for a \$13,000,000 loan floated by Paramount last April. After argument on behalf of Justice Valente reserved decision. Application for a temporary receiver was resisted by Film Productions itself and by bondholders, some of whom in the past few months have kicked up trouble by trying to set aside Film Productions deal with P-P on bank loan, alleged that it violated bond indenture.

A Brooklyn Repeat Also For Mae West After N. Y.

Instead of going out to Chicago to play a personal for B. & K. at the Chicago, Mae West will go back to the Paramount, Brooklyn, Friday (10), with her picture, 'She Done Him Wrong'—the operation, with studios and exchanges also affected. There are fully a dozen measures in the legislative hopper at Sacramento, every one of which has a more or less direct bearing against profitable legislative operation, with studios and exchanges also affected. Tom Keene, Burns Edward Kennedy Stanley Bystone Edward Phillips 'Power Man' (4th week) D—Ralph Ince... 'Louisiana'—Unfavorable 'Our Wife'—Unfavorable

Picture Possibilities

- 'A Saturday Night'—Favorable 'A Saturday Night' (Comedy drama, W. A. Brady, Playhouse). A play by Owen Davis which should be better from the literary than... 'Louisiana'—Unfavorable 'Our Wife'—Unfavorable

Florence Strauss U. A. Scenario Head in N. Y.

Resigning as eastern scenario editor for Fox, a post she has held for over a year, Florence Strauss joined United Artists Thursday (2) to fill a similar capacity there. Since last summer, when Leda Bowers quit UA to scenario edit for Lola Wourzell has been doubling between that and other duties. While Arthur Hornbowl, Jr., is in New York, Miss Wourzell has been working for him as secretary.

THEATRE AND ROADSHOW MANAGER

Good executive, 30 years' experience. 100% dependable. Knows show business thoroughly. Good press-publicity-advertising and exploitation man. Available at once. Strictly temperate, a hustler, and in need of a position. Will go anywhere. Box 202, 'Variety,' Hollywood, California.

RAYSON TO EKO?

RKO Radio is negotiating for 'Candle in the Sley,' an original by William Farquer Payson, novelist. At the same time Payson may go under contract as a writer at the coast studio. Payson is the author of more than 20 published novels, although 'Candle' is an original. Joe Rivkin is representing the novelist in negotiations with Radio.

Just a Press Agent, But...

I've had a varied enough experience to have grabbed a flock of higher-sounding titles. You want results though, mister, and I want an opportunity—so durn the dignity! Fifteen years in active newspaper work—three years theatre advertising, exploitation and publicity—two years in personal management of name attractions—experienced in booking and production—still young and ready to romp! Write Box 204, Variety, New York City

Schwartz on Shorts' Drive

Los Angeles, March 6. E. Schwartz executive head of Mayer's Schwartz Brothers Co., is here from New York, personally supervising a sales drive of the company's new lineup of short subjects, which include ontologies, 'Key Man' and 'Photographs.' Dave Biederman has been appointed division sales manager for the concern.

FILM EXECUTIVE

Experienced connected with major distribution of feature films as branch manager, confined to territories of California, Salt Lake, Denver and California. I am anxious of obtaining worthwhile independent picture or pictures for release as roadshow or sale to exhibitors. Will consider cross country sales and promotional trips if necessary by auto. Can furnish excellent references. Write Box 201, Variety, New York

Coast Assignments

- H. W. Hunnemann and Sarah V. Mason, 'Variety' and 'The Guy Radio.' Eudler Miller, Gwen Lee, Marion Lord, Malvalyn Field, William Burton, James T. Mack, 'Warrior's Husband,' Fox. James Dunlan, Shirley Palmer, Claude Kirk, 'Pilgrimage,' Fox. 'Key Man' and 'Photographs.' Allice Brady, 'When Ladies Meet,' Metro. Meena Kennedy, Lee Kohlmar, 'I Love That Man,' Metro. Lucille La Verne, Frank Moran, Jack Tennard, 'Pilgrimage,' Fox. Barbara Leonard, 'Adorable,' Fox. John Milton, 'Greta,' Metro. Herman Ding, 'The Chaser,' Metro.





# Academic Course On Appreciation Of Motion Picts.

Whether 'we shall teach photoplay appreciation in the nation's schools will be among the subjects for discussion Friday and Saturday (11) at the ninth annual junior high-school conference, to be held under the jurisdiction of the School of Education of N. Y. U. in New York.

The picture as a current topic; the producer's editorial policy in story selection; the producer's point of view; and the integration of the study of the motion picture with the course in literature, will be subjects taken up by Harry Alan Potamkin, Florence Strauss, Paul Gulick and Stella S. Center, respectively.

Miss Strauss is eastern scenario editor of UA, Gulick publicity director of Universal. Potamkin is a film critic. William Lewin, chairman of Photoplay Appreciation Committee, National Council of Teachers of English, will be chairman over the discussion.

### Lightman Home Today

Al Lichtman left Kansas City last night (Monday) and will be back in New York tomorrow (Wednesday). He cancelled a proposed trip through south and southeast.

### Already!

Hollywood, March 6. Financial situation has already spawned a new racket that has been generally worked here for the past few days, and which the theatres are attempting to stop. After seeing the shows, numerous people have been found walking out to the box office to say they had seen the picture before and asking for refunds. Same thing was worked in the stores, with customers paying for purchases by check and then returning them to get the cash. Theatres are now marking all stubs to avoid repetition of the refund gag.

### Sues Par for Arrears Of Minnesota Rental

Minnesota, March 6. Taking the initial steps in a move to force a showdown in the matter of the Minnesota theatre, closed a year, owners of the building, have filed suit against Paramount-Public for \$41,250, unpaid rent for three months, December, 1932, and January and February of this year. No answer has been filed.

With Paramount-Public in receivership the suit may be allowed to go by default, according to opinion here. How the local company can collect the judgment is something for its members to worry about, lawyers here say. However, it is pointed out, the owners may get possession of the theatre or lease it to others.

### VISUAL EDUCATION AT NEW LOW IN '33

Visual education faces its worst world set-back in 1933. Depression, while chiefly accountable for the standstill of school pictures in the U. S., is not wholly blamed for a steady decline in instructional film interest, as revealed in other countries by lengthy reports.

Outstandingly illustrative of the setback abroad is a survey of the situation in Germany covering the past six years. This shows that Germany today is showing less than one-half as much educational film to its censors as it did six years ago.

The drop has been consistent. In '27, for instance, 870 instructional subjects were censored, whereas last year only 416 were permitted to be released. The intervening years show 808 subjects in '28; 758, '29; 660, '30; 469, '31. In the last quarter of '32 just 75 individual producers contributed a total of 141 subjects. The majority of these producers released only one such subject apiece.

### Metro Hot for Ahearn's 'Girl'; He's Asking 100G's

Hollywood, March 6. Metro is hot after 'Charity Girl', Danny Ahearn, coming out in book form.

Studio figures it for Jean Harlow. Ahearn is said to be asking \$100,000 for the screen rights. It's due off the 'Doubleday-Doran' press shortly.

### Titling a Pic

Hollywood, March 6. Evolution of a picture's title has Columbia satisfied at last, following 800 suggestions and several changes. Original magazine yarn was titled 'Hurricane Deck'. From that it became 'Fever', and finally winds up as 'When Strangers Meet'.

### Union Cut in Mpls.

Minneapolis, March 6. Union booth operators here have granted the RKO Orpheum theatre, in receivership, a 15% reduction as against the 10% cut allowed independent exhibitors in the city.

Publix, also in receivership, is asking for a 25% cut, but officials of the operators' union assert that the reduction actually would amount to 140%, figuring in the smaller manpower desired by the big chain.

### New Distrib Combo

George Quigley, Jr., and Ed Ginsburg have formed Ambassador Pictures to distribute 'arty' pictures. Foreign features in dubbed English language versions will be included.

Group has a number of old film leftovers from Pathe. Most of the Harold Lloyd two-reelers are in the deal, some Grandland Rice shorts and some travelog footage, including a full feature made by Theodore Roosevelt, Jr. in Africa, some years back but never released here.

### Coast Changes Would Lop Off Part of Film Tax to Save Overhead

Los Angeles, March 6. Big reductions in positive film taxes in the city and county of Los Angeles are expected as a result of a new schedule worked out by W. H. (Bud) Lollifer, Fox West Coast tax expert. If adopted they will bring a material saving to distribution companies this year.

Present tax, based on the volume of film footage in the exchanges, when an assessment is made, calls for \$12.69 a reel on prints one to three months old; \$4.20, three to six months; \$4.70, six to nine months; \$3.50, nine to 12 months and \$1 per reel on all prints more than a year old.

New schedule proposed by Lollifer would have a \$12.50 charge only on prints a month old and graduated down so that there would be no tax on year old films.

### Forced Vacations for 4

Hollywood, March 6. Earl Baldwin and Danny Ahearn, who were working on 'Wild Boy of the Road' at Warners, are off the payroll for eight weeks, returning when the radio reopens.

Robert Lord also has a layoff and Rian James, who returned from a Paramount layoff, was told he wasn't needed for five weeks.

### 5 Mins., and Out

Hollywood, March 6. Five minutes after he started work on the location set for 'Black Beauty' (Friday 8), William J. Cowan, who was directing, put down the megaphone and walked out on the story.

I. E. Chadwick, who is making the picture for Monogram, picked up the job and finished the day's shooting. Phil Rosen is replacing.

### 'Circus' a Day Ahead

Hollywood, March 6. On an 18-day schedule, 'Murder of the Circus Queen' was brought in a day ahead of the limit at Columbia by R. William Neill, director.

Unusual in that the production was heavy on exteriors, but that sunnah California weather helped for once.

### FAGAN'S BRIDGE SHORT

Myron C. Fagan, playwright-producer will independently make a short in Photocolor with Willard Karn, Oswald Jacoby and George Reith, contract bridge champs.

### Shut-down Loophole

(Continued from page 4)  
compensation or by reason of any of its obligations hereunder during such period. The corporation at its election may extend the term of this agreement for a period of time equal to the period of time or aggregate periods of time for which it shall have been so suspended. In the event that any such suspension, or suspensions shall continue for a period of aggregated periods in excess of 12 weeks during any period of employment hereunder, either party hereto may elect to terminate his employment hereunder he will notify the corporation in writing of his intention so to do; and if the corporation shall not resume the payment of the weekly compensation herein provided for, commencing as of not later than one week after receipt of such notice from the artist, the employment of the artist shall be terminated. If the corporation shall resume the payment of the weekly compensation, commencing as of not later than one week after the receipt of such notice, the employment shall not be terminated, this agreement shall remain in full force and effect.

### Studio Placements

Forrester Harvey, Russell Scott, 'Eagle and the Hawk', Capt. Sterling Campbell technical director, Far. Ferdinand Munier, Charles Browne, Al Paulette, Ben Hewlett, Lincoln Brent, Lee Phelps, Tampa, Col.

## A COLUMNIST TAKES AN AD OR VICE VERSA

# ONCE A BIG LEAGUER ALWAYS A BIG LEAGUER



AT HOME  
A COLUMNIST  
CATCHER—'VARIETY'

CLUB  
RICHMAN

FIRST BASEMAN  
LOU SCHWARTZ

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Broadcasting Every  
Sunday at 3:30 p. m.  
Over WABC

THIRD BASEMAN  
BOB GOLDSTEIN

ORIGINAL  
ROXY  
This week (Mar. 3)

SECOND BASEMAN—CHAS. MORRISON  
SHORTSTOP—DANNIE WINKLER

# JACK OSTERMAN

## Batting 1000% Again

CALENDAR OF CURRENT RELEASES

(Continued from page 26)

Studios: Culver City, Calif. Metro. Offices: 1540 Broadway, New York, N. Y.
Blondie of the Folies. Best explanatory title. Marlon Davies, Robt. Montgomery. Dir. E. Goulding. Time, 91 mins. Rel. Aug. 12. Rev. Sept. 13.
Clear All Wires. Picturization of the recent Broadway hit about a foreign correspondent. Leo B. Jones, Dir. George Hill. Rel. Feb. 17.
Divorce in the Family. Jackie Cooper as the family happiness. Jackie Cooper, Conrad Nagel, Lewis Stone, Lois Wilson. Dir. Chas. F. Riesner. Time, 68 mins. Rel. Feb. 22.
Fast Life. Typical Haines story with a thrilling speed boat race. William Haines, Cliff Edwards, Conrad Nagel, Madge Evans. Dir. Harry Pollard. Rel. Dec. 16. Rev. Dec. 27.
Flesh. Wallace Beery as a wrestler. Karen Morley, Ricardo Cortez, Jean Hersholt. Dir. John Ford. 85 mins. Rel. Dec. 9. Rev. Dec. 13.
Fidelity. Rich girl learns the depression. Pauline Goddard, Franklyn Bennett, Robt. Montgomery. Dir. Barry Beaumont. Time, 76 mins. Rel. Oct. 15. Rev. Nov. 22.
Gabriel. The White House. From an anonymous novel. The U. S. under a dictator. Walter Huston, Karen Morley, Franchot Tone. Dir. Gregory La Cava. Rel. Mar. 31.
Hell Bound. The submarine races of the World War. Robert Montgomery, Hilda Bernante, Mae Evans, Walter Huston. Dir. Jack Conway. Rel. March 17.
Kongo. Remake of the silent of the same title. Sorcery in central Africa. Walter Huston, Lupe Velez, Conrad Nagel, Virginia Bruce, Ed. Wynn, Cowen. Time, 86 mins. Rel. Oct. 1. Rev. Nov. 22.
Lulu Dancelled. The Barrow on Broadway stage hit by Martin Brown. Charles Dumas, Phillips Holmes. Dir. Charles Brabin. Rel. Jan. 3.
Maak of Yu Manchu. Chinese plotter seeks the sword of Ghengis Kahn. Boris Karloff, Lewis Stone, Karen Morley. Dir. Chas. Brabin. Time, 81 mins. Rel. Nov. 22.
Men Must Fight. Picturization of the Broadway play. The war problem in 1910. Diana Wynyard, Phillips Holmes, Lewis Stone. Dir. Edgar Selwyn. Rel. Mar. 11.
Man of the Nile. Ramon Novarro as an Egyptian giant. Rel. April 7.
Outsider. The unlicensed surgeon performs seeming miracles. Herold Hyde, John Ince, Frank Lawton. 70 mins. Rel. Jan. 20.
Pack Up Your Troubles. The 1918 military comedy. Dir. Geo. M. Hall and Raymond Carey. Time, 70 mins. Rel. Sept. 17. Rev. Oct. 4.
Payment Deferred. Murder story from the play of that title with Chas. Laughton. In his original role. Maureen O'Sullivan, Dorothy Peterson. Dir. Louis M. Raskin. Time, 80 mins. Rel. Nov. 8.
Prophecy. First depression comedy with Marie Dressler and Polly Moran. Dir. Sam Wood. Time, 87 mins. Rel. Nov. 12. Rev. Nov. 29.
Rasputin and the Empress. The Russian overthrow and his cause. John Litell and Lucille LaVerne. O. P. Heggie. Dir. George M. Cohan. Time, 133 mins. Rel. March 31. Rev. Dec. 27.
Red Duet. J. N. Harlow and Clark Gable as a new team in a story of indolence. In the original role. M. C. C. R. Rev. Nov. 8.
Reunion in Vienna. From Sherwood's stage play. Exiled royalty returns for a last fling. John Barrymore, Diana Wynyard, Otto Kruger. Dir. Sidney Franklin. Rel. April 14.
Rivets. John Gilbert as a skyscraper worker. Robert Armstrong, Mae Clarke, Muriel Kirkland. Dir. Robt. Browning. Rel. March 10.
Secret of Madame Blanche. The Based on Martin Brown's play 'The Lady'. Charles Dumas, Phillips Holmes. Dir. Chas. Brabin. 53 mins. Rel. Feb. 7. Rev. Feb. 7.
Smilin' Through. Remake of the Norma Talmadge silent and Jane Cowl play. Norma Talmadge, Charles Dumas. M. C. C. R. Rev. Nov. 8.
Son-Daughter. The. From the play by David Belasco. Helen Hayes, Ramon Novarro, George E. Stone, Warner Oland. Dir. Clarence Brown. Rel. Dec. 23. Rev. Jan. 2.
Strange Interlude. The famous O'Neill play. Norma Shearer, Clark Gable, John Barrymore. Dir. Clarence Brown. Rel. Dec. 17. Rev. Dec. 17.
Today We Live. An English girl ambulance driver during the war. Joan Crawford, Gary Cooper. Dir. Howard Hawks. Rel. March 24.
What! No Beer? Buster Keaton and Jimmy Durante in the beer racket. Jimmy Durante, Buster Keaton, John Miljan. Dir. Edward Sedgwick. Rel. Feb. 10. Rev. Feb. 14.
White Sister. The. Based on the famous F. Marion Crawford novel. Helen Hayes, Clark Gable. Dir. Clarence Brown. Rel. Dec. 17. Rev. Dec. 17.
Whistling in the Dark. Adapted from the Broadway stage success, in which a famous mystery writer is kidnapped and forced to plan a murder himself. Ernest Torrence, Jean Harlow, Jean Hersholt. Dir. Elliott Nugent. Rel. Jan. 27. Rev. Jan. 31.
Studio: 4046 Sunset Blvd. Monogram. Office: 723 Seventh Ave., New York, N. Y.
Diamond Trail. Western. Rex Bell. Dir. Harry Frazer. Rel. Dec. 3.
Mighty Charles. The. Western. Bob Steele, Arleta Carducci. Dir. J. P. McCarthy. Time, 61 mins. Rel. Dec. 15.
Night from Calgary. The. Girl cowboy comes ast to stage triumphs. Phil O'Grady, Philip Kelly. Dir. Phil Whitman. Time, 64 mins. Rel. Sept. 24. Rev. Nov. 22.
Guilty or Not Guilty? Betty Compson, Claudia Dell. Dir. Albert Ray. 67 mins. Nov. 10.
Klondike. Physician who falls in a major operation makes a comeback. Frank Hawks, Thea Todd, H. W. Bathal. Dir. Lyle Talbot. Time, 65 mins. Rel. Aug. 30. Rev. Sept. 13.
Lucky Larrigan. Western. Rex Bell, Helen Foster. Dir. J. P. McCarthy. Rel. Dec. 10.
My Mother. From Peter B. Kyne's 'The Just Judge.' Western story of a woman who runs a gambling resort. Pauline Frederick, Claire Windsor, Theo. Von Eltz. Dir. Phil Rosen. 67 mins. Rel. Dec. 15. Rev. Feb. 21.
Strange Adventure. Regis Toomey, June Clyde. Dir. Phil Whitman and Hampton Del Ruth. 60 mins. Rel. Feb. 14. Rev. Feb. 14.
Thirteenth Guest. The. Mystery play by author of 'Scarface.' Ginger Rogers, Lyle Talbot, F. Paul McDonald. Dir. Alfred Ray. Time, 65 mins. Rel. Aug. 25. Rev. Sept. 6. (Chadwick.)
Western Limited. The. Mystery aboard a transcontinental train. Estelle Taylor, Edna May Oliver, Tom Keene, J. Hayden, Roscoe Atan. Dir. Christy Cabanne. Time, mins. Rel. Aug. 10. Rev. Oct. 13.
Young Blood. Western. Bob Steele. Story by Welby Totman. Dir. Phil Rosen. Time, 62 mins. Rel. Nov. 5. Rev. Jan. 24.
Studio: 5851 Marathon St. Paramount. Office: 1501 Broadway, New York, N. Y.
Big Broadcast. The. Broadcasting story with many stars. Stuart Erwin, Bing Crosby, Leila Hyams. Dir. Frank Tuttle. Time, 89 mins. Rel. Oct. 1. Rev. Oct. 1.
Billion Dollar Scandal. Based on the Teapot Dome investigation. Robt. Armstrong, Constance Cummings, Olga Baclanova. Dir. Harry Joe Brown. 74 mins. Rel. Feb. 17. Rev. Feb. 17.
Blonde Venus. Story of a stage woman's efforts to retain her child. Marlene Dietrich, Herbert Marshall, Dickey Moore. Dir. Jos. von Sternberg. 74 mins. Rel. Feb. 17. Rev. Feb. 27.
Crime of the Century. The. From the European stage play of same title. Jean Harlow, Frances Dee, Wynne Gibson, David Landau. Dir. Wm. Frank Sautelle. Rel. Dec. 16. Rev. Dec. 20.
Dead Reckoning. Original screen story by Robt. Presnell of a flying Dutchman of today. Shirley Gray, Chas. Ruggles, John Halliday, Verree Teasdale. Dir. Paul Stone. Rel. Feb. 17. Rev. Feb. 17.
Devil is Driving. The. Wynne Gibson, Edmund Lowe, Dickie Moore. Dir. Stolf. Rel. Dec. 9. Rev. Dec. 20.
Evenings for Sale. Viennese noblemen become a gigolo. Herbert Marshall, John Ince, George E. Stone, Stuart Walker. Time, 61 mins. Rel. Nov. 11. Rev. Nov. 15.
Farwell to Arms. Homingway's novel of war on the Italian front. Helen Hayes, Gary Cooper, Dolphie Menjou. Dir. Frank Borzage. 90 mins. Rel. Jan. 6. Rev. Dec. 13.
From Hell to Heaven. Romantic story based on play by Lawrence Hazard, with two of his characters. Dir. Ralph Ince. Carole Lombard, Jack Oakie. Dir. Eric Kenton. Rel. Feb. 24.
He Learned About Women. Comedy drama. Stuart Erwin, Allison Skipworth. Dir. George M. Cohan. 74 mins. Rel. Nov. 11.
Hello, Everybody. Original radio story by Fannie Hurst. Kate Smith, Randolph Scott, Sally Blane. Dir. Saiter. Rel. Feb. 17. Rev. Jan. 21.
Hot Saturday. Gossip in show business. Nancy Carroll. Dir. Wm. Saiter. Time, 70 mins. Rel. Nov. 8. Rev. Nov. 8.
If I Had a Million. How various persons would react to an inheritance. Gary Cooper, Geo. Raft, Wynne Gibson, Jean Goddard and many more. Directed by various directors. Time, 85 mins. Rel. Nov. Rev. Dec. 6.

Island of Lost Souls. Novelty story. Chas. Laughton, Richard Arlen. Leila Erbe. Rehearsal special. Rel. Jan. 17.
King of the Jungle. Novelty story. Buster Crabbe, Frances Dee. Dirs. Humberton-Marcin. Jan. special release. Rev. Feb. 23.
Lady's Profession. A. Story by Nina Wilcox Putnam. Spokenay prop. masquerade. Geo. Barbier, Carl Martin. Dir. Norman MacLeod. Rel. Mar. 3.
Lily Christine. British made. Corinne Griffin, Colin Clive. Time, 69 mins. Rel. Feb. 17. Rev. Nov. 22.
Luxury Liner. From the novel by Gina Kaus. Grand Hotel on shipboard. Geo. Brent, Zita Johann, Alice White, Verree Teasdale. Dir. by Lothar Meier. Rehearsal special. Rel. Feb. 24.
Madame Butterfly. From the opera. Sylvia Sydney, Cary Grant, Chas. Ruggles. Dir. George G. Seaton. 80 mins. Rel. Dec. 27.
Masters of the Air. Sporting story. Jackie Coogan, Marian Nixon, Thos. Meighan. Dir. Harry J. Brown. Time, 70 mins. Rel. Oct. 1. Rev. Oct. 1.
Movie Graze. Harold Lloyd breaks into pictures. Constance Cummings. Dir. George M. Cohan. Time, 93 mins. Rel. Sept. 23.
Murders in the Rue Morgue. Original by Philip Wylie and Seton I. Miller. Drama largely held to a zoological garden. Chas. Ruggles, Lionel Atwill, Gail Patrick. Dir. Edw. Sutherland. Rel. Mar. 17.
Mysterious Rider. Western. Kent Taylor. Dir. Allen. Rel. Jan. 27.
Night After Night. Humor in the night clubs. Mae West, Geo. Raft. Constance Cummings, Allison Skipworth. Dir. Archie Mayo. Time, 70 mins. Rel. Feb. 17. Rev. Nov. 22.
Night of June 13. The. The neighbors react to a murder suspicion. Clive Brook, Lila Lee, Chas. Ruggles. Dir. Stephen Roberts. 76 mins. Rel. Sept. 23. Rev. Sept. 23.
No Man of Her Own. From the novel 'No Bed of Her Own.' Clark Gable, Carole Lombard, Dorothy Mackall. Dir. Wesley Ruggles. December 23.
Phantom Stranger. Political story of a presidential dupe. George M. Cohan, Jimmy Durante, Claudette Colbert. Time, 77 mins. Rel. Oct. 7. Rev. Oct. 7.
Pick Up (Schuberg). A girl of the people and a service station clerk. Sylvia Sydney. Geo. Raft. Dir. Marion Gering. Rel. Mar. 31.
70,000 Miles in 14 Days. The. Football. Phillips Holmes, Dorothy Jordan, Chas. Ruggles, Johnny Mack Brown, Lew Cody. Dir. Ralph Murphy. Time, 69 mins. Rel. Sept. 2. Rev. Sept. 6.
She Was a Lady. From the play by George M. Cohan. West. Gary Grant, Noel Beery, Owen Moore. Dir. Lowell Sherman. Rel. Jan. 27. Rev. Feb. 14.
Sign of the Cross. The. Spectacular version of Wilson Barratt's play of Roman persecution of the Christians. Claudette Colbert, Fredric March, Elissa Landi, Chas. Laughton. Dir. Cecil B. De Mille. 95 mins. Rehearsal special. Rel. Feb. 17. Rev. Feb. 17.
Strictly Personal. (Rogers.) Original by Wilson Mizner and Robt. T. Shanon on the matrimonial agency racket. Marjorie Ransau, Eddie Quinn, John Ince. Dir. George M. Cohan. Rel. Mar. 31.
Tonight Is Ours. Noel Coward's 'The Queen Was in the Parlor.' Claudette Colbert, Fredric March, Allison Skipworth. Dir. Stuart Walker. Rel. Oct. 1. Rev. Oct. 1.
Trouble in Paradise. The. Cheating cheaters in Paris and Venice. Miriam Hopkins, Kay Francis, Herbert Marshall. Dir. Ernst Lubitch. Time, 81 mins. Rel. Oct. 21. Rev. Oct. 21.
Undercover Men. The. Crime bests the gangsters. Geo. Raft, Nancy Carroll. Dir. Jas. Flood. Time, 74 mins. Rel. Dec. 2. Rev. Dec. 6.
Under the Tonto Rim. From the Zane Grey story. Stuart Erwin, Verree Teasdale, Henry Hathaway. Dir. George M. Cohan. Rel. Feb. 17.
Wild Horse Mesa. Zane Grey's story. Rudolph Scott, Sally Blane, Fred Kohler. Dir. Henry Hathaway. Time, 60 mins. Rel. Nov. 25. Rev. Oct. 1.
Woman Accused. The. From the story in 'Liberty' by the well-known authors. Girl accused of murder with action chiefly on a pleasure cruise. Nancy Carroll, Gary Grant, John Halliday. Dir. Paul Slovic. Rel. Feb. 17.
Studio: 723 Seventh Ave., New York, N. Y.
Lucky Girl. Musical comedy farce. Gene Garrard, Molly Lamont. Dir. Eugene O'Sullivan. Time, 69 mins. Rel. Sept. 1.
Man of the Sea. The. Story of a man who makes good. 24. Henry Kendall, Heather Angel. Time, 70 mins. Dir. Norman Walker. Rel. Sept. 15. Rev. Feb. 23.
Principal. Office: 11 West 42d St., New York, N. Y.
Blame the Woman. British made with Adolphe Menjou and Claudie Allister as a pair of crooks. Dir. Fred Niblo. Time, 74 mins. Rel. Oct. 1.
Devil's Playground. The. George Vanderrilt's expeditionary film. 64 mins. Rel. Feb. 17. Rev. Feb. 17.
Jungle Gigolo. Travel. Humorous treatment of Sumatran customs. 66 mins. Rel. Feb. 15.
Virgins of Bali. Travogue of the island of Bali. Time, 43 mins. Rel. Feb. 15.
Voodoo. Travel. Voodoo ceremonies in Haiti produced by Sergeant Wirtus. 'White King of LaGonave.' 4 reels. Rel. Feb. 15.
Wit and Wisdom of the Sea. Underwater exploration. 60 mins. Rel. Jan. 1. Rev. Nov. 23.
Studio: Hollywood, Calif. R.K.O. Pathe. Office: R.K.O. Bldg., Radio City, N.Y.C.
Come on Danger. Western. Tom Keene, J. Hayden, Roscoe Atan. Dir. Robt. Hecht. 64 mins. Rel. Feb. 17.
Studio: Hollywood, Calif. R.K.O. Radio. Office: R.K.O. Bldg., Radio City, N.Y.C.
Age of Consent. The. Love and trouble for a co-ed. Dorothy Wilson. 71 mins. Rel. Feb. 17. Dir. Gregory La Cava. Time, 63 mins. Rel. Aug. 8. Rev. Sept. 6.
Animal Kingdom. The. The man who could not distinguish between his wife and a woman. Silvo Venturi, Myrna Loy. Dir. Edw. H. Griffith. 90 mins. Rel. Dec. 23. Rev. Jan. 3.
Bill of Divorcement. A. Story of a shell-shocked war vet. By Clarence Dane. John Raymond. Dir. George M. Cohan. Time, 65 mins. Rel. Oct. 4.
Bird of Paradise. A. Famous stage play of the South Seas. Dolores Del Rio, J. P. McGrath. Dir. King Vidor. Time, 82 mins. Rel. Aug. 12. Rev. Sept. 13.
Cheyenne Kid. The. Tom Keene Western. Dir. Robert Hill. 65 mins. Rel. Jan. 20.
Conquerors. The. A story of American depressions and their surmounting. Rich. Dix, Ann Harding, Edna May Oliver. Dir. Wm. Weiland. Time, 84 mins. Rel. Nov. 18. Rev. Nov. 22.
Goldie Gets Along. Movie-struck girl who works the beauty contest racket. Lili Damita, Chas. Morley, Sam Hardy. 88 mins. Rel. Jan. 27.
Great Japer. The. Novel by Fulton Oursler. Dix as a motorman who turns into a hero. Rich. Dix, Vera Englund, Edna May Oliver. Dir. J. Walter Ruben. 83 mins. Rel. Mar. 2. Rev. Mar. 2.
Half-Naked Truth. The. From Harry Reichenbach's memoirs of a press agent. George Raft, Vera Englund. Dir. Gregory La Cava. 75 mins. Rel. Dec. 16. Rev. Jan. 3.
Hell's Highway. The horrors of a convict camp. Richard Dix, Tom Brown. Dir. Tom Brown. Rel. Feb. 17. Rev. Feb. 17.
Hold 'Em Jail. Wheeler and Woolsey play football on the convict lease. Dir. Norman Taurog. Time, 66 mins. Rel. Sept. 2. Rev. Aug. 23.
Little Orphan Girl. Original on the cartoon. Mildred Green, Ed. Kennedy. Dir. John Robertson. Time, 61 mins. Rel. Nov. 4. Rev. Dec. 27.
Lucky Devil. Original. Glorifying the picture stunt man. Bill Boyd, Wm. Saiter. Dir. William Wilson. Dir. Merian C. Cooper. 70 mins. Rel. Feb. 3. Rev. Feb. 21.
Men Are Such Fools. Leo Carrillo. Dir. Wm. Nigh. Time, 66 mins. Rel. Nov. 18.
Men of America. Bill Boyd, Dorothy Wilson, Chic Sale. Dir. Ralph Ince. Rel. Feb. 17. Rev. Feb. 17.
Monkey's Paw. The. W. W. Jacobs mystery story of a hoodooed charm. C. Aubrey Smith, Ivan Simpson, Louise Carter. Dir. Wesley Ruggles. 66 mins. Rel. Jan. 6. Rev. Jan. 6.
Most Dangerous Game. The. Island rege who hunts human beings for sport. Joel McCrea, Fay Wray, Leslie Banks. Dir. E. S. Schoedsack. 66 mins. Rel. Feb. 17. Rev. Feb. 17.
No Other Women. Steel worker who rises to affluence and drags his wife into the mire. Irene Dunst, Chas. Bickford. Dir. J. Walter Ruben. 68 mins. Rel. Jan. 6. Rev. Jan. 6.
Our Better. From Maugham's play. English high society. Constance Bennett, Gilbert Roland. Dir. Geo. Cooper. 80 mins. Rel. Mar. 31. Rev. Mar. 31.
Past of Mary Holmes. The. Destitute opera singer unwittingly accuses her of murder. Helen MacKellar, Eric Linden, Sweets Gallagher. Dir. J. P. McCarthy. Rel. Feb. 17. Rev. Feb. 17.
Penguin Pool Murder. The. Stunt Palmer's novel; murder mystery. Mae Clark, Robt. Armstrong, Edna Mae Oliver, James Gleason. Dir. Geo. Seaton. 69 mins. Rel. Feb. 17. Rev. Feb. 17.
Phantom of Crestwood. The. Mystery at a week-end party. Ricardo Cortez, Katherine Morley. Dir. J. W. Ruben. Time, 77 mins. Rel. Oct. 14. Rev. Oct. 14.
(Continued on page 30)

Brookhart Bill Dead, Exhibs' \$25 Fees for Naught

While producer representatives heaved a sigh of relief that they are some exhibitors who are wondering about their 25 bucks. All this comes about through the lame duck Congress going out without even mentioning the Brookhart bill. And with the end of the session Brookhart, himself, is going home for good or, at least, until another election.
The exhibitors' concern arises from the Allied Exhibitors' organization, whose leaders were strictly Brookhartian, having solicited its members a few months ago for \$25 apiece. The money was to be expended in promotion of the Brookhart bill, advocating a virtual Federal control of the industry.
Exhibits were given the picture that all exhibitors under the Brookhart regime, would be available to all exhibs; that runs would end, and that the little indie would have the same right to pick as the major circuit. Some of the indie actually dreamed that for their \$25 all of this would take place.
Producers and distributors, on the other hand, are not so sure. They figure the bill would put Brookhart in the bag. They were certain that no lame ducker in Washington would allow himself to be worried over complications within the picture industry. And they were right.

Nace Takes Two

Phoenix, March 6.
Harry L. Nace has acquired two houses from Public Rickards and taken over Yarn and Exhibitors Yums to operate independently. Nace was manager of Public-Rickards and Nace.
Nace remains with Public as general manager of Arizona. Exhibitor W. K. Jenkins, recently named executive head.

GIVEAWAY RIOT

Theatre's Automobile Prize Forces Out Cops, Fire Reserves
Cortland, N. Y., March 6.
Three policemen and 15 volunteer firemen, hurried as an emergency force to prevent a jam in the Schine State theatre, were left for-all-rush of the picture house, while a man and several women who fainted required medical attention.
News that a motor car was to be presented to Marlon Preston, Cortland Normal School student, on the stage of the theatre brought out the unprecedented crowd. 300 men, umbrellas and fsts were used by impatient latecomers who wanted to see the presentation ceremonies.

WB Sells Away from Own House to Dodge Twin Pix

Pittsburgh, March 6.
Objecting to having 'Blondie Johnson' on a double feature bill at the Davis here, Warners are selling the picture in the open market locally, first time that WB product played other than a WB theatre in Pittsburgh.
Fulton, Shea-Hwy property here with a film composed almost exclusively of indie pictures, getting 'Blondie Johnson' on a flat rental, it's reported. Fulton, single-feature picture, (10) has been postponed for five days.
Following a \$5 opening, Chinese becomes a \$1 top house nights, first time house has ever been sealed under \$1.50 for evening showings.

'42nd' Premiere at \$5, Banks Set Back 'Kong'

Los Angeles, March 6.
Uncertainty of the local banking situation, and because Warners is premiering '42nd St.' at its Hollywood with a \$5 take Wednesday (8), opening of 'King Kong' at the Chinese (10) has been postponed for five days.
Following a \$5 opening, Chinese becomes a \$1 top house nights, first time house has ever been sealed under \$1.50 for evening showings.



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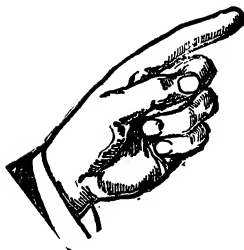
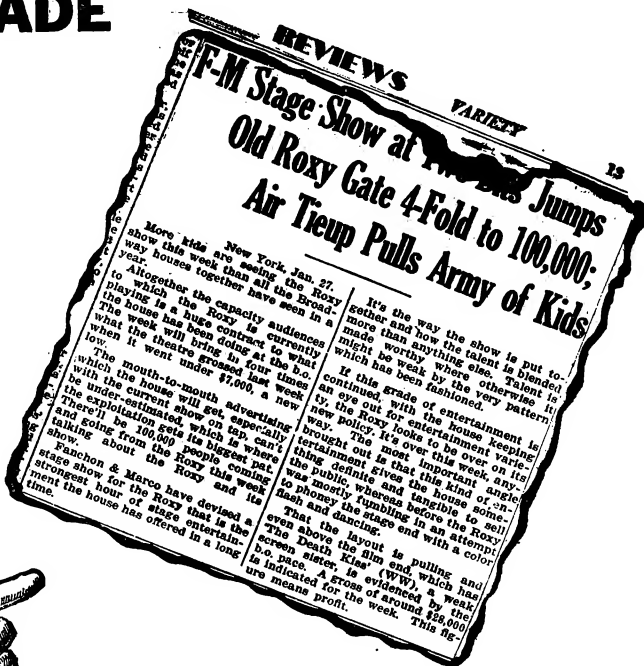
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ENTERTAINMENT

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Publix N.W. Recvr. Making New Film Deals; Union Cuts

Minneapolis, March 6. Public receiver is sewing up Metro. Fox, Warner and First National product in addition to Paramount, leaving only RKO, Columbia, Universal, United Artists and Independent stuff outside the fold, and for local Orpheum. J. T. Fried says that film contracts are being discussed now and that only details remain to be worked out. He avers company is exactly in same position with respect to product as a year ago. At that time, as now, he points out, it did not have United Artists, having been unable to agree on terms.

Public officials aver 'Kid From Spain' was offered them for Minneapolis, along with other U. A. product, but refused because price was felt to be too high. For 'Kid From Spain' U. A. wanted—and got from RKO Orpheum—35% of gross, and for 'Cynara' 5%. These terms were regarded as "out of all reason." Public also turned down 'Kid From Spain' for roadshow engagement because of lack of available theatre and also because of belief that concern might suffer a loss of good will when bringing in a picture so short time later at the State at regular scale.

Receiver is still negotiating with both operators in Minneapolis. The operators have been asked to take a 25% cut in their share of the amount than in many situations, officials declare.

Latest house to be cast adrift by Public North-western is Paramount, Fairbank, Minn. It was turned back to its owner and former operator, Bill Glaser, who will operate it again.

Since cold weather has moderated and product improved, business has picked up substantially. State, Minneapolis, circuit's leading house, had three winning weeks in a row with 'Strange Letter,' 'Sign of the Cross' and 'State Fair.'

Reade Self-Operating His Mayfair on B'way

After an eleventh hour reopening of rent readjustment negotiations between Walter Reade and RKO over the Mayfair, New York, on eve of house's closing as an RKO theatre Thursday night (2), the breach became definite and Reade, Friday (3), decided to operate it himself.

Reade reopened house himself, Thursday (4) with 'Crime of the Century' and 'Tribal Wars' (British-Gaumont) and 'M. Uta' production for which American rights were recently purchased by Joseph Plunkett, associate with Reade. House will be exploited as the 'Cinema of all Nations.'

Empire operators are in house at union saving of over \$500 a week. Reade under \$100 a week but had seven years go stood at \$270,000 annually. Circuit turned down Reade's offer to cut rent to \$100,000. Leo Justin is manager under Reade.

Theatre Suit Maybe

Rochester, N. Y., March 6. Henry E. Curtis of Nevada, son of George D. Curtis, pioneer Rochester film theatre owner, may have to sue his sister to determine ownership of a \$30,000 mortgage on the Strand theatre. The mortgage was placed on the property after the theatre man's will was probated over the objections of Mrs. Frances Curtis of Lakewood, Fla., second wife of the deceased. Curtis had assigned the \$30,000 mortgage to his daughter, Mrs. Katherine Curtis Widman of this city. The mortgage was practically the whole estate but in the will he left \$8,000 each to Mrs. Widman and Mrs. Jennie Bertsch and \$2,000 to another daughter, Ruth. The son was named residuary legatee and executor. All are children by his first wife. The Fenwessy Brothers operate the Strand theatre.

NEW CHICAGO EXCHANGE

Chicago, March 6. Majestic Pictures, indie producer-distrib. outfit, incorporated a new western exchange here last week. B. N. Judell will be division sales manager with headquarters on film row. Exchange is incorporated for \$25,000. States of Illinois, Indiana, Missouri and Wisconsin will be serviced from here.

CALENDAR OF CURRENT RELEASES

(Continued from page 27)

Rockabye. Sentimental mother-love story. Constance Bennett, Joel McCrea. Dir. George C. Stone. Rev. Dec. 6.
Sailor Be Good. Original. The feet's in agrin. Jack Oakie, Vivienne Osborne, George E. Stone. Dir. Jas. Cruze. 68 mins. Rel. Feb. 10. Rev. Dec. 21.
Secrets of the French Police. Foreign mystery. Gwlll Andre, Frank Morgan, George Raft. Dir. Ed. Sutherland. Time, 68 mins. Rel. Dec. 2. Rev. Dec. 2.
Sport. Pure novelty story. Joel McCrea, Marlan Marsh, Wm. Gardan. Dir. Dudley Murphy. Time, 65 mins. Rel. Nov. 11. Rev. Dec. 20.
Strange Justice. Oddities of the criminal code. Max Marsh, Norman Foster. Dir. Hal Rosson. Rev. Dec. 17.
Theft of the Mona Lisa. The foreign made. Willy Forst, Trude von Molo. Dir. G. von Bolyvai. Time, 83 mins. Rel. Oct. 21. Rev. Sept. 15.
Thirteen Women. From Tiffany Thayer's story of the purr of suggestion. Eleanor Boardman, Irene Dunne, G. Archambault. Time, 69 mins. Rel. Sept. 16. Rev. Oct. 15.
Topaze. From the stage play of that title by Marcel Prevost. French story of an innocent who gets wise to the way of municipal graft. John Barrymore, Myrna Loy, Albert Conti. Dir. Harry D'Arrast. 80 mins. Rel. Feb. 17. Rev. Feb. 14.

United Artists

Offices: 729 Seventh Ave., New York, N. Y.
Cynara. Philip Merivale stage hit. Ronald Colman, Kay Francis, Phyllis Barry. Dir. King Vidor. Time, 79 mins. Rel. Dec. 23. Rev. Jan. 3.
Hallelujah, I'm a Bum. Al Jolson introduced the new "rhythmic dialogue." Al Jolson, Madge Evans, Harry Lorson, Frank Morgan, Chester Conklin. Dir. Lewis Milestone. 80 mins. Rel. Feb. 3. Rev. Feb. 14.
Kid from Spain. The Eddie Cantor masquerades as a bull fighter down in Mexico. Eddie Cantor, Irene Dunne, George McCarney. Time (roadshow). 118 mins. Rel. Jan. 21. Rev. Nov. 22.
Magic Night. Viennese operetta. Jack Buchanan. Dir. Herbert Wilcox. 75 mins. Rel. Nov. 2. Rev. Nov. 2.
Mr. Robinson Crusoe. Adventures in the South Seas. Douglas Fairbanks, Maria Alba. Dir. Edw. Sutherland. Time, 72 mins. Rel. Sept. 21. Rev. Sept. 21.
Perfect Understanding. Swanson original laid in England. Gloria Swanson, Laurence Olivier, Genevieve Tobin, Sir Nigel Playfair, John Halliday. Dir. Cyril Gardner. 84 mins. Rel. Feb. 23. Rev. Feb. 23.
Rain. First of famous stage hit. Joan Crawford, Walter Huston. Dir. Wm. Garisan. Time, 93 mins. Rel. Oct. 12. Rev. Oct. 18.

Universal

Offices: 730 Fifth Ave., New York, N. Y.
Afrad to Talk. From the stage play 'Merry-Go-Round' about crooked politics. Ed Lindbergh, Paul Kelly, Louis Calhern. Dir. Edw. L. Cahn. 74 mins. Rel. Nov. 17. Rev. Dec. 20.
Air Mail. The Commercial flying thrill story. Pat O'Brien, Ralph Bellamy, Edna Roberts, Sam Sumnerville. Dir. John Ford. Time, 85 mins. Rel. Nov. 3. Rev. Nov. 3.
All American. The football story. Rich. Arden, Gloria Stuart. Dir. Russell Mack. 75 mins. Rel. Oct. 1. Rev. Oct. 1.
Destination Unknown. Adventure on a rum runner adrift in the Pacific. Pat O'Brien, Ralph Bellamy, Betty Compton. Dir. Ray Garnett. Rel. Mar. 2.
Fourth Horseman. The original story. Western with the ghost town basis. Tom Mix, Pauline Lord. Dir. Patton McQuinn. 67 mins. Rel. Oct. 1. Rev. Jan. 21.
Laughter in Hell. Chain gang story. Pat O'Brien, Norma Kennedy. Dir. Edw. L. Cahn. 74 mins. Rel. Oct. 1. Rev. Oct. 1.
Mummy. The mystery thriller. Boris Karloff, Zita Johans, David Manners. Dir. Karl Freund. Rel. Dec. 22. Rev. Jan. 10.
Nagana. Tropical drama. Tala Birell, Melvyn Douglas. Dir. R. L. Frank. Rel. Feb. 23.
Okey America. Communist story. Lew Ayres, Maureen O'Sullivan, Louis Calhern. Dir. Tay Garnett. Time, 80 mins. Rel. Sept. 8. Rev. Sept. 13.
Old in the Arms of a Young Man. English comedy. Boris Karloff, Melvyn Douglas, Chas. Laughton, Gloria Stuart. Dir. Jas. Whale. Time, 70 mins. Rel. Oct. 20. Rev. Nov. 1.

Warner Brothers

Offices: 321 W. 44th St., New York, N. Y.
City Blues. Country boy comes to New York for thrilling experiences. Joan Blondell, Eric Linden. Dir. Mervyn Le Roy. Time, 68 mins. Rel. Nov. 18. Rev. Nov. 18.
Blessed Event. Communist story. Leo Tracy, Mary Brian, Allen Jenkins. Dir. Roy Del Ruth. Time, 84 mins. Rel. Sept. 10. Rev. Sept. 4.
Excitement. British marriage strikes in England. George Brent, Gene Raymond, Frank McHugh. Dir. Robert Florey. 91 mins. Rel. April 8.
42nd Street. A musical production with the theatre as the background. Bebe Daniels, Warner Baxter, Ruth Taylor, George Brent, Ginger Rogers, Dick Powell, Guy Kibbey. Dir. Lloyd Bacon. 89 mins. Rel. Oct. 11.
Girl Missing. Two girls cleverly foil a kidnapping plot. Glenda Farrell, Ben Lyon, Mary Brian, Peggy Shannon. Dir. Robt. Florey. 69 mins. Rel. Mar. 4.
Hard to Handle. Cagney as a high powered promoter. Cagney, Mary Brian. Dir. Mervyn Le Roy. 81 mins. Rel. Jan. 23. Rev. Feb. 7.
Haunted. Search for gold in a haunted mine. John Wayne. Dir. Mack Sennett. 88 mins. Rel. Dec. 17. Rev. Jan. 27.
I Am a Fugitive. From the story 'I Am a Fugitive from a Chain Gang.' Paul Muni, Glenda Farrell. Dir. Mervyn Le Roy. Time, 93 mins. Rel. Nov. 19. Rev. Nov. 19.
Illegal. British made story of a night club. British cast and director. Time, 61 mins. Rel. Aug. 6. Rev. Oct. 4.
Keyhole. The woman who inherits the wife of two men. Kay Francis, George Brent, Glenda Farrell. Dir. Michael Curtiz. Rel. Mar. 26.
King's Vacation. The. From a story by Ernest Pascal. The king takes time out to visit his first wife. Geo. Arliss. Dir. John Adolfi. 62 mins. Rel. Oct. 28. Rev. Oct. 28.
Lawyer Man. Inside story of the profession. William Powell, Joan Blondell. Dir. Wm. Dieterle. 68 mins. Rel. Jan. 7. Rev. Jan. 3.
One Way Ticket. A man who stops for a picnic on his way to William Powell. Dir. Tay Garnett. Time, 69 mins. Rel. Oct. 22. Rev. Oct. 15.
Parachute Jumper. The. Two ex-marines and a girl who go aloft. Douglass Fairbanks, Ruth Lee, Davis. Dir. Alfred E. Green. 72 mins. Rel. Jan. 28. Rev. Jan. 31.
Ride Him, Cowboy. Western cowboy story. John Wayne. Dir. Fred Allen. Time, 81 mins. Rel. Aug. 27. Rev. Nov. 20.
Scarlet Dawn. Russian refugees in Constantinople. Doug Fairbanks, Jr., Nancy Carroll, Lilyan Tashman. Dir. Wm. Dieterle. Time, 68 mins. Rel. Nov. 19. Rev. Nov. 19.
Successful Calamity. A. Merchant pretends poverty to check family's extravagance. George Arliss, Mary Astor, Evelyn Knapp. Dir. John G. Adolfi. 74 mins. Rel. Sept. 17. Rev. Sept. 23.
Telegraph Trail. Difficulties encountered at the building of the telegraph. John Wayne, Frank McHugh, Marceline Day. Dir. Tenney Wright. 65 mins. Rel. Mar. 18.
Two Against the World. Constance Bennett in a murder Jan. Dir. Archie Mayo. Time, 71 mins. Rel. Sept. 8. Rev. Aug. 24.
Untamed Africa. Thrilling African adventure. Under supervision of Wynant D. Hubbard. W.A.S. Rel. April 8.
Wax Museum. The. Original. Technicolor. Mystery and thrills in a wax works. Lionel Atwill, Fay Wray, Glenda Farrell. Dir. Michael Curtiz. 78 mins. Rel. Feb. 13. Rev. Feb. 21.

WorldWide

Offices: 1501 Broadway, New York, N. Y.
Auction in Soula. From Eugene O'Neill's play 'Recklessness.' Conrad Nagel, Lella Hyams. Dir. Victor Schertzinger. Rel. Jan. 29.
Between Fighting Men. Conflict between the sheep men and cattle raisers. Ken Maynard, Ruth Hall. Dir. Forrest Sheldon. Time, 62 mins. Rel. Oct. 16. Rev. Feb. 14.
Breach of Promise. The ruin of a man's career. Chester Morris, May Clarke, Mary Doran. Dir. Paul Stein. Time, 67 mins. Rel. Oct. 23. Rev. Oct. 23.

Come on, Tarzan. Ranch owner saves his horse from a gang. Ken Maynard, Myrna Kennedy. Dir. Alan James. Time, 64 mins. Rel. Sept. 11. Rev. Jan. 17.
Crooked Circle. The. Mystery story with ample comedy. Ben Lyon, Zasu Pitts. Time, 64 mins. Rel. Dec. 17. Rev. Dec. 17.
Death Kiss. The. A murder mystery with a motion picture studio background. Dan Tomlin, Arthur H. H. Bruce Lumberstone. Time, 70 mins. Rel. Sept. 25. Rev. Oct. 4.
Drum Taps. A Boy Scout troop to the rescue of Ken Maynard. Ken Maynard, Thelma Houston. Time, 67 mins. Rel. Oct. 17. Rev. Jan. 17.
Dynamic Rancher. Ranch manager falls to vanquish the hero. Ken Maynard, Ruth Hall. Dir. Forrest Sheldon. Time, 69 mins. Rel. July 31. Rev. Dec. 27.
False Faces. Doctor makes a racket of his profession. Lowell Sherman, Lila Lee, Peggy Shannon. Dir. Sherman. Time, 53 mins. Rel. Oct. 13. Rev. Nov. 22.
Fargo Express. Straight-shooting sacrifice in the career of a cow country hero. Ken Maynard, Helen Mack. Dir. Alan James. Time, 62 mins. Rel. Oct. 22. Rev. Oct. 22.
Hypnotized. Jam following a big sweetstakes win. Moran and Mack. Dir. Mack Bennett. Rel. Dec. 25. Rev. Jan. 1.
Texas Buddies. Cowboy veterans of the A.E. turns aviator to balk the villains. Bob Steele, Nancy Drexel. Dir. R. N. Bradbury. Time, 67 mins. Rel. Aug. 28. Rev. Nov. 15.
Those Who Love. A woman's understanding averts domestic tragedy. Mary Astor, Lilyan Tashman, Kenneth McKenna. Dir. Robt. Florey. Time, 77 mins. Rel. Sept. 11. Rev. Sept. 20.
Tomstone Canyon. Western in which hero tries to solve the mystery of his birth. Ken Maynard, Cecilia Parker. Dir. Alan James. Rel. Dec. 26.
Trailing the Killer. Epic of the North Woods. Dir. Herman C. Raymarter. Time, 64 mins. Rel. Dec. 4.
Uptown New York. Married happiness and a past. Jack Oakie, Shirley Grey. Dir. Victor Schertzinger. Time, 74 mins. Rel. Dec. 4. Rev. Dec. 13.

Miscellaneous Releases

Bachelor Mother. The. (Hollywood Pro) Original mother borrowed from an old indie. Drama. Evalyn Knapp, George E. Stone, Margaret Seddon. Dir. Chas. Hutchinson. 69 mins. Rel. Jan. 3. Rev. Feb. 10.
Big Payoff. The. (Capital). From a Peter B. Kyne story. Barbara Kent, J. Farrell Macdonald, Glen Tryon, Matt Moore. 71 mins. Rel. Jan. 16. Rev. Jan. 24.
Big Tower. The. (Invincible). Vice crusade story. Lester Vail, Frances Dade. Dir. Arthur Hoerle. 67 mins. Rel. Dec. 27.
Face on the Bar Room Floor. The. (Invincible). Temperance discussion. Time, 64 mins. Rel. Oct. 1. Rev. Oct. 1.
Footsteps in the Night. (Auten). Mystery drama. Bonita Hums. Dir. Maurice Chevalier. Time, 64 mins. Rel. Dec. 1. Rev. Dec. 1.
Goona Goona. (First Div.) Love charms on the Island of Bali. Dir. Andree Roseveit. Armand Denis. Rel. Nov. 28. Rev. Sept. 20.
Hotel Varadero. (Capital). Grand Hotel in an actors boarding house. Hal Rosson. Dir. Hal Rosson. Time, 71 mins. Rel. Jan. 10.
Jungle Killer. (Century). Exposure of wild game hunting in Africa. With lecture. Rel. Nov. 25. Rev. Nov. 25.
Manhattan Town. (Remington). Suggestive of 'Kluge's Scripps' Soula' Romance. Time, 64 mins. Rel. Dec. 1. Rev. Dec. 1.
Strayer. 62 mins. Rel. Dec. 1. Rev. Dec. 1.
Racing Train. The. (Living-Maxim). Original of the auto races with air stunt. Fred Kelly. Dir. Fred Kelly. Time, 62 mins. Rel. Oct. 1. Rev. Oct. 1.
Red-Haired Alibi. The. (Tracy). Gangster story. Norma Kennedy, Theo. Von Eltz. Dir. Christy Cabanne. Time, 75 mins. Rel. Oct. 21. Rev. Oct. 21.
Scarlet Weeb End. (Irving). Murder at a house party. Dorothy Revler, Theo. Von Eltz. Dir. Willis Kent. Time, 58 mins. Rel. Oct. 21. Rev. Oct. 21.
Tex Takes a Holiday. (Argosy). All multi-color western of a mysterious stranger. Wallace MacDonald, Virginia Brown Faire. Dir. Alvin J. Neider. 67 mins. Rel. Dec. 1. Rev. Dec. 1.
Woman in Chains. (Auten). Tragedy of a woman tied to an hypochondriac. Eng. cast. Dir. Basil Dean. Time, 68 mins. Rel. Nov. 18. Rev. Nov. 22.

Foreign Language Films

(Note: Because of the slow movement of foreign films, this list covers only a few of the titles.)
A Nougat in Liberty. (Capital). Comedy drama. Henri Marchand, Raymond Cordy. Dir. Rene Clair. 93 mins. Rel. May.
Alone (Russ.) (Aminko). Dir. Trauberg. 68 mins. Rel. May 24.
Barberina. Die Tanzlerin von Sansouci. (Capital) (German). Rococco musical. Dir. Hans Behndt. Time, 86 mins. Rel. Oct. 1. Rev. Oct. 1.
Brand in der Oper. (Capital) (German). Musical drama. Gustav Froelich. 80 mins. Rel. Oct. 1. Rev. Oct. 1.
Broken Vow. The. (Capital) (Polish). From a novel. Krystyna Ankwick, M. Cybulski. 89 mins. Rel. Aug. 26.
Cine Germania. (Capital) (German). Mystery drama. Rene Lefevre, Harry Baur. Dir. Julien Duvivier. 78 mins. Rel. Jan. Rev. Jan. 24.
Clown George (Russ.) (Aminko). A clown saves the nation. Dir. Soloviev. 58 mins. Rel. July 21. Rev. Sept. 13.
Coffeehouse. Pous Dancin' (Polish) (German). Musical farce. Fernand Gravey. 80 mins. Rel. Oct. 1. Rev. Nov. 8.
Dae Nachtigall Madel. (Capital) (Ger). Love in Hawaii. Dir. Leo Lasky. 80 mins. Rel. Oct. 1. Rev. Oct. 1.
Das Schoene Abenteuer. (German) (Protex). Romantic comedy. Kaethe von Nagy. Dir. Reinhold Schunzel. 83 mins. Rel. Dec. 1. Rev. Dec. 15.
David Golder. (French) (Protex). Drama. Harry Baur. Dir. Julien Duvivier. 90 mins. Rel. Oct. 1. Rev. Oct. 1.
Der Ball. (German) (Protex). Domestic comedy. Dolly Haas. Dir. Wilhelm Thiele. 83 mins. Rel. Oct. 3.
Der Falsche Feldmarschall. (Protex). Farce. Dir. Johannes Gutser. 86 mins. Rel. Oct. 1. Rev. Oct. 23.
Der Falsche Feldmarschall. (Capital) (German). Military musical. Vlasta Burian. 80 mins. Rel. Oct. 1. Rev. Oct. 1.
Der Hauptmann von Koenigs (Kinematrad) (Ger). Comedy. Max Adalbert. Dir. Richard Oswald. 86 mins. Rel. Jan. 15. Rev. Jan. 24.
Der Herr Burmeister. (Capital) (Ger). Felix Bressart, Herman Thimig. Dir. Hans Behndt. Time, 86 mins. Rel. Oct. 1. Rev. Oct. 1.
Der Schwarze Hussar. (Protex) (Ger). Costume romance. Conrad Veidt. Dir. Gerhard Lamprecht. 90 mins. Rel. Dec. 1. Rev. Jan. 3.
Diary of a Revolutionist (Russ.) (Aminko). Dir. Urinov. 80 mins. Rel. June 9. Rev. June 9.
Die Blumenfrau von Lindenau. (German) (Protex). Comedy. Renate Mueler. Hans Niese. Dir. George Jacoby. 70 mins. Rel. July 1. Rev. July 1.
Die Capitan. (Capital) (Ger). Mystery drama. Gustav Froelich. Paul Vincent. Dir. Ernst Verbeke. Time, 82 mins. Rel. April 1.
Die Lustigen Weiber von Wien. (Capital) (Ger). Willy Forst, Irene Einsinger. 80 mins. Rel. Oct. 1. Rev. Oct. 1.
Dienst is Dienat. (New Era) (Ger). Musical. Ralph Roberts. Lucie Englische. Dir. Carl Bossa. Time, 84 mins. Rel. June 8.
Eine Nacht in Paradise (Kinematrad) (Ger). Musical comedy. Anny Ondra. 89 mins. Rel. Oct. 1. Rev. Oct. 1.
Eine Tuer Geht Auf. (Protex) (Ger). Mystery thriller. Dir. Alfred Zeiler. 68 mins. Rel. Feb. 1. Rev. Feb. 7.
Ein Prinz erbeicht sich. (Capital) (Ger). Musical. Lien Doyers. Dir. Conrad Veidt. Time, 86 mins. Rel. Oct. 1. Rev. Oct. 1.
El Hombre Que Asesino. (Paramount) (Spanish). Rosita Moreno, Ricardo Ubeda. 70 mins. Rel. April 16.
Ein Wasser war Strassen. (Capital) (Ger). Musical. Gustav Froelich. Dir. Conrad Veidt. 89 mins. Rel. March 10.
False Uniforms. (Russ.) (Aminko). Dir. Lopashinski. 63 mins. Rel. Nov. 15. Rev. Nov. 15.
Friederike. (Kinematrad) (Ger). Dramatic opera based on Goethe's life. Mady Christians. 90 mins. Rel. March 16. Rev. Feb. 23.
Gitta Entdeckte ihr Herz. (Capital) (Ger). Musical comedy. Gitta Alpar. Dir. Alfred Zeiler. 80 mins. Rel. Oct. 4.
Gloria. (German) (New Era). Capital. Rev. July 1. Rev. July 1.
Gloria. (German) (New Era). Rev. July 1. Rev. July 1.
Golden Mountain. (Hussian) (Aminko). Dir. Yul'tevitch. 80 mins. Rel. April 11. Rev. April 11.
Holzapfel Weiss Altes. (German) (Capital). Comedy. Felix Bressart. Dir. Viktor Janson. 85 mins. Rel. Jan. 1. Rev. Jan. 17.
House of Death. (Russ.) (Aminko). Based on Dostoevsky's life. Dir. Fedor D. Hubsch. 72 mins. Rel. Aug. 12. Rev. Aug. 12.
Hurrh, Ein Junge. (Capital) (Ger). Farce. Max Adalbert, Ida Wuest. Lucie Englische. Dir. Geo. Jacoby. 91 mins. Rel. June 24.
Hypnotis. L'aktj (International) (Hungarian). Fast farce. Dir. Szekely Istvan. 77 mins. Rel. Jan. 18. Rev. Jan. 18.

(Continued on page 55)

# A. P. Ban on News for Air Seems Sure, Refused NBC Request on Walsh Death

Two moves by the Associated Press last week indicate that its ban of directors at the April meeting will, in response to the results of a poll now being compiled, vote to ban the broadcasting of A.P. news by the radio chains. Under-stand it that the poll data shows that members of the news service have, by an overwhelming majority, expressed themselves in favor of taking this course toward the network.

That the news gathering organization has already revised its policy to conform with the expressed majority sentiment was evidenced when it first in an order to its editors to 'play down' anything concerning the broadcasting of spot news events, the inaugural ceremonies being the topic immediately in mind. Another incident last week had to do with the blank refusal of the A.P. to allow NBC to use its name as authority for the broadcasting of a bulletin on the death of Senator Thomas J. Walsh.

Network got a flash of the Senator's death over its own Washington wire, but to make sure of its authority it checked with the A.P. for confirmation and authority to give credit to the news service in broadcasting the item. Answer handed the chain was that under no circumstances would it assume to connect the A.P. with the broadcast of a news bulletin. Retort took the chain by surprise as it was the first time that it had been turned down in this regard.

INS Permission  
Next source NBC turned to was International News Service. From somebody on the news desk it obtained confirmation and authority to use the INS tag on the Walsh dispatch and the bulletin was broadcast. Later in the day Joe Connolly, INS pres., heard what happened and went into a burnup against the network. He accused NBC of pulling a fast one on the INS news desk and advised that hereafter it wasn't to use the INS name unless the authority came from him or the INS general manager. W. E. Hozer, who has his studio at the station with WINS the New York outlet, owns International News Service.

Questionnaire sent to its members by the A.P. listed 10 questions. In essence, asked whether the members were in favor of permitting the air chains to broadcast news items of any sort or circumstance, and whether they were making the same denial to members who operated their own stations, or had a station affiliation. Also among the questions was one asking whether other than the A.P. board of directors to use their own judgment on the situation, regardless of the 1925 resolution of the membership which permitted the broadcasting of items of transcendental public importance.

## Radio Pair's Show Does Fairly on Break-In

San Francisco, Mar. 6. Cecil and Sally, radio script duo, open at the President next Saturday (11) in the show Johnny Patrick (Cecil) wrote and is backing himself.

Production broke in at the Fulton, Oakland, last week and did fair bit. It's the air pair's first stage appearance and in production Clarence Mayer is doing the publicity.

The President, dank since Sam Hays' forced resignation last week with straight film.

## Adams WMCA V-P

John T. Adams, who until recently was engaged in organizing a third broadcasting chain for Walter Whetstone, Philly utilities magnate, has become a vice-president of the company operating WMCA, New York. Connection does not entail a WMCA buy-in on the part of Adams.

After employing Adams to do a survey on the possibilities of a third chain, and to obtain opinions on several transmitters around the country, Whetstone decided that the plan was not operative and abandoned both his plans and options totalling around \$60,000.

Adams also headed the Judson Radio Program Corp., which dissolved about a year ago.

## Figure Lent, Too

Advertisers now figure on a percentage of listener loss during Lent. No survey has yet been taken to determine the extent of the drop, but it is known that in the more thickly populated Catholic centers, such as Boston and the Buffalo area, night time church attendance depletes radio's audience.

It has also been ascertained that the more observing religionists even make it a practice of keeping the tubes dark throughout the Lenten period, classing this form of entertainment as a waste of time. Percentage involved here, however, isn't substantial enough, say the advertisers, to concern them.

## Pershing Denies Air Contract and GT&R May Call Off Time

Denial by General John Pershing that he has contracted to broadcast for General Tire and Rubber, on a program the commercial is scheduled to launch via NBC March 15, has the network's Chicago office busy trying to get itself out of a tangle. Chain had announced the general's personal air appearance in anticipation of his okaying the contract. Because of the jam there is no serious doubt whether General Tire will go on the air at the stated time, if at all.

Sales order on the program came through to NBC from the Chicago office Feb. 29 and described the type of show as a 'musical and dramatic presentation with General Pershing.' Capt. G. E. Adamson, the general's secretary stationed in Washington, saw the published item and sent it on to the former A.E.F. leader, who was then sojourning at Tucson, Ariz. General Pershing then wired his aide that 'there is not a word of truth in report of any contract by me for broadcasting now or at any other time.'

Capt. Anderson has sent a copy of this message to the papers which carried the General Rubber and Tire story.

## Walkouts Walk Back To 'Happy-Go-Lucky'

Los Angeles, Mar. 6. Two of the 'Happy-Go-Lucky' hour artists, who walked out of the Don Lee CBS program, have returned to the network, continuing with Al and Cal Pearce on the rival 'Happy' program starting today (Mon.) over KFI, and the NBC coast group. Fred Astaire, Nelson, tenor and comic, and Hazel Warner, blue singer, both of whom have been faves on the hour for two years.

Nelson and Miss Warner will be spotted on the new 'Happy' hour from KHL, while the two coast chains continue to make faces at each other with threats of litigation from the Don Lee outfit because of an intention to use the 'Happy-Go-Lucky' designation on the new NBC program.

## L.&M. Pondering Cut

As a preliminary gesture to the big account's likely fold-up on the CBS schedule April 1, Chesterfield has given Lennie Hayton's band four weeks' notice. 'There is a possibility that the band may change its mind and stay on beyond that date, but with the periods reduced from six to three a week.

That angle is now being discussed by the Liggett & Myers board of directors.

## KPO's Changes

San Francisco, March 6. Signal Oil has renewed its 'Tarzan' transcription on NBC-KPO, but cut it from the ten day a week schedule of five minute health talks on discs for Nujol which is another KPO account.

Lincoln Finance has jerked its Sunday p. m. program from same station.

## WANT 'CHINKS' RULED OUT Coast Chinese Vice-Consul Files Protest Against Term

Los Angeles, March 6. Yi-seng S. Chang, Chinese vice-consul here, is again campaigning against radio's consistent reference to Chinese as 'Chinks.'

Through the consulate's attorney, Sam Schwartzberg, it is requested that both CBS and NBC issue permanent rulings against certain songs deemed detrimental to Orientals, particularly 'Minnie the Moocher' and 'Limehouse Blues.'

## HALF OF NBC'S ACCOUNTS USE GIVEAWAYS

Over 50% of NBC's commercials are now making giveaway offers. Indicates that the trend among advertisers is stronger now than ever to obtain direct response for the radio money they're spending. Half of the offers necessitate sending in a wrapper or carton of the product to show that an actual purchase has been made.

Of the network's 107 accounts making offers of some kind last week 50% use a novelty for the enticement: license puzzles, magic paraphernalia, toothbrush handles, while next in proportion, or 20%, are booklet giveaways. Remaining 21% make the come-on wrinkle a sample of the product.

## HENDERSON'S KWKH IN MIDST OF ROW AGAIN

Birmingham, March 6. W. K. Henderson, of KWKH, Shreveport, probably is head man for eternally getting into scraps in this sector. Reports out of Shreveport set for a week here trouble holding his station as WWL, New Orleans, is after Henderson's air lane at 300 kilocycles.

WSPA, Spartanburg, S. C., is also seeking Henderson's facilities. Those stalking Henderson's time contend that financial back-sets make it practically impossible for Henderson to maintain his station, that WSPA is trying to obtain a renewal of license on similar operation.

Henderson's station has been used time and again for battles. He attracted nation wide attention by waging a fight against chain stores and selling coffee at \$1 a pound to finance the campaign. Then came the presidential campaign and believe it or not he was for Hoover. That was the limit for the south. Recently he has had to resort to disks for talent. This is another phase why opposition has developed over his renewal of license.

## BURNS-ALLEN RENEWED

Hollywood, March 6. Burns and Allen will stick with the Robert Burns show over CBS for another year. Option for the extension has been taken up by the advertiser. Burns and Allen program does not reach the coast.

## Chain Income from Time Sales

	1933	1932	1931	1930
January	\$1,839,345	\$3,644,447	\$1,989,497	\$1,418,979
February	1,706,602	2,571,609	1,924,778	1,347,847
Total	\$3,545,947	\$6,206,056	\$3,914,275	\$2,766,826

	1933	1932	1931	1930
January	\$950,657	\$1,348,842	\$692,114	\$644,685
February	893,018	1,319,414	750,621	624,728
Total	\$1,843,675	\$2,668,256	\$1,442,735	\$1,269,413

## Slight Feb. Drop for Both Webs, NBC, 8%; CBS, 6% Under Jan. Sales; March Better but Take April Rap

Pittsburgh, March 6. It's tenors now instead of crooners who lead women to do strange things. Betty Barrett, would-be hospitalier, was rushed to a hospital after taking poison and told authorities that she could just die listening to Paul Gannon. She had poured a vial down her throat as Gannon's voice floated over the air, in his nightly WCAX program. The girl will live. It's the best publicity break a tenor has had here in years.

## Radio Listings Should Be Paid For, but Pubs Vague on Collection

Chicago, March 6. Inland Daily Press Association had its quarterly meeting here at the Hotel Morrison last week, and, as usual, deviated a good deal of time to radio. A resolution was unanimously passed, with little or no argument, to the effect that radio listings should be classified as advertising. However, this expression of opinion was just that. There were no teeth in it and there was no pledging of the membership to a rigid policy. As before individual publishers will decide their own attitude.

Much debate was brought out, and no decision arrived at, regarding a resolution to 'restrict news broadcasting.' One fact that the group to request that A.P. and U.P. deny the networks' access to wire flashes on news events for broadcasting purposes. 'This resolution was tabled and will be brought up again at the May meeting.

Sponsoring Lists  
Meanwhile, many of the 245 members of the Inland Assn. seem to think that the best solution of radio listings is to have some local advertiser 'sponsor' them. In other words, the listings to be included in and as part of display space by a department store, etc. The day would then capitalize the service and get paid for it, taking away the sting of publicizing advertising programs and not sharing in the profit.

In passing their resolution that radio lists should be considered advertising the Inland publishers did not specify how aggregate rates could be collected. It is pointed out that on weekly programs the aggregate cost of a listing might be 19 cents, or some such sum, and that the bookkeeping problem alone would be staggering if the policy embodied in the resolution was carried to its logical conclusion.

## Shipman's Air Scripts

Sammy Shipman, playwright, is going radio. Shipman is slated to script for NBC, being the first commercial dramatist of his calibre to go over into the ether field.

February saw another dip in time sales revenue for both NBC and Columbia. Although the drop, compared to the previous month, was small the difference between this year's February and that of '32 makes a 33% dip for NBC and a slide of 32% for CBS.

On the basis of new contracts and renewals closed in the past two weeks, the chains feel that March will show an appreciable margin over the February level. Facilities' turnover for February gave NBC a net billing of \$1,706,502, or 8% less than was garnered in January. Total for Jan. was \$1,839,345. On the Columbia books the February sale of time brought a net of \$835,018, a 5% dip in the difference between this figure and January's \$869,057. Other comparative totals from time sales are noted in table in the adjoining column.

Both chains anticipate a hard wallop in April when several of their big money accounts, notably the motion picture group, are slated to leave the air.

Among the customers due to start during March on NBC are Quaker Oats, East Foods and Richfield Oil, while Columbia has slated up Louis Philippe cosmetics, A. S. Boyce Co. floorwear, Fitch shaving cream and an evening series for 'Red Sails.'

## AGENCY PULLS 'N' PUTS BACK KTAB ACCOUNTS

San Francisco, March 6. Frank Wright, chief of Oakland, tangled with KTAB over studio accommodations for a sponsored program, withdrew all its accounts from the station, but returned the next day with a new group.

Wright built an air and studio act, the Cotton Pickers for an Oakland credit clothing firm, even making scenery to background the colored sextet. Ad man wanted to see audiences to remain after Cotton Pickers for another program, but station was unable to accommodate the crowd. The program Billie (commercial) followed and also played to studio crowds. Wright burned and tore up all his contracts. Next day, after his clients' consent, Wright appeared at the studio and returned all accounts to the air.

Station press agent, in an unguarded moment, included a chronicle of the event in his weekly publicity letter.

## Bickle Won't Discuss Critchfield Destiny

Chicago, March 6. Roy Bickle, vice-president in charge of the Critchfield agency here, refused to affirm, deny, or discuss the reported liquidation of the agency. Subject has been generally discussed for the past week in advertising and radio circles here.

Critchfield has been known in radio as one of the strongest defenders and users of spot (disc) programs as against network bookups. Frank Bickle is the agency's local radio exec.

In expressing the agency's unwillingness to make any comment on the reports, Bickle implied that the agency had been in existence in three weeks. Interrogated if a decision on liquidating would be made at or by that time Bickle responded, 'Now, you're asking questions.'

## Gets Old Kolo Back

Chicago, March 6. Billy Barth will be permitted by NBC to play the boy reporter in the revived and revamped 'Keystone Chronicle' program, which starts March 11 under 7:45 four auspices. Barth created this role in the former series sponsored by another advertiser a couple of years ago. His resignation was accepted by NBC's rule that employees may not double. However, this angle has been adjusted.

'Kettles' (Northwestern Chronicle), the program will include Bernardine Flynn, Dolores Gillen and Merrill Fyfe. Paul Rhymer authoring.

# Inside Stuff—Radio

Batten, Barton, Durstine & Osborne agency has made it a practice of first finding out from the performer who is the official agent before talking terms. Policy applies for all professionals.

If the artist is interested in an artist it makes the approach direct. If the artist prefers to have a rep handle negotiation that's okay with B&B as long as the agent is given exclusive authorization. Two exceptions, however, are the network artists' bureaus. Artists on these lists are signed directly by B&B, although the billings for their salaries come from their respective chain booking offices. Notwithstanding, the agency makes out the check to the performer, leaving to the latter to make his commission settlement with the network.

Agency decided on the direct approach method after running into successive incidents. It claims a single agent being represented by as many as five agents, each naming a different salary.

WHAM, Rochester, N. Y., drew heavy local attention with festival marking its power increase from 5,000 to 25,000 watts Saturday (4). Peak was reached with free entertainment in the evening in the Eastman theatre. With Jessica Dragotich, Roy Perkins, Pickett Sisters, Billy Jones and Ernie Hare, Milton Cross and Harding Sisters in person, surmounting local staff and orchestras, the 3,500 duets were given out even before publicity announced. Plenty burned because unable to get in.

Event included all-day program with Presidential Inaugural topped by salutes from other stations to WHAM, the local NBC outlet. News-papers gave columns of space to the affair, best publicity since the station, now owned by Stromberg-Carlson Co., was operated jointly by the "Times-Union" and the "Democrat-Chronicle." These papers, now in the Gannett group, operate WHEC, local Columbia outlet.

If WTMJ, the Milwaukee "Journal" station, had any doubts as to listeners for its new feature, "The Midweek Hymn Circle," Wednesday night program, proof was had via telephone immediately upon termination of the period last week.

Scene for the feature was an auditorium with continuity writers working diligently to fire a flash with a flick. It was decided to have a fire break out in a store next to the auditorium from which the broadcast was supposed to be taking place. Well done and every line on the "Journal's" switchboards popped into action at the end of the broadcast and kept popping. Most of those calling thought there had actually been a fire and that it was the local Salvation Army building. Got a lot of publicity for the feature.

New York Fire department has extended the ban against standing room to the broadcasting studios. First of the radio mob to be nudged about the city ordinance was NBC. Spoke complained about by the fire commissioner is the Times Square Radio atop the Amsterdam theatre building. Firemen assigned reported that the network had been making it a practice of stacking them along the walls. Standaes have usually been those admitted without tickets.

Following receipt of the commissioner's order the network posted instructions to the personnel that henceforth admission would be limited strictly to those holding duets and that slipping friends by the doorman is out. NBC Times Square studio has a seating capacity of 600.

Of the agencies which do their talent auditioning in their own studios Batten, Barton, Durstine & Osborne leads with a parade running from between 50 and 150 hearings a week. This agency buys none of its material through the network artists bureaus and rarely makes use of a chain's audition facilities for itself or client.

Early part of their morning is set aside for listening to the day's quota of candidates with a report on each, even if not picked for programs filed for future reference. Agency will listen to practically all and all applicants but it draws the line at accepting program ideas from any one not on its radio department staff, now numbering 19. Explanation is that it wants to avoid any plagiarism entanglements.

Although it has extended the run of the program for another 13 weeks, Standard Oil of New Jersey and allied refiners want to cut down the salary cost of the Tuesday night concert stanza on CBS. Commercial terms it can reduce the 55-piece symphony orchestra under Joseph E. Bower and bring in less costly concert artists without appreciably affecting the status of the program.

Salary bill for the program has been ranging between \$4,500 and \$6,500, depending on the slice derived by the opera or concert warblers. Top coin takers during the past 13 programs were Challepin and Jeritza, each calling for \$4,500 per broadcast.

Broadcast of the inauguration exercises in Washington Saturday (4) was hooked up for the first time with Africa. This hookup was attained through a tie-in between NBC and the African Broadcast Company operated by the NBC chain. The broadcast reached Johannesburg, Capetown, Durban and Pretoria, capital of the African union, besides other spots.

Arrangements for the broadcast were made in New York by M. A. Schlesinger, American representative of that family's South African interests. He is also president of General Talking Pictures (DeForest).

Harry Reser's Cluquet Club Eskimos, with eight consecutive years on a chain commercial broadcast, now qualify not only as the oldest network commercial but the veteran of 'em all. Cluquet's rise on its merchandising graphs is ascribed to its radio hallyho.

Recently Cluquet shifted Reser from Fridays, where the period had been opposing the Hoffman ginger ale account on a rival station, to Mondays for better concentrated listening power. Program was also retitled a bit by importing a special announcer-m.c. Reser himself solely maestroes the orchestra.

Although it's almost six months since the NBC-RKO National Radio Talent quest was started early in August, of last year, the finals have not yet been held. Somewhere along the line there seems to be a hitch, which approximately expectant zone winners in various parts of the country await the NBC call.

Holding of the finals seems to be up to NBC. The talent quest was supposed to have taken place in the four weeks from Aug. 12 to Sept. 12 inclusive. It was a tie-in with about 30 newspapers over the country wherever RKO or NBC had an outlet.

Following a custom now four years old, Armour will broadcast the religious cantata, "Seven Last Words of Christ," by Dubois, as a special Easter program on Good Friday, April 14. Formerly Barre Hill sang the cantata solo but because of the difficulty of securing a baritone with enough local latitude, two singers will officiate this year in Hill's absence.

Reinhold Schmidt and Cyril Pitts are the singers. Harvey Haynes will act as narrator.

Coast branch of NBC anticipates an unpleasant March with cuts and possibly defections, expected after Don Gilman, v.p., returns from New York.

March came in like a lion when the chain put a ban on artist salary guarantees, placed on a spot basis whereby they will be paid per program and no definite number of hours guaranteed. It lops a choice sum off the monthly payroll.

Unusual atmospheric conditions are giving Los Angeles D. X. fans unlimited opportunities to bring in almost any distance desired. Early

# Renewals

Phillips Dental Magnesia. Effective April 4 for 13 weeks over 22 stations. CBS three times weekly. Continuing with the Lyman orchestra and Hollywood Newbery.

Jack Salts. Changing to three evenings a week March 18. Over nine CBS stations using a script show and a band.

Acme White Lead & Color Works. Starting March 26 over 28 CBS stations. Sunday afternoon quarter-hour with "Smiling" Ed McConnell.

Julius Grossman Shoes. For 13 weeks starting March 12 over WFL retaining Baby Rose Marie for the Sunday noon stanza.

Standard Oil of New York added 13 weeks for its Socony-branded sketches over seven stations on NBC, effective April 3. Circuit takes in WEAf and the New England group.

# L. S. Dropping Tues. Nite Hour; \$100,000 Month Loss for NBC

Lucky Strike broadcasts the final episode of its Tuesday night crime series April 4. Curtailment reduces this cigarette's representation on the air to the lone Jack Pearl show (Thursday). After seven Pearl finishes the last week in June, if not sooner. To help state of the "Baron Munchausen" theme wearing too thin, Sully Ward has been brought in as support to Pearl to play "Cousin Hugo".

Retrenchment policy indicates little likelihood of an ether contract during the summer, but if the tobacco outlook changes account will be kept in the air.

Cancellation of the Tuesday and Saturday hours by Lucky Strike means a loss to NBC of around \$100,000 a month in time facility sales. From the coin angle it's the biggest single slice this air chain has taken since it's origin. However, NBC is optimistic of selling the vacant Tuesday night spot on this theory that established periods have reached premium among advertisers, as witness Hudson Motor Car grabbing Lucky Strike's Saturday night stretch the second week after the cigaret dropped it.

# Lord May Quit Air To Undergo Knife

Phillips Lord is talking of calling it quits March 15 with his "Country Doctor" series for Listerine and returning to a hospital for an operation. His contract provides weekly to go beyond that date.

Lord's current plans call for a round-the-world trip in a sailing vessel, which he has purchased, following his discharge from the hospital. He also has an idea of broadcasting his Sunday night Seth Parker affair by short wave during his travels. Lord had first broached this idea to Listerine as well as the idea of continuing the "Country Doctor" programs from his bedside, but the antiseptic firm turned it down.

# SWITCHED AGAIN

Hollywood, March 6. "Hollywood on the Air" again switched in favor of an NBC commercial.

Starting today (6) this weekly Radio Pictures program will go out Mondays instead of Fridays.

evening programs from as far east as Chicago are generally possible, despite almost solid local broadcasting, and from spots in the Hollywood Hills short wave tuners are reporting excellent head-set reception from most of the foreign stations.

Coast continues strong for cowboy warbling programs, despite a surfeit of this type of fodder. Almost every station has at least one of the outfits on its daily schedule.

Idea of the popularity of these warblers was given by a small station in Los Angeles. Announcing that its cowboy aggregation would have its picture taken, with a print for every one writing in, station got 5,000 requests for the photographs the first three days.

Rule prohibiting a chain advertiser from mentioning the rival network is evidently not strictly enforced in the case of local stations. On a disk plugging the Household Finance Corp., the announcer at one of Columbia's update New York transmitters signs off with a suggestion that listeners tune in the same night on a similarly sponsored program over WJZ.

Chicago firm specializing in radio production recently announced it had the rights for sale to plays and serials at the lowest scale ever reached for quality writing—one dollar per quarter hour program.

# Air Line News

By Nellie Revell

At one time NBC had a ruling that artists appearing on CBS programs were not available for an appearance on either one of its New York stations. Reason was that the FRC spoke about duplication of talent. But the following artists are appearing on both networks: Robert Ambruster, Jeanie Lang, Songsmith Quartet, Gladys Reese, Men About Town, Elliott and Lambert and Graham Barria. Latter starts a new commercial at Columbia in the near future.

# Ploking for Vaile

Fleischmann no longer depends on outside agencies for talent for the Vaile program, leaving additions to NBC. "Clay" Loftus, Blanche Ring and Grace Hayes auditioned last week.

# Kern Clamps Down

Jerome Kern has restricted all his music from being played on the air. John Royal and Gene Buck, proxy of the ASCAP, were unable to obtain a release from him for a Kern medley for Lucky Strike.

# Out and In

Lucille Singleton, formerly in charge of CBS sustaining artists, and let out in the recent shakeup, will go into W. Paley's office.

# Ethel's Air Debut

Ethel Barrymore will make her radio debut when she appears on Edwin C. Hill's program Friday (March 10).

# Short Shots

Octavus Roy Cohen series will very likely be renewed...Musicians and artists on the Chesterfield program have given their notice that the account will end in April...Henry M. Neely, "The Old Stager," auditioning for NBC...Pontiac has signed its complete show on Columbia for an extra six weeks...Jeanie Lang has been signed for her third commercial...Hellman's Mayonnaise is auditioning again...Cawson Robert, the hillbilly, has a farm near Poughkeepsie, N. Y...Robert Trout is 23 and an announcer under protest. He has a yen to write...Herman J. Ashbacher, chief sound technolcian at the Chicago NBC studios, used to be a concert soloist...Lilly Pons also pronounces it "Raddio"...Muriel Pollock has just been made a member of the ASCAP...Fred Vettel, again singing on WOR kilocycles, at one time was amateur heavyweight champion of New York state...Richard ("Sherlock Holmes") Gordon's maternal grandmother, Dr. Amelia Meyer, was the first woman licensed to practice medicine in the state of New York...When he was 17, Singin' Sam (Harry Frankel) was a boy bass with J. A. Coburn's Minstrels. In the same troupe was Frank Tinney...Arthur "Boer" will be Columbia's guest Wednesday (8) on the "Going to Press" program...WEVD believes it has plenty in John Burdette, Negro baritone from Chicago...Count Arturo Medolago Alban, amateur pianist and husband of Countess Olga Alban, NBC soprano, will make his bow on the airwaves next Friday...Lillian Shade begins this Friday on a series over WOR...Harold Stern's first venture in the theatre was to conduct for Eva Tanguay...Sherman Keene, WOR conductor, stands in a corner and whistles to himself as he directs before he puts a program on the air...Mort Millman, former booker of NBC, is setting up deluxe office at the Warwick with furnishings by Sloane's (not Inliment)...Perry King, WMCA announcer, put in three years before the mast...Peter De Rose is having a birthday March 10...Sheffield Dairy starts a new commercial on NBC this week...Jane Winton (Mrs. Eowena E. Gumpel) WINS warbler, was once a Fokine dancer...Phil Lord's (Seth Parker) contract with NBC calls for fee for script, actors and Lord, two secretaries and a manager at \$4,000 per year...The Plano Twins, Lester Place and Robert Pasoccello, open a series of Sunday programs on WOR March 12...That announcer on B. A. Rolfe's new auto program is Billy Rapard of Detroit, said to hold all records for high speed speech on radio...Raoul Marie, formerly WOR idea man, now director at the World Broadcasting studios...Chuck Connors is the son of the celebrated "Bowery Boy"...Pick and Pat, WOR minstrels, start a vaude tour for Loew March 10...Alec ("Nothing But the Truth") McQueen is a burg on human legs...Longfellow is searching for a can find on the subject...Ramona, Whitman's zonga pianist, will be heard regularly on WOR Wednesday nights...Zona Gale, whose "Friendship Village" stories are being etherized by NBC, is Mrs. William Ljwelynn Brees, a Portage, Wis., banker...In his home town, Buffalo, "Colonel" Lemuel C. Stoopnagle is a long-time member of the Buffalo Chamber of Commerce...Jesse Crawford has returned to New York from Chicago...Smiling Ed McConnell re-signed by his sponsor for another 13 weeks...Janet Holmes has quit NBC.

# Lawrence on Air Unit

Hollywood, March 6.

Jock Lawrence, from Radio's publicity department, has been switched to the ether unit to handle the continuity for the "Hollywood on the Air" programs.

He replaces Russell Birdwell, who has been elevated to a field directing berth. Lawrence was formerly a reporter on the local "Examiner".

# 3 Stations, 3 Sponsors Will Tab Chi's Ball Games

Chicago, March 6.

Facilities of at least three Chicago stations will again be devoted to daily ball games. The major league ball games throughout the impending season. At one time as many as six local stations simultaneously described the regular daily labors of the hired athletes.

This year WGN and Bob Elson will follow the teams with much earnestness on behalf of Walgreen's drug stores. Pat Flannagan and WBBM will do the same and manage to mention Frings Specialty Brew at sufficiently frequent intervals, while WMAQ and Hal Totzen will speak respectfully of Grape Nuts and other products of General Foods. In between the hits and errors.

KYW and WENR will apparently eschew baseball and thereby give non-fans something else to listen to of a summer afternoon.

# Copeland's Disks

Dr. Royal S. Copeland, U. S. Senator and syndicate writer on disk topics, has made a series of disk talks for Cream of Nujol, laxative.



# Air Generally Dull and, as with Films, Airing Hits to Death, Says Durstine

Even though radio has bettered its level of entertainment the past year via a name parade from the stage, it still suffers from general dull similarity of programs and a lack of imaginative showmanship. When it comes to the practice of airing something that clicks, production advertisers and their agencies are the same as the picture makers. This initiative approach to radio is responsible for the slow creative progress which the medium has made.

That's what Roy Durstine thinks is wrong with radio. Durstine, a partner in the Batten, Barton, Durstine & Osborne agency, rates as the pioneer broadcasting from the agency field. He was the first to organize a completely staffed radio department in an advertising agency, with his entry in broadcasting dating back eight years when Atwater Kent advised him that it had decided on an air campaign and to find out why Durstine, in turn, bought his first radio set. The study and experimentation he has devoted to the medium since then has established Durstine as the ace authority on radio within the agency ranks. At W. J. Walcott Thompson, the BBDO & Co. leads in the number of accounts on the air.

### Carbon Copies

As Durstine sees it, the general run of advertisers and agencies give little preliminary thought to their contribution to their radio programs. Common tendency is to adopt the other fellow's idea. This method applies not only to the framing of the program but also the insertion of the plug material. Durstine contends that you can feed the listener advertising in large doses if some ingenuity is used. As an example of a program losing its advertising, but with the sales talk ingeniously presented, Durstine cites the Texaco show with Ed Wynne and George Washington coffee's Sherlock Holmes series. Neither are E&B accounts.

Comedy, Durstine avers, has become as essential to radio as to the stage. But comedy, he opines, has yet to create its best technique for the air. The Cantors, Pearls, Wynns and their methods are radio in its experimental stage.

### Studio Audiences

The applauding audience, thinks the agency execs, has been overdone in radio. If you can't get an audience for atmosphere, it can work to his advantage as long as he doesn't get into the habit of playing to those in front instead of through them. The insertion of a noisy audience in the studio doesn't make for the best reaction at the receiving end. The studio group may get the gag in a loud flash but the insertion of a loudspeaker fan and the difference is not flattering to the latter. If the comic must have an inside audience, it's Durstine's opinion that it would be to his advantage to limit it to a small group.

Radio entertainment should seek to convey to the listener a sense of peace and comfort. The listener seated in a chair or on a sofa is not of the same emotional sensibility as when inside a theatre. Alone, or among family or friends, he's in a state of relaxation and he's most likely to appeal to him is one closest approximating his mood. Programs which have adhered to this theory, declares Durstine, are those which have maintained a steady level of popularity.

### New Trend

The new trend in radio, avers Durstine, will make the musical production and production ideas paramount. These productions will create a style, atmosphere and routine which will give guest names brought in for limited stays. His own agency's Blackstone Cigar show and Maxwell House's Showboat are cases in point.

On the cigar show, Durstine is rotating his names, using them for four consecutive weeks, then bringing them back for four more two or three months later. Recently he had Irvin Cobb in for two weeks and he now has Leon Errol doing a similar stretch in support of Frank Crumit and Julia Sanderson. The rotating idea, Durstine believes, is one of the best to get a fresh aspect, but helps keep the program out of the rut of sameness month in and month out.

## Think Expo Surefire

NBC is looking forward to a harvest in connection with the Chicago exposition, slated to unveil this June. Network figures that it will have little difficulty in selling commercials with products displayed at the fair on the idea of using a hook-up to plug the individual exhibitions. Already drawn up is a sales promotion brochure along these lines.

Chain will have its own glass enclosed studios and complete operating plant on the exposition grounds. Angle for the sales spels is to have the exhibiting commercials invite the listener to the exposition to see how the firm manufactures its product, with each program including a sound and word description of the process from the side of the machines or whatever they use.

## WCCO BIZ JUMPS 20% DESPITE THE BIG LULL

### Minneapolis, March 6.

The depression meant nothing to WCCO. Station has increased its business 20% the past year, officials announce. This, too, despite a 50% boost in rates last September. At the station's power was raised to 50,000 watts.

Only difference noticed during the recent portion of the depression has been an increasing demand for day time advertising. The station's schedule 6 p.m. WCCO is a Columbia affiliate.

## South American Daily's Goodwill Airing from L.A.

### Hollywood, March 6.

An international goodwill broadcast to South America will be staged here Wednesday night (8) by 'La Critica,' Buenos Aires daily newspaper. Program will not be released in this country, going direct to S. A. outlets by leased wire, probably from KFI. Spanish speaking film personalities will be featured.

Eduardo Bedoya, director and co-editor of 'La Critica,' here on a tour, will m.c., and Kenneth Gilmore, South American contact man for the United Press, who is accompanying Bedoya, is making the arrangements with the picture studios for the desired names.

## Only Liquor Additional In KNX Mexican Tour

### Hollywood, March 6.

KNX, which went into the travel bureau business last year as a sideline, will conduct a two weeks' trip to Mexico City next month. As before, the tour will be plugged over the air with the station taking care of all expenses for a set price. Explaining Bedoya, in making the arrangements which don't include only one expense will not be covered—liquor.

## Appeals Commish Ruling

### Worcester, March 6.

Contending that the findings of the Federal Radio Commission were 'unsound,' station WORC has appealed the recent decision of the commission which denied it an increase in power and change in frequency.

WORC officials also say they will oppose all applications from the State of Massachusetts, the granting of which would lessen the under-quota status of the state, until WORC is granted 'adequate power to serve properly the people of central Massachusetts.'

### Renée Howard Alone

### Chicago, March 6.

Renée Howard, who has publicized Ben Bernie for the past three years at the College Inn and on the road, no longer works for the Old Maestro. She is opening a free lance office here.

Charles Tannen, son of Julius Tannen, will be Miss Howard's assistant.

## DIGNIFIED COMEDY

### Armour Finally Finds Rarity in Phil Baker

### Chicago, March 6.

Dr. George Rockwell, the vaude biologist, was conditioned last week by Armour for the 'Friday' night program for which they finally picked Phil Baker. However, Rockwell was deemed to be somewhat considered a possibility, as he is considerably more frivolous than East and Dumke, who were cancelled for that very reason.

Armour apparently wanted something which was somewhat confusedly described as 'dignified comedy.' And so they picked Phil Baker, who starts on the session next week.

## MUSICIANS' 10% CUT ON NBC-CBS

New contract between the musicians union and the networks has been settled with the local agreeing to a 10% cut for men and leaders on the NBC and Columbia musical staffs. Working agreement otherwise remains the same, new covenant is effective for one year starting March 1, last.

Under the new deal NBC estimates it will save around \$6,000 a year on its payroll, while the reduction at CBS will make a difference of only \$4,000. Certain musicians' personnel stands as at both network studios, with the chains privileged to shift men from commercial to sustaining status and thereby effect another saving in union sales.

## WAXED FOR COAST

### Los Angeles, March 6.

Booth Tarlington's 'Maud and Cousin Bill,' over CBS in the east, has been waxed for Coast stations. First disc spot is KHJ, commercialized by Atlantic & Pacific stores.

# The Advertising Angle

(Commentary on the negative aspects of radio merchandising and bait/hoop for sales. Where the ad end is well handled it requires no affirmative commendation or comment. It's only when advertising aspects of good broadcast programs lack that showmanly manner that 'Variety' will call it attention.)

'Italian Campaigns'. This advertiser has two programs, the one in Chicago being its Monday night Chinese gospelmele melodrama, 'Fu Manchu,' of well-defined popularity, despite which there can hardly be any argument that the sponsor takes greater advantage of the following good nature in the plug. These run to much wordiness, windiness, and weariness. Descriptions of manifold virtues of the vanishing cream, stressing of its cheapness, the technique of application (properly a matter for printing on the package) is told in full detail, as are a few thousand well-chosen words of exhortation. A second sock at the tail of the program concerns the so-called 'household dispenser,' a gadget for bathrooms that is hard to visualize from the description. It's yours for two empty cartons worth 60c each, or one carton and a dime. It is an amazing engineering triumph through which this program is definitely a case of taking advantage, to the hilt, of the public's willingness to stand for a lot in return for some entertainment.

'Barbasol'. Contests, or methods for qualifying in them, are apt to be as complicated as a kube Goldberg mousetrap. 'Barbasol' gives away two things. First, a Pontiac automobile, something that few people would despise. Second, and incongruous for a shaving cream, a Tefra refillable toothbrush. To get the toothbrush it is necessary to encode a second message in your communication about the automobile which must be a blue anent. Barbasol written on the Indianapolis flap of an empty carton, or a facsimile thereof, and sent not later than a certain date to Singing Sam in Indianapolis. You've got to want that Pontiac pretty badly to figure it out. But America is currently ga-ga over Jigsaw puzzles, so make it's all really clear. However, some folks will find it terribly foggy.

'Lady Esther' is a cosmetic devoted to the possibly sound psychological dictum that fear is a potent instrument of advertising copy. Fear is here employed against the other fellow's product. No names mentioned, of course. But a careful spreading of the idea that the other fellow isn't above poisoning America's complexion by cheap or harmful chemicals and that safety alone resides with Lady Esther. An advertising approach which depends for its success upon rapping the rival product might seem to leave the door open for a similar tactic. For example, a campaign for a new Body odor, halitosis, and kindred phobias in advertising copy had been deliberately fostered for years until a point where children jibe about them. On the positive side Lady Esther claims an application makes the skin two or three shades lighter.

'The Minute Date,' sponsor of the kid program, 'Secret Three,' has started to use that unbusinesslike, unglorified, unadornable, but apparently effective advertising argument, 'our fate is in your hands.' Other advertisers have lately been guilty of this self-playing beast. It's the essence of hokum because the threat isn't even on the level. Does eloquence have to be of course, not new. That the merits of a product are not honestly nor intelligently sold? Or by threatening to deprive kids of their radio thrills unless the kids pester their parents into buying the product? That is precisely what this advertiser is saying, and regardless of possible sales stimulation resulting from this mendacious technique, it's a pretty sorry comment in and of itself.

# Small Coast Stations Tie-In As Phoney Film Schools Turn To Radio for Added Chiseling

## Very Sustaining

### Los Angeles, March 6.

An Armour, attached to one of the Mexican stations explains that his ether alma mater is profiting on 'Love, Health and Wealth.'

The definition is: 'Love' angle covers those three questions answered for \$1 by the station's mystic; 'health,' the number of profitable proprietary medicines which are barred north of the border, but are allowed on his station, and 'wealth,' the slew of investment gimmicks.

## COAST NEWS REVIEW NBC WEB CANDIDATE

### Los Angeles, March 6.

Direction of the Pennzoll News Review, a Coast version of 'March of Time,' will hereafter be handled by John Swallow, local NBC rep.

Under its new set-up on the program clicks, it is apt to go on the full NBC network.

## COSMETIC'S CBS 24

Louis Phillippe cosmetics goes regal for its return to the airwaves. Account starts today (7) with a serial called 'Marie, the Little and French Princess' over 24 Columbia stations.

Contract is for a minimum of 13 weeks and calls for a Tuesday, Wednesday, Thursday and Friday release.

Los Angeles, March 6. Southern California is currently the happy hunting ground for radio chiselers, who are bilking the yokels for a load of coin in sundry farts. But, as in the film phase, it mostly pertains to talent schools. However, even some of the smaller stations are in on the thing which gives the ether students an occasional spot to lend authenticity to the advertising that four students get on the air.

These tie-in stations never pass out any salary to the radio novices, but are able to boast to advertisers that they are 'all flesh' stations and rarely 'lose' sales.

## Film and Air School

One of the schools that used to nicker the amateurs on the picture scenarioing has now added radio to its string and is fishing for suckers who think they can write lyrics or a tune. This seat of learning buys time at one of the local stations for 15 minutes a night and has the home-brewed words and music sung and played over the air in its scheme to keep within the territory, his outfit's graft is for 'retreating the music' and for copy-writing.

Others are using the classified columns of the dailies for their own advertising. They get a job after a course of instruction. 'What can you do for the radio?' asked the ads. Candidates are included in announcing, singing, acting, and playing of various instruments. Those calling at the school, however, find that they can get little but vague answers unless they 'join the club' for \$1 initiation fee and \$2.50 a month for one hour class instruction each week, and more if the candidate would like personal attention.

One school advertised that it was building a program for a certain station and wanted talent. Name of the station was without authority, but ads were not pulled until complaints were laid before the D. A. and the police debating squad. School, however, is still operating but is not using station names in its come-ons any more.

## Golf Pro as Eastern Feature for Richfield

Richfield Oil has picked a Friday night half hour show for the eastern states, but the country in addition to its Coast session. Atlantic program starts March 31 over WEAF's red web.

Ernest is labeled 'Richfield Country Club' and is framed accordingly. Ernest Glendenning as m.c., Alex Morrison, golf pro, and Jack Golden's orchestra.

## Femme Station Operator Weds Production Mgr.

### Denver, March 6.

Mrs. Naomi Elmer, formerly of Dr. W. D. Reynolds, pioneer in the radio field in Colorado, was married Feb. 24 at Kansas City to Elmer L. Bengston, production manager of KLZ, Denver.

Mrs. Bengsten operates KLZ, Denver, and KVOR, Colorado Springs, both affiliated with CBS. Mr. and Mrs. Bengston will make their home in Denver.

## ROMANTIC TRAGEDY

### Pittsburgh, March 6.

Death ended a local radio romance last week when Marion Salmon, 21, musician at WCAE, died of a heart ailment. Miss Salmon was to have married Ralph Federer, WCAE's staff pianist, shortly.

Miss Salmon had been in ill health for several weeks but her condition was not regarded as serious. She was a niece of Paul Gannon, WCAE's featured singer.

## Edith Griffin's Build-Up

### Chicago, March 6.

Edith Griffin will get a WBBM sustaining ad with Frank Westphal's orchestra. She is a commercial possibility for Kvelina-tor.

This is in addition to her Chez Paree nightly broadcasts.

# RADIO CHATTER

## East

WBSN, located in the Seneca hotel, Columbus, O., has moved its studio into the Rudolph Wurliitzer music store. Jack Tritsch owner and manager of the station. Economy plus advertising value.

Cal Johnson, editor of "Outdoor America," now broadcasting once a week on "Farm and Home Hour," WJZ.

Bill Adams, WHEC p. a., casually mentioned in newspaper as the best dressed radio man in Rochester. Next day he entertained three insurance agents, one clothing salesman, two socks peddlers and an auto salesman.

Eddie Miller is now doing four broadcasts a week on WOR, Newark, three of them night spots.

William Bradley, Jr., son of legit's prop supplier, is doing a Chandu the Magician for Beachnut Packing at food shows around New York.

Cissie Loftus, Ray Samuels and Blanche Ring are due for a hearing on the Fleischmann Yeast show in the near future.

Grace Hayes, Smith and Dale and Bids Dudley with Nell O'Brien have been given a tuning-in by the NBC program board.

Mitzi Green has recorded a series

of kid programs for Ward Baking at the World Broadcasting studios.

Isaham Jones is wondering who the guy was that impersonated him on a dance date in Minneapolis recently.

Says he hasn't played outside of New York since October.

Barbara Blair is set for a sustaining series on NBC.

Gailroy's has renewed the Singing Lady for another 52 weeks, with an option to drop out during part of the summer.

Forbnd, Ms., will get about wave police broadcasting for 10 cars shortly.

Jack Nelson among Lord & Thomas personnel cuts as a result of slash in Lucky Strike ad budget.

## West

Harold Grayson's orchestra being out of the Roosevelt hotel, Hollywood, Calif., will combine with the Cafe de Paree, is doubling its remote over KHJ for Grayson's previous times.

Jerry Jones' band booked for world tour on Dollar line, Pres. Pierce sailing from S. F. June 20.

Sid Olsen and Gus Gowans, Salt Lake ad agency writers, debut on KSL as ad team.

KLO, Ogden, handling Hearst's American Weekly Transcriptions for L. A. Examiner, on no-pay, no-charge basis.

King Slaters move to Ogden to work with Milt Taggart's band at Berthana ballroom.

Salem, Ore., is after a police transmitter.

KFJZ, Grand Junction, Colo., has been given the facilities of KGEV. Goes to unlimited times.

Joe E. Finch replaces G. J. Kleiman as partner of Curtis P. Ritchie in KGHF, Pueblo, Colo.

KMMT, Clay Center, Neb., on the air at 5 a. m. daily to broadcast weather conditions and other info to nearby farms.

Jump from 100 to 250 watts for KGDY, Huron, S. D.

KGKL, San Angelo, Tex., silent alternates for two weeks. Installing an organ.

Warner Brothers has its broadcast pickup station, KIED, aboard the "3rd Street" Holyoak train.

KQTV, San Jose, Cal., latest station after the facilities of KTM and KELW, Los Angeles. Seeking to double its present 500 watt power.

Stuart Buchanan, who upon getting \$75 a performance became the Coast's highest paid dramatic air performer, goes KFWB on loan from KNX. He'll do the lead in a new series of "English Coronets." Dale Gordon in support.

David Ballou, formerly at KPJ, now with KNX, to write and announce.

KTAB has changed its mind about making exec offices and main studios in Oakland after having moved over there first of the year. Station planning a Frisco comeback but not to previous quarters in Pickwick building.

Lawrence King, with Jay Whidener's orchestra broadcasting over KNX and KTM, guest artist and at Mrs. E. L. Doney, Sr.'s, blue book party.

## Mid-West

Kinsproof powder and Louis Philippe lipstick, from the same mixing factory, have five periods over the week on WBSN, Chicago.

Air Juniors will be continued over WENR, Chicago, as a sustaining program despite withdrawal of Commonwealth Edison sponsorship.

Irma Glen, now in Florida, will return upon her return.

Ernshaw-Young, of Los Angeles, gives KTVY, Chicago, assurance that "Chandu" will stick another year.

Ronald Reagan, on the WOC announcing staff, Davenport, Ia., has resigned.

Iowa state police radio system tests started March 3 by the bureau of criminal investigation with the State Bankers' Association.

Jean Paul King special announcer for College Inn, Chicago, now that Ben is married.

Peggy Patton, who is really Gladys Becker, offering a film chat-over over WISN, Milwaukee, Sunday afternoon.

Two-hundredth performance of "Thrilling Adventures of Jimmy Baxter" celebrated by WTMJ, Milwaukee, "Tours" station. Jimmy and Jane Baxter, plus Tommy Taylor, are still the dramatic personnel.

Milton Charles Paid Off

Warners has settled Milton Charles' Mastbaum, Philadelphia, contract for 50%. The organist was booked until July 1.

Settlement was made necessary by the Mastbaum's closing.

## Ad Agencies'

Radio Execs (Associated With the Show or Performance End of Radio)

- N. W. Ayar & Son, Inc. 500 Fifth Ave., N. Y. G.
- Douglas Coulter.
- Batten, Barton, Durstine & Osborn, Inc. 383 Madison Ave., N. Y. G.
- Roy Durstine.
- Arthur Fryer, Inc. 444 Madison Ave., N. Y. G.
- Emilio L. Haley.
- Benton & Bowles, Inc. 444 Madison Ave., N. Y. G.
- E. M. Ruffner.

Bluff Co., Inc. 521 Fifth Ave., N. Y. G.

Blackett-Sample-Hummert, Inc. 230 Park Ave., N. Y. G.

Frank Hummert. George Tormey. Blackman Co. 122 E. 42d St., N. Y. G.

Douglas Stoerr. Campbell-Ewald Co. 292 Madison Ave., N. Y. G.

C. Halstead Cottingham. (General Motors Bldg., Detroit)

George T. Ewald. Cecil, Warwick & Cecil, Inc. 230 Park Ave., N. Y. G.

J. H. McKee. Erwin, Wasey & Co., Inc. 420 Lexington Ave., N. Y. C.

Charles Gannon. William Esty & Co., Inc. 6 E. 45th St., N. Y. C.

William Esty. Federal Adv. Agency 444 Madison Ave., N. Y. G.

Mann Holmer. Albert Frank-Guenther Law, Inc. 70 Pine St., N. Y. G.

Frank A. Arnold. Hanft-Metzger, Inc. Paramount Bldg., N. Y. C.

Louis A. Witton. Lambert & Feasly, Inc. 400 Madison Ave., N. Y. C.

Martin Horrell. Lennen & Mitchell, Inc. 17 E. 45th St., N. Y. C.

Charles A. Schenck. Ray Virden. Lord & Thomas 247 Park Ave., N. Y. C.

Montague Hackett. Jack Nelson. McCann-Erickson, Inc. 285 Madison Ave., N. Y. C.

Dorothy Bristol. Ruthrauff & Ryan, Inc. Chrysler Bldg., N. Y. C.

Jack Davidson. J. Walter Thompson Co. 420 Lexington Ave., N. Y. C.

John U. Reber. Robins & Edson. Gordon Thompson. Cal Kuhl.

A. K. Spencer. Herschel Williams. Nathan Tutts. Edwina Barrett.

Young & Rubicam 285 Madison Ave., N. Y. C.

Hubbell Robinson.

## Chase Out

(Continued from page 5)

Clarke, former owner, and Charles Higley so far as known remain on the board.

Richardson, while relinquishing his membership on the former finance committee and as director continuing as treasurer of the company, voluntarily.

It was one of the conditions on which he entered the company, when v.p. of Chase, that he would be free to step out when he figured himself out of his own interest and the company's. This attitude was known to the company heads since 1928.

Until the present reorganization under Kent is completed, Richardson will remain and upon his departure, which may not occur for several months yet, Sidney Towell will become treasurer. That's unofficial, but likely.

Richardson as an officer of Fox has had manifold duties, since he also held the position as vice-president and secretary. It was to relinquish many of these duties that he asked to be relieved. Thus in the future some of Richardson's

## Chapple on Coast with Air Contract for Names

Hollywood, March 6. Chap Chapple, of the J. Walter Thompson agency, is here seeking picture names for the air. He will linger several weeks but is understood to have secured some prominent stars of secondary strength only.

Stanley Holt, of the same agency, returned to New York last week.

## BOY ACTOR WANTED MORE \$ THAN EXECS

Chicago, March 6. Merrill Fugit, boy actor in "Dick Daring" the Quaker Oats kid serial which does network this week, threatened to walk out last week unless his stipend was boosted to \$135 a week on the new schedule.

Pointing out that this was mere salary than their execs were receiving these days, Quaker Oats related the demand. A compromise was finally agreed at a lower figure and Fugit remains with the show.

## B.O.'S. Off \$1,000,000

(Continued from page 9)

Hays companies feeling that the first free show would start the theatre into a cash reserve from which it could reach for film obligations.

The right to grant a free show was made strictly discretionary with the branch manager. The major companies aver that many exhibs were only too eager to chisel out the film payments in the past and use the ready money to meet other bills. Branch managers were instructed to be especially watchful because of this.

Beyond that first-show-in-need the major companies admitted they were helpless to continue their campaign against marquee paralysis of the country. Theatres that couldn't get enough for the second rental, and just couldn't make a go of things generally, would have to darken. This again was probably the most complete over-ruling of early judgment which had accorded that the industry at all cost must keep its theatres open. The situation up to the week-end, however, had reached proportions where even producers could see the light, so what amounted to a retreat order—the first admitted ever to be officially given—was sounded.

With the national moratorium usually representative from the industry's gross viewpoint, film leaders maintained a standing-by attitude until yesterday (Monday) when all were hopeful that the Roosevelt Government guaranteeing deposits would be sounded and generally lift the gloom.

There was talk in film circles of a possibility of cutting in moratorium's loss, at least for the distribution end, by re-issuing some of the first run product which did not get even a 50% average break, according to the losses officially announced.

For the industry as a whole, especially the theatres, moratorium's deficit cannot be retrieved, the element of time furnishing the chief barrier.

The peculiar characteristics of the theatre, its inability right now to be used for any other purpose, probably may be the only element to be identified that the worst which flood can undergo will only be temporary—that, even should the holiday last another 10 days it would darken many houses which would be light as rapidly as banks could meet the drafts of fans.

duties outside his field as treasurer may be assumed by W. C. Michel and Richard Rowland. Michel continuing as executive vice-president. Attorney William Gossett of the downtown law firm of Hughes, Schurman & Dwight, is the new secretary of the Fox Company.

The Chase move is regarded as in defence to Kent's wishes. He wishes, has desl. a management directorate right along. For Chase to accede to Kent's wishes means that the bank officials have the utmost respect for his authority and limit the bank while not represented in the operating end or on the directorate still stands as the company's principal creditor through stock interest and bond control.

Fact that the move is made at this time may be construed as a decision upon the Chase people's part and it may be separated from certain indications that the Fox film during the bank emergency.

## A.P.-DAKOTA DAILY WIN INJUNCTION OVER NEWS

Sioux Falls, S. D., March 6. A radio-news broadcast for hearing injunction case is scheduled today (Monday). The court has already issued a temporary injunction against the Sioux Falls Broadcast Association, operating KSOO, on behalf of the Associated Press and its local member, the Daily "Argus-Leader."

The temporary order restrains the broadcasting company from appropriating or using A.P. news for a period of 24 hours after the first publication here.

## 5 Days for Difference Of Opinion on Vallee

Albany, Mar. 6. Rudy Vallee has one loyal local defender, William Jamison, who hails from Maine, and a George Rooney met in a speakeasy here. Both were listening to the radio. As Vallee's tones rolled out Rooney made some remark about the singer. "You'll have to answer to me," said Jamison. "He comes from the same state as I do—Maine."

The two went outside to settle the argument and it wasn't long before they reached headquarters where the next morning Judge Bergau gave both men five days to ponder on Rudy's ability.



**GUS VAN**  
OLDSMOBILE PROGRAM  
WEAF "Red" Network  
Saturdays  
9:30 to 10 P. M.  
Opening Thursday Evening, Mar. 9, 8:15  
7th Ave., 82nd St., New York City

**Maestro of the Harmonica**  
**JOHNNY O'BRIEN**  
FOUR SOLID YEARS WITH  
NBC SAN FRANCISCO  
Creating His Own Novelty  
Musical Innovations

**THE GREEK AMBASSADOR**  
of Good-Will  
**GEORGE GIVOT**  
Sole Direction  
**HERMAN BERNIE**  
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**ATTENTION!!! SPONSORS!!!**  
**SID GARY**  
Radio's Versatile Baritone  
Week March 10, Metropolitan, B'klyn  
**HEADLINING for LOEW**  
Entire Loew Circuit to Follow  
RKO, Marty Forkins  
Loew, Johnny Hyde—Wm. Morris Agency

**LEONARD HAYTON**  
and His  
**CHESTERFIELD ORCHESTRA**  
SIX NIGHTS WEEKLY  
(Except Sunday)  
Entire Columbia Network  
9 P. M. (E.S.T.)

**FRED ALLEN**  
Management  
WALTER BATCHELOR  
BATH CLUB REVUE  
WABC

Sunday, 9 P. M., E. S. T.

**LOU KATZMAN**  
And His LINIT ORCHESTRA

**KIT-CAT LONDON**  
**ROY FOX BAND**  
B.B.C. Network Decca Records

**DUMB CRACKERS**  
ROBERT BURNES PANETELA  
WABC Every Wednesday Evening at 9:30 P. M.  
**BURNS & ALLEN**  
Dir.: WM. MORRIS AGENCY

**ABE LYMAN**  
AND HIS CALIFORNIA ORCHESTRA  
Columbia Broadcasting System  
PHILLIP'S DENTAL MAGNesia  
Tues., Wed., Thurs., 8:45 to 9 P.M. E.S.T.  
**COAST-TO-COAST**  
WABC

Radio Directory

(As a convenience for readers unfamiliar with who's who in Radio, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.)

New York City

NBC (Stations WJZ-WEAF) 711 Fifth Ave. Plaza 3-1000. M. H. Aylesworth, President. Richard C. Patterson, Jr., Executive V.-P. G. C. McClelland, Asst. to the President. John Elwood, V.-P. A. L. Ashby, V.-P. and Gen. Atty. George E. Miller, V.-P. on Public Relations. Frank Weston, V.-P. on Public Relations. Lewis MacConnach, Secretary. Mark J. Woods, Sec'y. H. P. McKee, Auditor. R. F. Kelly, Asst. Auditor. C. W. Horn, Gen. Engineer. Frank Mullin, Agricultural Dir. J. Adams Almonte, Evening Operations. Bertha Bralnard, Program Mgr. G. W. Payne, Operations. R. J. Teichner, Asst. to Treas. D. S. Tutthill, Sales Mgr., Artists' Service.

WMCA-WPCH Knickerbocker Broadcasting Co. Broadway at 52d St. Columbus 5-5880. Donald Plumm, Pres. William Wiseman, V. P. Sidney Plamm, Sales Mgr. Fred W. Dwyer, Chief Engineer. Harry Carlson, WMCA Program Director. Bill Williams, WPCH Program Director. Capt. Robert S. Woods, Pres. Jack Rickey, Studio Director. Elmo Ross, Irving Sitzer, Musical Director. Harry Paaso, Continty. Frank Marx, Chief Engineer.

Department Heads

Donald G. Shaw, Eastern Sales Mgr. Thos. H. Botwin, Executive V.-P. W. D. Bloxhorn, Purchasing Agent. John R. Caroy, Service Director. O. D. Hanson, Mgr., Plant Operation and Engineering Dept. Hugh Keeler, Personnel Supervisor. Donald Withycomb, Mgr. Sts. Relations. Paul F. Feter, Mgr. Statistical Dept. G. W. Johnstone, Mgr. Press Relations Dept. Quinton Adams, Mgr. Electrical Transcription Dept. H. E. James, Sales Promotions Mgr. Mrs. Francis Rockefeller, Mgr. Private entertainment.

WLWL

Universal Broadcasting Corp. 513 W. 52d St. Columbus 5-7030. H. F. Riley, Dir. J. M. Keenan, Business Mgr. R. W. Hork, Sales Mgr. J. M. Keenan, Chief Engineer. Rudolph Forst, Musical Dir. Joseph Deppa, Chief Engineer.

Chicago

NBC Merchand. Mart 313 W. 52d St. Columbus 5-8900 (Stations WENR-WMAQ) Niles Trammel, V.-P. in charge. P. G. Parker, Asst. Gen. Mgr. Fred W. Dwyer, Production Dir. John Whalley, Office Mgr. Roy Shold, Chief Musical Dir. A. L. Menner, Production Dir. A. W. Kanno, Program Mgr. Earl Robb, Asst. Production Mgr. Sidney Strotz, Artists Mgr. John C. Connolly, Editor. Frank Mullin, Dir. of Agriculture. Judith Waller, Educational Dir. Kenneth Carpenter, Sales Mgr. William Hodges, Local Sales Mgr. I. E. Showerman, Sales Service Mgr. E. C. Carlson, Sales Promotion Mgr. M. W. Rice, Chief Engineer. M. W. Rice, Chief Field Engineer. B. R. Donga, Maintenance Mgr. Ben Frank, Public Relations Counsel. Al Williamson, Publicity Mgr.

CBS (Station WABC)

485 Madison Ave. Wicksbach 2-2000. William B. Paley, President. Eustace Klayton, Executive V.-P. Sam Pickard, V.-P. Hugh Kendall Boice, V.-P. in Charge of Sales. Lawrence W. Lowman, V.-P. on Operations and Secretary. M. R. Runyon, Treasurer. Earl Knipe, Sales Mgr. William H. Englen, Asst. Sales Mgr. Julius B. Goldman, Public Relations. Paul W. White, Publicity. Edwin K. Cohen, Technical Dir. Paul W. Keaton, Sales Research. John J. Karol, Market Research. John B. Carlin, Production Mgr. Frederic F. Willis, Educational Dir. James Hatfield, Music Library. Hugh Cowan, Commercial Engineer. Perrin Frazer, Editor, Continuity. Marion B. Harris, Dramatic Dir. Herbert B. Glover, News Broadcasting. Ralph J. Wonders, Mgr., Artists' Bureau.

CBS (Station WBBM)

Wrigley Bldg. Whitehall 9900. Leslie Atlas, V.-P. in charge. Leonard Robinson, Western Sales Mgr. Walter Preston, Program Dir. Edward Kagan, Gen. Production Mgr. Jeff King, Traffic and Office Mgr. Harold Fair, Asst. Program Dir. Howard Neumiller, Musical Dir. William Cooper, Continuity Editor. Larry Fisk, Chief Engineer. Kelly Smith, WBBM Sales Mgr. Steve Trumbull, CBS Publicity Mgr. Ruth Bell, WBBM Publicity Mgr. Richard Elpers, Sales Promotion Mgr. Arthur Wesner, Community Concert Mgr. McClure Bellows, CBS Concert Mgr.

WOR

Bamberger Broadcasting Service, Inc. 1440 Broadway. Pennsylvania 5-5353. Alfred J. McCook, Station Mgr. A. A. Cormier, Sales Mgr. Julius B. Hoff, Asst. Sales Mgr. Lewis Reil, Program Dir. George Shackley, Musical Dir. Robert L. Wilder, Treas. J. R. Foppete, Chief Engineer.

KYW

Stratus Bldg. Wabash 4900. Homer Hogan, Gen. Mgr. Parker Wheatley, Production Mgr. Harold Kelly, Asst. Production Mgr. Rex Maupin, Musical Director. Elmo Ross, Chief Engineer. Umer Turner, Publicity Dir.

WINS

American Radio News Corp. 515 Broadway. Eldorado 5-1000. Bradley Kelly, Asst. Sales Mgr. John S. Martin, Sales Mgr. George E. Randall, Chief Engineer. Harold Schubert, Production Mgr.

WCFL

Furniture Mart Delaware 9000. John Fitzpatrick, President. Edward N. Nothley, Gen. Mgr. Franklin Lundquist, Bus. Mgr. John L. Treussler, Chief Engineer. Philip Friedlander, Production Dir. Eddie Hanson, Musical Dir. Howard Kagan, Chief Announcer. Maynard Marquardt, Chief Engineer. Pat Murphy, Publicity Dir.

Morton A. Milman

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CHARLES ALTHOFF Variety, New York

VINCENT SOREY Creator of the Gauchos Program And Many Other Superior Programs CBS Sunday 11 P. M. WABC

IMMERMAN & SON, Inc. 156 WEST 44th ST. NEW YORK SUPERIOR COLORED TALENT For Radio and Stage. Building Acts, Revers, Onstage and Air Talent, Lessons in all types of Stage and Radio Diction. Annual Voice Culture Method STUDIO AVIATE 11:15-12:00 BRYANT 9-9533

THURSTON Sponsored by SWIFT & CO. On a Revised Contract Thursdays and Fridays, 8:45 P. M. (EST) N.B.C. Coast to Coast

Glenn Snyder, Gen. Mgr. George Biggar, Program Mgr. D. R. McDonald, Adv. Mgr. Tom Rowe, Chief Engineer. Clementine Leeg, Artistic Mgr. Hal O'Hattorah, Chief Announcer. Harry Steele, Publicity Dir.

WGN Drake Hotel Superior 0100. W. E. McFarland, Gen. Mgr. Quin Ryan, Station Mgr. George Isaac, Commercial Mgr. Edward Barry, Production Mgr. Delos Owen, Musical Dir. Carl Myers, Chief Engineer. Frank Schreiber, Publicity Dir.

WIBO Michigan-Wacker Bldg. Andover 6000. Albert E. Nelson, General Mgr. Lloyd G. Harris, Production Mgr. John Cerny, Musical Dir. James MacPherson, Sales Mgr. H. W. Ayres, Chief Engineer. Alice Tiplady, Publicity Dir.

WGES 128 N. Crawford 128 N. Crawford Gen. Div. Station Mgr. Charles Lanpher, Production Mgr. Joseph Brubaker, Chief Engineer. Don Crosner, Chief Announcer.

Advertising Agencies Lord & Thomas-Henry Stelling. J. Walter Thompson-Tom Luckenbill. Lewis-Weasey-Willie, Inc. McCann-Erickson-Fred Ibbett. N. W. Ayres & Co. Inc. Pittsfield-Frank Ebel. Elmo Ross, Chief Engineer. BBDO-Gorham & Co. Hackett-Simmons-Edwin Ayleshire. Henri Hurst McDonald-Art Decker.

Affiliated Stations Want Local Bands, Making It Particularly Tough on NBC

Mason's Museum NBC is now tossing picture previews. But the preview in this instance is an advance look at an exhibition of 'photographic portraits' of major and minor names on the network. Exhibit opens for the general public in the main salon of Aeolian Hall Thursday (6). Press invitations are for the day before. It was arranged by Frank Mason, NBC v.p. in charge of press, with Ray Lee Jackson, the network's official photog. coming in for a special plug.

Unless they're under obligation to take them from the network, affiliated stations in the smaller cities now prefer to pass up the name bands coming from New York and Chicago for their own local attractions. Trend has made it increasing tough for NBC whose arrangement with its allied outlets makes the taking of either a sustaining or commercial program strictly optional. CBS has protected itself in a majority of cases through a standard agreement that guarantees delivery of so many hours a day of both commercial and sustaining time. Attitude of the affiliated operators in the less populous spots is that their listening clientele would rather tune in late at night on bands personally known to them in their own town than on the combos coming from distant sectors. Outside of the fact that they see these local bands in action once in a while and get to feel a sort of acquaintanceship with the leader and his men, the home-towners prefer the touches of local color mixed with the dance music; i. e. the names of the patrons on hand that night with social comment to the effect that Minnie Kloitch and a party are celebrating her birthday, or that Mr. and Mrs. Dunblatish and friends are making merry over the couple's 25th wedding anniversary.

R. L. Rust, Sales Mgr. R. C. Buneau, Production Mgr. KFAC-KFVD Los Angeles Broadcasting Co. 945 Normandie Ave. Fitzroy 1331 E. L. Cord, President. Tom Brannan, Gen. Mgr.

Local Coinc Other angle influencing the local outlet in snubbing the late evening network dance unit is the commercial possibilities. From a local cafe or hotel spot the station can make some sort of a deal to clear a net's sum for itself over the cost of the telephone wire. Because of its obligatory arrangement with most of its allies CBS has been able to furnish extensive links for spot dance band pickups from both New York and Chicago, while NBC is finding itself gradually frozen out of the late evening periods on the smaller stations.

San Francisco

NBC (Stations KGO-KPO-KYAN) Pacific Coast Division 111 Sutter Street Sutter 1020. Don E. Gilman, V. P. of NBC and Pac. Coast Div. Manager. C. L. McCarthy, Asst. Gen. Mgr. Fred Brown, Program Dir. Harry Anderson, Sales Mgr. C. L. McCarthy, Chief Engineer. H. J. Maxwell, Office Mgr. Lloyd E. Yoder, Publicity Dir. Karl Shullinger, Dir. Artists' Bureau. Jennings Pierce, Chief Announcer. Meredith Wilson, Musical Dir. Cecil Underwood, Prod. Mgr. Roy Frothingham, Public Relations Mgr.

KYA

888 Market St. Prospect 5450. Edward McCallum, Station Mgr.

KFRC

100 Van Ness Ave. Prospect 9100. Fred Babat, Don Lee, Gen. Mgr. Harrison Holt, Chief Engineer. William Wright, Prog. Dir. Walter Kelsey, Musical Dir.

KBSB

1890 Euclid St. Orwash 4148. Julius Brunton & Co. Owners. Ralph Brunton, Mgr. Ralph Smith, Prog. Dir.

KMX

Western Broadcasting Co. Paramount Building Hollywood 10000. Guy C. Earl, Jr., President. Naylor Rogers, V.-P. and Gen. Mgr. Carl D. Nissen, Commercial Mgr. Kenneth C. Ormiston, Technical Supervisor. Erury Lana, Program Mgr. Wilbur Hatch, Musical Dir.

KFWB

Warner Bros. Pictures Corp. Warner Theatre Bldg. Hollywood 9815. Gerald King, Gen. Mgr. Chester Mittenfior, Commercial Mgr. Jack Joy, Program Mgr. Johnny Murray, Charge Vaude Programs. Kay Van Rippe, Charge Dramatic Prog.

KMTR

KMTR Radio Corp. 918 No. Figueroa, Hollywood Hillside 1381. Reed E. Callender, President. L. W. Peters, Gen. Mgr. Harold Horton, Chief Engineer. Salvatore Santella, Musical Dir.

KJGF

1417 So. Figueroa Street Prospect 7780. Ben S. Moschovs, owner. Dick Hancock, Mgr. Firewide Broadcasting Co.

KRKD

541 South Spring Street Madison 2178. Frank Doherty, President. V. G. Freitag, Gen. Mgr. Del Lyon, Sales Mgr.

KTM

Pickwick Broadcasting Co. 214 So. Vermont Exposition 1241. Charles W. Pres. George Martinson, Manager.

WJJD

Palmer House State 5499. C. A. Howell, Mgr. R. R. Kaufman, Commercial Mgr. Fred W. Capt, Program Dir. David Bennett, Musical Dir. Joe Aloughby, Chief Announcer.

WLS

1290 W. Washington Haymarket 7000. Burdette Tuller, President.

WJZZ

1290 W. Washington Haymarket 7000. Burdette Tuller, President.

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1290 W. Washington Haymarket 7000. Burdette Tuller, President.

WLS

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Bureau of Information Advertising Agencies

Advertising agencies and others in the field of radio, against any problem pertaining to the show business or broadcasting from a show angle, are invited to consult 'Variety' for information. This service is gratis. Mail communications will be answered promptly. Any show angles unfamiliar to the radio program directors of advertising agencies, and all others in the radio-show business, will be clarified. Information particularly may be desired by radio talent buyers on part of the information published in 'Variety' in the past as to the value of standard attractions for the stage, screen or radio. This entire free service is confidential. 'Variety' pledges none of the requests will be given publicly in print or otherwise.

For Canadian Commish

Ottawa, March 6. Canadian Government estimates for 1933 provided \$1,000,000 for the new Federal Radio Commission, and there was a yell from both sides. Now a supplementary vote of \$650,000 for the commission has been brought down by the Government.

Western Union Has Broadcasting Plans

Western Union will make its debut on the air the latter part of March if it decides on a program. Release of a half-hour show will be over NBC.

Who's Got a Celeb?

Pond cold cream is still scouting for a celebrity to replace Mrs. Roosevelt on its Friday night NBC dates. For the next two programs there will be no additions to the Leo Relsman band and warbler set-up.

Consideration of Al Johnson

Consideration of Al Johnson for the spot is out with the agency on the account, J. Walter Thompson, denying that the idea had ever reached negotiations.

LEON BELASCO

N.B.C. C.B.S. Wed. 9:30, E.S.T. Mon. Thurs. and Saturday Woodbury Hour

AMERICAN BROTHERS

4 Boys and a Guitar COLUMBIA BROADCASTING SYSTEM

AMERICAN BROTHERS

4 Boys and a Guitar COLUMBIA BROADCASTING SYSTEM

AMERICAN BROTHERS

4 Boys and a Guitar COLUMBIA BROADCASTING SYSTEM

RUTH ETING

GLORIFYING the POPULAR SONG CHESTERFIELD Program COLUMBIA-COAST-TO-COAST NETWORK

AMERICAN BROTHERS

4 Boys and a Guitar COLUMBIA BROADCASTING SYSTEM

AMERICAN BROTHERS

4 Boys and a Guitar COLUMBIA BROADCASTING SYSTEM

AMERICAN BROTHERS

4 Boys and a Guitar COLUMBIA BROADCASTING SYSTEM

AMERICAN BROTHERS

4 Boys and a Guitar COLUMBIA BROADCASTING SYSTEM

CANADA'S 'THEATRE OF THE AIR'

Broadcast Direction Forbes Randolph Empire Theatre, Toronto

Launching of the first Canadian 'Theatre of the Air' program...

Patently modeled on the NBC 'Theatre of the Air'...

Arrangements have been completed with the Empire Theatre...

Program runs on evenings at 8:15...

A radio drama let the audience in on the various sound devices...

Black and silver modernistic set was by Forbes Randolph...

SOUTHERN SINGERS

Songs, Instrumental Sustaining WJZ, New York

Along as this foursome sticks to spiritual and hillbilly harmony...

Running through each program is a neatly contrived thread...

Arnold Rittenberg has a good voice, nice diction and interesting talent.

ARNOLD RITTENBERG

Sustaining WGY, Schenectady

A radio voice for 'popular poetry' has been heard in Schenectady...

Instead of the familiar sunshine inspiration...

KING KONG

Talk, Music COMMERCIAL WJZ, New York

Aside from its weak entertainment content and poor all-around framing...

To Graham McNamee fell the assignment of pumping excitement into his narrative...

Radio scripts, ideas and all material for broadcasting purposes may be registered free with 'Variety'...

Radio manuscripts, placed in sealed envelopes, are thus registered 'Variety'...

The advantage of this registration of material is to expedite differences and arguments over ideas...

Unperformed, like unpublished manuscripts, can't be copyrighted.

As a filmer of animal tales, referring to 'Chang' as an instance...

And no escaping that C-D association. It was the same line of banter about the orchestra leader...

As for perilsous shortage of product film heads on Monday, basing their opinions on conditions of the immediate period...

George Shackley Organ, Talk Sustaining WOP, Newark

George Shackley rates as one of the top all-around musicians connected with a broadcasting studio in the New York area.

CHILDREN'S PROGRAMS

WOKO, Albany

Boys and girls between 11 and 17 are the mainstay of the program...

A different group appears on this period each month, and each has its own special individual interest...

JACK BENNY

New Chevrolet Series COMMERCIAL WJZ, New York

Jack Benny most likely will personally admit that the biggest compliment ever tossed him in his pliment...

So far it's a dud commercial try. The trick is to annoy the listener while left enough, is minus any other distinction or highlight...

ALBERT BARTLETT

Orchestra COMMERCIAL WABC, New York

Kleesproff lipstick is paying for this one over a link of 15 stations each Sunday afternoon.

Estating bills himself as the 'Tango King,' There's no getting away from the fact that he has mastered the lilt...

Given the plug reading assignment on this session is Dorothea James from musical comedy.

As for perilsous shortage of product film heads on Monday, basing their opinions on conditions of the immediate period...

Keating Twins WGY, Schenectady

WG's only sister-harmony team are one of the few 'locals' which display a bit of professional training.

As for perilsous shortage of product film heads on Monday, basing their opinions on conditions of the immediate period...

Nat'l Moratorium

Whereby the industry can carry on among its 33 exchanges.

Definite stand affecting production Monday is that 'specials' will not be released until the moratorium subsides...

GEORGE SHACKLEY

Organ, Talk Sustaining WOP, Newark

George Shackley rates as one of the top all-around musicians connected with a broadcasting studio in the New York area.

As a speller Shackley won't go far, but what he has to say gets to its objective effectively.

3 CALIF. NUTS, JOE MOSS BAND

Commercial WJZ, New York

Not an auspicious start for the 'Three California Nuts,' are the Three Bells Ensemble, yodel Cliff Arquette, Ken Browne and Red Cliff Carson.

Two of the trio are recallable from the Coast, where Browne and Carson were quite sunny fellows on their own or with straightlits.

An element that counts against them is the 15 minutes. It's too short for anything to happen.

So far it's a dud commercial try. The trick is to annoy the listener while left enough, is minus any other distinction or highlight...

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Fed Comm Eases Up; Grants Depress Request

Prescott, Ariz., March 6. Federal Radio Commission...

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Prescott, Ariz., March 6. Federal Radio Commission...

Coast Payoff

(Continued from page 5) night there was no assurance that the legislature would not impose restrictions on withdrawals...

Late Saturday executives in close touch with Gov. Rolph said that the banks would not open before...

It is the belief that the moratorium is being extended to enable the issuance of script starting early in the week...

Receipts' Drop-Off In some instances since banks closed, studios have received money with which to make the daily payoff...

Thursday, the first day of the closed banks, the theatres were pinched for change money...

Film exchanges are accepting checks from theatres in cases where C.O.D. shipments have been mandatory.

Fox-West Coast home office staff was paid off Friday (3) by checks drawn on Fox-West Coast Service Corp.

First indie producer to bring payroll cash from New York is Nat Levine, who had a check in small plenty of Thursday's airmail.

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Department stores, groceries and other business houses generally accept checks in payment, but in most instances decline to give service in cash where the face of the check is above the value of the purchase or indebtedness.

Western Union is limiting cash payment on money transferred by telegraph at 100, with a check for all above that sum.

All film exchanges but Columbia paid off employees last week with Western Union in cases where cash. All other paid by check.

National Screen Service local distribution office with 20 employees failed to pay salaries last Saturday.

Wife Suszgmith

Chicago, March 6. Ruth Zugsmit has filed divorce action here against Albert Zugsmit, now with CBS in New York.



# DARLINGS OF HARD TIMES

## RKO BOOKS TO F&M LOOKS NEAR

RKO and Fanchon & Marco are reported talking a booking deal again. Whether it would involve physical co-joining of the two booking offices under F. & M.'s operation, succeeding RKO's own office as the booker of its theatres, isn't known, but understood that in any event it will involve some houses, if not all of them.

F. & M. is already booking the RKO Palace, Cleveland, which is under direction of F. Franklin, brother of Harold Franklin. The Ohio division manager, with his brother's okay, turned down RKO's own booking office in preference to F. & M., which is sending the shows in from New York.

Under F. & M.'s new operating plan it ceases to be a presentation unit producer and becomes an all-around stage service for theatres, with its various phases to include regular vaude booking.

That RKO's booking office is now for the first time running at a loss to circuit, after having turned in a profit on commissions for 25 years, is reported to make an RKO-F. & M. booking deal more possible than ever.

It was proposed last year that RKO and F. & M. merge their booking staffs, with F. & M. to run the office, but after a month of negotiating between Mike Marco and Franklin, others at RKO called it off. At that time RKO had around 40 weeks of playing time. Its book is now down to 12 weeks.

## FIVE-WEEK VAUDE TEST FOR LOEW'S, COLUMBUS

Columbus, March 6. Mills Brothers, spot booked into the Palace, started the vaude comeback ball rolling this week, but it remained for Loews to put the thing over in real shape.

Ted Lewis and his show will open at Loew's Ohio March 10 for a week's run and will be followed by four to five tests of vaude and various types of presentations. Should the test weeks prove successful it will go in end.

A 12-piece orchestra is to play for the shows, 15 having been all-time previous minimum at this house, with similar cuts in organization backstage. Advance announcements were held up until the last second in order not to give the RKO opposition a chance to fight back. No news of anything like that from Palace headquarters.

## Powell Settles Down

After 35 years as a vaudevillian and minstrel man, Tom Powell is finally to take over the RKO opulent hotel, Hot Springs, Ark., and settle down there.

For the past 25 years Powell has made a yearly trip to the Springs and stayed at the same hotel. He figures it'll be cheaper to buy the place.

## Booked on Fly

Dallas, March 6. Alexander Gray and Bernice Claire are playing the straight picture Matinee here this week, and will follow with a week in Houston, both for RKO.

Departure from the regular straight films was decided on by the local RKO division manager, Charles Koerner, for the one week only. He booked the singing team after catching them last week in New Orleans.

## It's Brent-Fox; Bard Out

Harry Fox replaced Ben Bard as Evelyn Brent's vaude partner when Bard walked out before the act opened.

Brent-Fox combination started Friday (3) for RKO in Omaha.

### A Habit?

Awakened from a sound slumber in the balcony of the RKO Palace, on Broadway, the first crack from a sleeping patron was:

"When does the vaudeville go on here?"

Customer had been sleeping for hours, without seeing any of the screen performance.

## Unanimous Roxyettes Strike as One Gal on 5-a-Day and Pay Cut

The five-a-day schedule at the Radio City theatres has had some of the chorus line doing keel-overs. The cuts from \$30 to \$40 per girl were further aggravated last week when, without notification, according to report, the girls found \$35 in their envelopes. They balked in exact unison—probably the first time a chorus troupe went on strike alone—and their \$40 was reinstated.

## DETROIT VAUDE TEST EXTENDED FOR MONTH

Detroit, March 6. Vaudeville, which has been back at the RKO Downtown for a month, is on trial for its local life for another month, starting this week. Although the house is losing \$3,500 a week, as against a lesser \$1,200 weekly deficit with the former straight pictures, the circuit has decided to give the stage show another month to prove itself one way or the other.

Recent conditions which hurt the Downtown's vaude chance, are the reasons for RKO giving the shows a month's grace. The bank trouble and stormy weather have been a big handicap.

Whether these were the reasons for vaude's first month flop will be shown this month, it is figured.

Weather is clearing up and the bank situation is expected to be straightened out. If with these advantages the show is to broil, then it goes out at the end of four weeks.

## Quote Vaude for Trade; Hobart Sisters Broke

Hobart Sisters, both of whom retired from the profrash to go in for real estate operation, have turned to the bankruptcy courts as the way out. In the schedules filed in New York, Julia Hobart led with the total of liabilities and assets. Former were given as \$50,761 and the assets \$30,150, chief item being real estate subject to mortgages of \$25,000.

As her principal creditors Julia Hobart listed the Long Island National Bank, \$20,000 and Sibly & A. Scott, \$27,336. Her sister Emma L. Hobart, set her liabilities at \$29,991 and the assets at \$7,000, together with an interest in real estate subject to mortgages. Sibly Scott here also was put listing as creditor with \$27,546, described as a secured claim.

## FIREMAN RISKS JOB

Goes On in Boston for Test as High Tenor and Gets Week

Doston, March 6. Local locomotive fireman was taken from his engine cab, begrimmed and in dungarees, for a test appearance, his first in public, at the Scotlay. Larry Rich introduced him, and the lad got an ovation. He is George Almeder, of Dorchester; they gave him a ballad, and he did well. Second show he sang "Dona's mobile" from "Rigoletto".

Manager Elliston Vinson built up an act for him, and made him a ninth act of his 'Big Eight' show this week.

Experts say boy can not only reach high D, but has a remarkable tone quality, plus volume; and is destined, mayhap, for a future.

## SCORES RISE TO FORTUNE IN '33

### Flock of Humble Seekers for Last Half in '29, Now Riding on the Crest—Burns and Allen, Just a Good \$400 Act at Peak, in Big Money Now—Radio Names at Sensational Figures

### KATE SMITH, TOO

This here depress is a depress for some, but not for everybody in the show business. There are hundreds today who really don't know about the depression, and among them many to whom these are the real 'good old days.' They had their own depress back in 1929, when the rest of the world enjoyed the peak of prosperity—and now they're getting even.

For instance, there are the many current radio names who were looking for last halves in boom times, but now are enjoying the boom, and are getting rich. They couldn't get into the big coin when the others were in, but they're in now while the others are out. And the same applies to many in pictures.

One practical example is Jack Pearl. He's playing the Capitol, New York, this week and getting \$8,500 for the date. There wasn't that much money for Pearl for a week's work in '29. Nor did Ed Wynn figure on getting a \$20,000 salary, which he personally drew about \$15,000, in the pre-depress days; but he got it, and also at the Capitol, a couple of weeks ago, on top of the \$5,000 he's grabbing weekly under night's performance on the radio.

When U.S. Steel was 265, Burns and Allen were a nice little mixed comedy team in vaudeville at \$400 a week. Now that steel is down to 27, Burns and Allen as other names are drawing \$1,250 a week on the air and \$2,000 for stage appearances whenever they feel like making one.

Milton Berle in '29 was a \$250 single. He's still a single, but a \$1,800 one now.

George Jessel, when times were good, got \$500 for his dancing act, now and then. Now he's a picture star with a \$750 contract salary every week, but he won't return to the Paramount studio until they boost it to \$3,000, he says.

Amos 'n' Andy Instance Amos 'n' Andy were a moderate salaried and strictly local radio team, incomes drew about \$200 a week. Since the depress started they've become millionaires.

Kate Smith was around the vaude theatres and musicals at \$50 a picture in '29. In these times, besides her regular radio work and a picture or two on the side, she rates up to \$5,000 a week in the picture and hude houses.

Ruth Etting had just about arrived from Chicago for a Ziegfeld show when prosperity was prosperity, as a middle western presentation singer at \$400. Two weeks ago she turned down an offer from Loew of \$6,000 for a week on the stage, stating she didn't care to double.

Jimmy Durante was schenozing at not so much per with Clayton and Jackson when the heavy spenders were making the night clubs. Now that the spenders and the picture clubs have both disappeared Durante is a picture star at \$2,000 a week for himself.

Walter Winchell, now among the few newspaper men with four-figure incomes, drew about \$200 a week as the 'Graphic' columnist in '29. Today he rates about \$3,000 with his radio work and syndicate. (Continued on page 39)

## Admissions by Punch Board Chance Brings Trade to Milwaukee Vaude

### Just to Play With

Miniature model of the Music Hall stage, with its multiple elevator platforms and motors is to be constructed for the RKO management in order to permit the latter to figure things out before stage show settings.

This regular working model will stand the company around \$25,000. It will be an exact duplicate of the larger theatre stage in every respect and workable in the same manner.

## DORA MAUGHAN BROKE; LISTS \$18,000 DEBTS

Dora Maughan Fehl, 200 West 54th street, New York, professionally Dora Maughan (divorced from her piano accompanist-husband, Walter Fehl), in a voluntary bankruptcy petition lists \$18,000 in liabilities and no assets. Principal creditors are in London, where she resided for six years until a year ago, when the British home office ruled that the American congresses leave that country for a spell.

'Variety' is a creditor for \$3,000. Others are Premet Cie, Paris, \$2,700; Percy Coleman, London, \$1,100; Great Foster's Hotel, Ltd., Egham, England, \$1,100; New Mirvane club, London, \$138; and Barclay's bank, London, \$651.

Miss Maughan is currently playing in New York night spots.

## Winchell Nixes \$6,000 For B'way Paramount

Walter Winchell turned down a \$6,000 week's offer from the Paramount, New York, which wanted him on the March 17 bill along with Ben Bernie's band and Lyda Roberti.

The B'way columnist, who's also on the air, said he didn't feel like tripping. He played the Palace a couple of years ago for \$4,000.

Next week (10) the B'way will play Rudy Vallee, show to be routine along the lines of the crooner's Fleischmann variety hour on the air. House has George Gerwin set for the week of March 24, but nothing more. Johnson's decision to return to the Coast further depleted the Par's already slim available name list.

## Grace Moore Set for Loew at \$4,000 Week

After two false starts a Loew picture house booking for Grace Moore has finally been set. She goes to Washington the week of March 24 for four or more a day at \$4,000. Lyons & Lyons agents.

Miss Moore almost played the Capitol a couple of weeks ago, but Loew called it off when she opera soprano insisted on a special contract containing a clause restraining the Loew office from placing a colored act on the same bill.

The Washington contract is the regular Loew form, and understood the bill will be all-white.

## TANK FOR MUSIC HALL?

Proposal Forecasts Revival of Water Ballets

Plans are under way for the construction of a tank in the stage of the R. C. Music Hall, which will permit Leonidoff and his crew to stage water effects.

Plans like the old-time water ballet will make a re-appearance at the M. H. Matter has been talked over between Harold Franklin and the stage builders.

Milwaukee, March 6. An interesting experiment is getting a lot of local publicity for the Riverside re-lighted last Saturday (4) with local men as sponsors and offering six acts of vaudeville plus picture.

The experiment deals with the admission price, with the scale ranging from 1 cent to 35 cents. Ticket purchasers punch a contrivance that gives forth a ticket punched anywhere from the lowest to the highest figure and the amount shown is what the box office collects from the theatergoer. It is a new version of the two for one and seems to appeal to the gambling instinct of the populace. Kids are not permitted to play, but are admitted at a flat rate of 10 cents.

The idea has gotten lots of local attention and will undoubtedly draw many of people who want to see how the thing works.

Harold Farvel is doing the publicity for the Riverside under the new regime and Paul Horwitz is treasurer. Robert K. Marty, manager of the Empire Building in which the theatre is located, is secretary of the new Riverside Theatre company. He is not a showman but promises that affairs will be directed by an experienced theatre man.

Strong Opposition The Riverside was opened five years ago by the Orpheum as a successor to the Majestic and operated almost continuously until RKO pulled out.

The Riverside, however, is having plenty of opposition for its opening week. It is booked for many weeks a city devoid of stage shows, outside of burlesque, has suddenly gone into action with live entertainment obtainable along the main stem.

The Davidson, at a \$2 top, is giving 'The Cat and the Fiddle' to gratifying business. It is the first show since the old legit stand has had for some time.

The Alhambra, encouraged by the capacity response given the WLS barn dance show recently, is now offering five acts of vaudeville plus pictures. Glen Welly and 18 musicians are in the pit. House was originally built for vaude and has a splendid location to reach those show-going in-laws.

The Majestic is inhabited by the Civic Repertory company offering plays not seen here before at a 45-cent evening top and bargain matinee on Wednesdays, Thursdays and Saturdays. Present scheme, according to Russell Eche, sponsor for the company, is co-op and if there is any indication of success during the first four weeks, the company will remain here. 'Birds of a Feather', a new play by R. L. Sherman, is to be given its premiere the first week, according to present plans.

The Wisconsin continues all film and the Garden has gone grind at 15-cent top.

## Cantor-Jessel's Tour Halts Week, Then N. O.

Banking situation has forced the William J. Jessel to postpone the opening of the Cantor-Jessel \$2 top variety roadshow to March 19. Show was booked to resume March 12 at the same place, based on Androcles and Lion legend, goes into production, around May 1.

Postponement just sets back the dates a week, with no change in the route. Following New Orleans the troupe goes to Houston, thence to one-day stands at \$1.50 matinee and \$2 at night.

Meanwhile the show, minus George Jessel, plays a full picture house week for Loew in Washington, commencing March 10.

Following fulfillment, Cantor will go to the Coast and remain there until picture, based on Androcles and Lion legend, goes into production, around May 1.

Lyda Roberti will appear opposite Cantor for the second time.



## PAN SET TO OPERATE ON RETURN OF CHAIN

Hollywood, March 6. Anticipating the return of his five coast houses which RKO-Orpheum was operating and the Hollywood Pantages, operated by Fox West Coast, Alexander Pantages is set to start operation of these houses by March 15, or as soon thereafter as the court approves.

Pantages has worked out operating budgets for each house and is also checking available film contracts. Plan will be vaude or novelty stage presentations with a single feature at 40c top.

## Says Silvers' Walkout Damaged Him \$50,000

Max Richards, RKO agent, has filed suit for \$50,000 against Sid Silvers in New York Supreme court, alleging breach of contract.

Claim is that Silvers was under contract to Richards to write material for the latter's acts when he walked out to author a stage turn on his own for Lilyan Tashman last November.

Emanuel Van Dernoort is Richards' attorney.

## Rewards and Penalties

A. & B. Dow office slapped a summons on Jimmy Pinto last week for a last half pay salary. Pinto reported for rehearsal at the Majestic, Jersey City, on a Dow booking, but didn't go on when a member of the act reported sick.

The vest pocket comic called at the Dow office expecting to be kissed with another last half instead of a plaster.

## 'KONG' OUSTS VAUDE

Vaude goes out of the Keith, Boston where the house drops vaude for two weeks beginning March 24. Stand is going straight sound for the presentation of "King Kong" which opens March 25.

## Bing-Bing Props Get Act's Kim Into Toils

Stage gags used in their vaude act by Medley and Dupree got the former's father, Sam Medley in a jam on a Sullivan law charge last week. He was arrested at a downtown New York postoffice and held in \$300 bail for Special Sessions.

Eddie Medley left some old stage gags at his house in Mundelein, Ill., near Chicago, some time ago. Recently he asked the new tenants to mail them to New York. His father went to the postoffice to get the package and two detectives were waiting for him.

Julius Kandler, representing the father, arranged bail and a hearing was set three weeks hence.

## Davenport Orph. Joins Iowa Receiver Group

Davenport, Ia., March 6. Orpheum, new 2,750-seater, opened a year ago by RKO under a 25-year lease at \$75,000 a year rental, will be operated by a receiver whose appointment was approved by the court this week.

W. C. Sears, former manager, will be in charge with vaudfilm. House was closed Jan. 28. There was no opposition to application for a receiver by the landlord.

Plans are being made for a five-theatre hookup in Iowa with Orpheum in the group.

## POLLY MORAN MARCH 31

Polly Moran, as a vaude single, opens March 31 for RKO at the Palace, Chicago, on a Curtis & Allen booking.

Through at Metro, the film comedienne is now free lancing.

## Mary Garden at \$3,500

Mary Garden goes to Louisville the week of March 18 on an RKO Chicago office booking.

Opera singer's salary for the southern date is \$3,500.

## 5 PROVIDENCE ACTS NOW 40

Providence, March 6.

Not long ago Providence could only boast one stand here playing vaudeville and pictures. That was Fay's, with five acts.

Today Providence is brimming over with live entertainment. There are no less than three downtown spots with vaudeville, and at least a half dozen nabes who have added variety to build over the week-end.

In all Providence can now boast of nearly 40 acts of vaude as compared to five of a short time ago. The new Metropolitan is giving Providence theatregoers 14 acts of vaudeville on a split week basis.

Pay's is still hanging on to the five acts, and the third downtown stand, RKO Albee is featuring five acts also on a combo bill.

On top of this there are a couple of nearby roadhouses that are plugging vaudeville as a regular evening feature at 60 cents top, which entitles patrons to use of dance floor at no extra charge.

Sanuel Bomes, operator of the Hollywood and Liberty theatres, has five acts of vaudeville at both stands every Friday and Saturday.

The Olympia in Oswego is trying out the same idea, and the chances are that at least a couple more of the nabes will follow suit within a few days.

## FIRST-HALF STOCK AND WEEK-END VAUDEFILM

In order to get something out of the three worst days of the week, Monday, Tuesday and Wednesday, in the territory around Boston, small town theatres are trying dramatic stock and feature picture combination policy as running mate for the first half engagement.

Average rate for the stock companies is \$250 for the three days, house supplying all but cast. Admish for the films-stock shows generally is 15c matinees and 35c at night.

Vaude is in Thursday, Friday and Saturday, also with films. Straight pictures Sunday, due to the drastic state Sabbath laws against dancing, etc.

Among towns experimenting are Dorchester, Malden, Fields Corner, Matapan, Quincy, Portsmouth and Gloucester.

## Twin City Nite Clubs

Aided by Dark Stages

Minneapolis, March 6.

The Twin Cities (St. Paul) now boast three more or less known bands in their night clubs. These are Jimmy Joy at the Hotel Lowry, Stan Stanley at the Hotel St. Paul and Larry Funk at the Hotel Radisson.

Since stage shows dropped out of the film houses the clubs report increasing business.

## CORNBLETH REJOINS I & L

Hollywood, March 6.

Joe Cornbleth has returned to the Lyons & Lyons office here, reopening the vaude department.

Had been out a year while booking the local Paramount.

## Try Tabs and Films

Canton, March 6.

Palace theatre here, after several weeks of stage presentations and films, has switched to tabs and films, with Ranor Lehr, and a company of 30, offering the stage show. New policy will be permanent if the natives warm up to the revue offering, otherwise the house will revert back to straight pictures.

Union stage hands and operators continue to pick the house. Admission continues at 30 cents. Kids admitted any time for a dime.

## Kalcheim's Morris Post

Nat Kalcheim has been placed in charge of the William Morris office's foreign department, in addition to the picture house bookings he now handles.

Dick Henry's return to Curtis & Allen under disbursement of the Morris-C. & A. He-up left the Morris-C. for an open spot.

## B'klyn All-Film Threat Ignored by Albee, Met

Albee and Metropolitan, Brooklyn, have every intention of sticking to stage shows even if the Paramount and others in Brooklyn go straight pictures with a cut in admission. Possibilities of latter are on horizon through other houses operating on a week-to-week basis with stage hands and musicians.

RKO has not taken that step with unions for Albee nor has Loew for the Met.

## Lee Stewart Caster For Warners' Shorts

Lee Stewart, RKO agent, will be casting head at Warners' Flatbush studio when it reopens April 3 to start on the '32-'34 WB shorts production schedule. Same job was held last year by Lee's brother, Stuart Stewart, who is now with the Edgington & Vincent agency in the Coast.

Stewart is giving up his RKO agency business for the studio job.

## 'Sister's' Rasch Ballet

Albertina Rasch is furnishing a \$6,000 ballet to Loew's as a presentation for "White Sister," which is slated to open at the Capitol, on Broadway, March 17.

"Sister" will probably remain two weeks at the Cap, according to schedule.

## RKO Creditors' Meeting

Creditors meeting for the RKO Theatres' Operating Co., namely the Irving Trust and Loew's, is slated for Thursday (9) at 15 Park Row, New York, in the office of Referee Irvin Kurtz at 10 a.m.

Houses are in bankruptcy with Irving Trust as receiver. Irving Trust and Sam Kaufman, a Newark attorney, were named ancillary receivers for the chain in New Jersey.

Circuit comprises about seven theatres, five of which are located in Jersey. Two are in Greenwich Conn. Includes the Pickwick in that spot.

## No Chi Majestic Vaude

Chicago, March 6.

S. J. Gregory has dropped his vaudeville idea for the Majestic because of failure to get union concessions.

Irving opens March 15 with straight pictures at 25c top. It is now being wired with the Orthophone system.

## DOC HOWE L. A. PAR MGR.

Los Angeles, March 6.

M. D. (Doc) Howe goes in as manager of the Paramount here, now under Marco's operation.

Howe has been east for two months, returning the first of this week. He was general booking manager for F&M.

## WAYNE CHRISTY BOOKING

Wayne Christy joins the Arthur Fisher indie vaude booking office in New York this week as a booker.

Formerly a Keith and RKO booker, Christy for the past couple of years has been an agent.

## Using Air Acts

Albany, March 6.

The Capitol, Hon. N. Y., the Empress, Clons, E. and the Hudson, Hudson, are booking WGY acts for personal appearances.

## ONE BALTO VAUDE TRY FOLDS, OTHER STARTS

Baltimore, March 6.

Another vaude attempt will be made locally at the Auditorium, which is scheduled to open this Thursday (9), with a planned lineup of eight acts. Behind this venture is Jack Levine, who tried to put vaude across at the Walnut theatre in Philadelphia, but gave up in three weeks.

Levine is better known in the vicinity as a former salesman for DeForest talking equipment. Associated with Levine, and pointed to as the angel of the outfit, is Dave Shapiro, rnted among show people locally as a mystery man.

Acts this time will be booked out of the Dow office in New York. Eddie Sherman booked the Philly venture. Acts which are shown here, Levine says, not in conjunction with a feature, but with film shorts. This is due, according to Levine, to his desire to plug vaude. Otherwise, there's the fact that there's no real film product available for first runs in this town, other than the indie material.

The admish top will be 25c. Acts will be bought (necessarily) on a close budget for the two-bit top in a 1,500-seat house.

Rivoll on the east downtown which had been trying vaude for about four weeks and all other business attempts at the spot had failed, quit Saturday (4). Was playing four acts on a split. Booked by Eddie Sherman, who may have to pay off, since the four acts, which were to open at the house Saturday, reported ready for rehearsal. House had been constantly ailing under the management of Clyde McKay, operating for a group of businessmen who had taken the house over from receivership.

## AT LIBERTY

Young man, thirty-five years of age, is available.

**THEATRE MANAGER,** with seventeen years' experience in operating theatres. Thorough experience in all branches of theatre management and promotion. Would also be interested as buyer for a circuit of theatres.

Responsible salary considered.

WRITE BOX 206, VARIETY, NEW YORK

## All-Around Showman

International Experience

AVAILABLE

Twenty years' knowledge in all branches. Can handle anything from a booking office, a chain of theatres or an individual house. Write me; I can surely interest you.

Box 213, Variety, New York

## DE MUTH'S 4 JEWELS

Entire Act

TRAINED, STAGED AND PRODUCED

BY HARRY DE MUTH

New York's Foremost Acrobatic Teacher

Studio 1658 Broadway, New York

Phone, Circle 7-9743

## MANAGER AT LIBERTY NO SALARY AT ALL

Will manage your theatre on a percentage basis. If I can't make money for you, I can't for myself. Have managed the best of theatres, booked, bought and publicized vaudeville and motion picture bands of boxoffice attractions in America. Can handle and publicize displays. Know how to layout and design and lobby displays. Bright, snappy money making ideas at a minimum cost. Best of references and appearances.

Write Box 207, Variety, New York

## BUSINESS MANAGER

Who for the past successfully handled all BOOKINGS AND PUBLICITY for one of the greatest vaudeville attractions in America.

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**Inside Stuff—Pictures**

New agreement between the Rockefeller and RKO on the Radio City rents, recently given an okay by Federal Judge Bondy in New York, would have the rent payments made monthly after operating costs have been met. Otherwise, the Rockefeller interests are privileged to take the monthly rent as it becomes due, from the \$1,000,000 fund held as security by Chase for RKO's performance of the R. C. rent contracts.

This new agreement runs from Feb. 17, last, to August 31. Under the terms, RCA puts up around \$300,000 to provide Radio City with funds to pay certain opening expense incurred at R. C., besides providing the big center with a certain amount of working capital. The opening expense money thus advanced by RCA runs to around \$200,000. Around \$30,000 is aimed for working capital.

The \$1,000,000 fund from which the Rockefellers secure their rental payments was put up under the terms of the original agreement with RCA-RKO of October 29, 1931. This agreement was to have run for 21 years, until September 29, 1952. Fact is, the agreement was handed by the Rockefellers to Radio City theatres runs only to August 31, may hint at hope for a possible finish of the RKO receivership at that date. Else the Rockefellers are optimistic.

Warners' hallyhoo '42nd St. special' in Pittsburgh left in its wake plenty of bad feelings due to a faval between promotion departments of WB and Ochiltree Electric Co., Pittsburgh distributors for General Electric product. Both Ochiltree and Warners flooded papers with copy, each in their own interests at the exclusion of the other, and battled tooth and nail for recognition. Ochiltree's wanted a personal appearance of the WB man at his apartment show, with Warners objecting, claiming it would keep thousands away from the Stanley, where '42nd St.' opened that day. GE took the matter to the Warner home office in New York, with local staff being overruled and stars visiting the store.

Following this, electric company here informed newspapers that its owner would head the reception committee. Warners went up in the air, claiming Harry Kalmine, zone manager here, was heading the official greeters. It was only a few hours before the train pulled in that combatants finally got together and decided to call a truce.

How the police of an entire state will co-operate with a newsreel when a cameraman gets lost was tested last week when Jim Lillis of Fox Movietone got a head start on an assignment. Just after Lillis got rolling for Dartmouth to cover winter sports college officials broadcast the games were called off through lack of snow and ice.

Fox crew was in Connecticut by that time so the home office took a chance and solicited the aid of state troopers. So complete was the cooperation of the troopers that every town marshal in the state was included in radio advices to stop the runaway news van. The news men were 'nabbed' before they crossed the line.

Reception by New York dailies of 'Our Betters' completely fooled the RKO gang to go to Radio on the coast. When one mentioned this picture to them after the preview there was silence. They seemed to feel the less said the better. They did not like the picture, or the work of Constance Bennett. Picture was conceded an out and out dud. Even when Myron Selznick made the offer to Radio to purchase the last six weeks under the supervision of his brother David at RKO, this one was left off.

Now that the New York dailies okayed this opus the studio mob doesn't know what to think about it.

'Cavalcade' is likely to remain at the Galety, New York, longer than originally intended and not be available by Easter (April 18) for the Radio City Music Hall. Fox has made arrangements with the Erlanger office to continue picture at Galety on a week-to-week basis after middle of March when Fox's lease on house expires.

Radio City booking of 'Cavalcade' is tentative, with agreement between R. C. and Fox that date can be set back if Galety run is not up early to Easter.

'Cavalcade', now in its ninth week, has been capacity or close to it right along since opening, with a good advance sale continuing.

With both Constance Bennett and Ann Harding, each having two more pictures to do at Radio on their current contracts, reported dissatisfied with the stories they have been given, and the studio disappointed in return from their pictures, indicating that readjustments will be made in their new tickets if they are optioned. Miss Harding's latest, 'Animal Kingdom', has so far been a good grosser, but could hardly be classed as a sock.

Main trouble with Miss Bennett has been her dissatisfaction with stories, and a desire on her part to supervise the production and direction of her pictures.

Heir of a supposed wealthy family in Venice who came over here on a visit and went into a New York night club as a singer to pick up some coin, was in Hollywood. Mae West, who saw him at the altery, has had a screen test made of the lad, Don Mario, with her next picture for Paramount in mind.

Mario, in coming over here, went through his allowance on the run and found himself in an embarrassing spot. A friend who saw some similitudes in him took him to Lou Irwin, indie agent, and thus to a singing at the Embassy. Mario's family operates hotels in Venice.

Government departments, especially navy and marine corps, are tightening their watch on films. Producers who hold up the service in any way to possible ridicule are subject to prosecution under the penal code in the name of anti-subscription theater.

Thousands of letters from parents and relatives of men in the service literally flood the war department every time pictures let down the bars in depicting service conditions. One of the greatest sources of complaint is that where screen stories depict service men on leave drinking and getting.

Just when things seem darkest at the b. o. new channels of film house revenue from a most unexpected source is opening up. In prosperous times no exhibitor ever thought of hooking up with the medical profession. It was taken for granted that the average medico would advocate plenty of sleep in the wear of his well as exercise and other things which no film house will ever be able to offer.

Out of the clear has come the sudden discovery that no other remedy for certain defects of eyesight is as good as the motion picture screen itself.

RKO Radio's press department in New York sends out more copy every

Minnie Palmer and an 'Uncle Tom's Cabin'.

'Clipper' figured that Denman Thompson's 'Joshua Whitcomb' had begun to pay as business was off. Rewritten into 'Old Homestead' it ran three years at the Academy of Music six or seven years later.

Sims Reeves was singing at Crofton, England. Audience wanted a second encore of a ballad, which

was refused. They kept on applauding while other artists appeared, so the company went home and left the audience to tire itself out.

Several troupes in the Buffalo-Pittsburgh area missed their dates or were late in because of floods.

John Wilson was touring India with a circus. He entered some of his hippodrome stock in local races in Calcutta and copped the prizes.

week to dailies and the trade than any of the other distributors. It's on orders from within to send out stories on everything that happens no matter how important. Otherwise, dailies that press blurbs are as long as possible. The other majors are more conservative in vending their press matter.

Hollywood's anti-raiding department will continue as a permanent arm of the industry. This is the official decision following reports of Edwin Loo's resignation as the unit's chief writer.

No official successor to Loo has yet been chosen, but Fred Beetsom, Hays' coast head, will carry on temporarily.

Picture business has made all kinds of hobbies profitable to persons in the Hollywood area. One of the strangest hobbies to produce a steady income for a Hollywoodite is the gathering of door knobs, handles and knockers by Omar Stogel, a former sailor in the British navy. Stogel collected knobs and knockers in various parts of the world. At the end of his seven-year naval term he had a wide variety of them.

Film directors have been borrowing knobs and knockers for use on the doors in pictures from Stogel for years.

Running out of money while in Panama bound for South America to make a travel picture, shoeing producer and the crew of eight on his ship are being taken care of by quarantine authorities.

Angel in Hollywood, who was to forward money to the producer, backed out, leaving the company to worry about its own groceries. Shoestring spread word that one of his men had a contagious disease, and obtained the groceries free for a month. He figures that he can promote another angel during that time.

In 'Don't Call Me Madame', to be produced at Paramount by Bayard Road's picture calls for a Chinese street set. 'International House', now in work, has such a street. Though Vellier's picture will not go in production for some time, producer arranged to photograph the 'fouse' set with two characters in it, believing it would cut his production cost.

Scene was made, with studio charging \$5,000 against Vellier's picture, some from the account that the company is to lighten the production cost of 'House', which is already over budget.

Sol Wurtzel's 20 pictures which he will produce for next season's program at Fox will be made for an average budget of \$220,000, according to present plans. This figure is close to \$100,000 under the average budget for the past few Fox features. Wurtzel's picture will be left to himself at the old Western avenue (Hollywood) studio, working only at Westwood when he can use sets at a rental under the amount it would cost him to construct them.

Latest in the Mae West builder-upper series is the Society for Advancement of Females, the purpose of which is to discourage the wearing or usage of mannish clothes and habits among women. Jack McInerney of Public created the idea, which was handed last week as though a regular legal proposition. Incorporation papers were asked of Supreme Court Justice Aaron J. Levy who granted them in the usual manner. Miss West is listed first among the incorporators.

Biggest amount of comment from abroad on any picture in years is being hard on 'Marie' (Oaso). The French producer made the film in Budapest and it seemingly has an immediate click in several of the European capitals, including Berlin and Paris. Interest, in America, comes from the fact that the comment has far emphasizes a 'new technique' as being used in the picture. Said that the film goes to a new low in dialog usage, action replacing verbiage.

Writer had an assignment to concoct a picture story around a very meager idea. Less than a week after he had been on the job his superior told him that he had arranged for the picture to be written to tell its story in full to the studio chief. 'But I haven't got the ending to the story yet,' the writer remonstrated. 'That's all right,' came back the super, 'you don't have to see the chief for two hours yet, so just have it all done by then.'

Glria Swanson cabled United Artists in New York for funds to cover Paris bills, transportation, etc., back to New York, but was turned down. Previously UA had advanced Miss Swanson money from time to time. Meanwhile 'Perfect Understanding' opened poorly in New York.

The current picture, 'The Coast Is Ahead', got a judgment against Miss Swanson for \$39,000, and the U. S. filed an income tax lien against star for \$46,000.

The dailies, particularly the tabs, later scare-headed the screen star's financial embarrassment.

Obstinacy of the chains and major producers in not selling to indie theatres except when forced by necessity or special situations is giving foreign films, especially British, their best chance ever on Broadway and several other key spots. It explains three British films following each other at the old Roxy, New York, and that the British pictures are today getting a better break on Broadway than they've ever had.

Steel Pier, Atlantic City, within a few weeks will have a fresh supply of Hollywood's cast-off clothing to awe the sightseers. A Burling Jarett, assistant manager of the pier, left for the Coast last week. With him is taking a lot of the worst-out material borrowed a year ago. Pier's deal with the studios requires that everything borrowed must be returned—otherwise no go on more of the constellation's cast-off duds.

All of Sam Katz's offers are on percentage. No cash, but splits on the gross net, with the attractive percentage terms interesting those screen personalities Katz has approached. Katz of course is to pay everything first, and the splits are usually on the gross, not net. Nothing signed officially as yet, however.

With salary cuts usually efforts are made to keep it under cover. Western Electric may be credited with establishing the precedent of formally announcing slashes. Last week it had its publicity department broadcast the 10% cut effective April 1, also word that this year employees will be required to take an extra week's vacation without pay.

Charles Rosenzweig will not be replaced in Columbia as general sales manager and along with his resignation the title is abolished. While under Jack Cohn in supervision of sales, Abe Montague will be without the title. Montague has been acting in an advisory capacity to Cohn for some time now, chiefly on distribution.

Frank Borzage, who returns to the Coast the end of this week via the Canal, has one more to make for Fox, but is privileged to make two on the outside for other producers, both to precede his Fox obligations. When megging the Fox assignment he's payroll at \$45,000 for the task.

Allied States members in Minneapolis are considering petitioning producers to refrain from too frequent utilization of stars. Claimed that overly numerous screen appearances of box-office bets are affecting their drawing power.

Mary Pickford will do a 'Hello Everybody' via transatlantic phone and home amplification at the Rivoli, New York, tomorrow (8) for the opening of her picture 'Secrets'. Phone call will come through in the evening from Rome, where Miss Pickford is currently vacationing.

English film actor on the coast who is strictly non-paying, has topped himself again. This time he gave a gambling house a bouncing check for \$250, signed with his mother's name.

**15 YEARS AGO**  
 (From 'Variety' and 'Clipper')

In connection with the opening of the Capitol, which was almost ready, it was figured by experts that the rental cost per seat, per day, was 32c if only the downstairs theatre were used, and only 14¢ if the roof garden were figured in. Other houses were Rialto, 11.3; Rivoli, 12.6. Messmore Kendall was reported to be figuring on a 10c admission.

Girls at the hotel ticket agencies were getting 25c per ticket to force shows least in demand. Some made as much as \$15 weekly.

Billy Sunday, who was a headache to managers in most towns, was a brodie in Washington revival meeting and \$16,000 in the red.

Otto Kahn denied he was backing the Shuberts in their fight against K & E. Had had enough angling.

British copyright office advised American publishers that it would not be necessary to enter songs and copyright during the war. The American copyright would be respected.

Sylvester Schaeffer, juggler, in a jam with Loew's over contracts. He walked. Someone has complained that he was using German music in his turn. Juggler claimed it was 'Maryland, My Maryland.' Same melody as the German 'Tannenbaum.'

French authors and composers began their fight to get their American royalties on the Authors and Publishers plan. Had an agent but they liked the new idea better.

Army aviation was borrowing acrobats and whirlwind dancers to find out how they could spin and come to a stop in perfect equilibrium. Bothering the fliers.

**50 YEARS AGO**  
 (From 'Clipper')

English's theatre, Indianapolis, had a fire scare when the house suddenly filled with smoke during a performance. Kindling wood for the furnace was ablaze and the smoke came up through the registers. Mostly hot air heat those days.

Flooded river cut off the gas supply in Cincinnati and shows had to be lighted with calcaums or electric lights. Neither found satisfactory. Scenery was painted to offset the yellow gaslight.

Big prices were paid for old jewelry offered at auction by Sara Bernhard. More than a suspicion that the rang in stuff not hers. Sale was held in Paris.

Lecturer in Brooklyn spoke on How to Make Money. Two in the audience when he started and three others came in later. In the red.

Herman Marsdorf, of Phila, had a double suit for libel. An old full length wood cut of himself, originally used on the title page of one of his plays, had been used as a picture of Jesse James by a theatrical co. Another theatre using the same printer labeled the cut as James' father. He sued both.

Alcazar theatre at Broadway and 41st street had been renamed the Cosmopolitan. Opening night the surface of the canton flannel drop curtain caught fire from the gaslight's torch and the fuzz lit up. Ropes were cut and the flames smothered, the curtain rehung and the performance was continued. Upstairs house.

Salt Lake City had two attractions the same three nights for the first time in history. Both did well.







# DIE SONG 'TUNE ON B'WAY

## Rigors of Lecturing Make Polar Trip a Lark—Sir Hubert Wilkins

Chicago, March 6. Sir Hubert Wilkins, English polar explorer and lecturer, chatting with a 'Variety' reporter here opined that with lecture fees one-fifth what they used to be and with autograph-hunters stalking celebrities at all hours of the day and night, it would be rather a vacation for him when he departs for the Antarctic next month.

Esquimaux are completely unimpressed by fame, Sir Hubert avers, and are, in fact, a wee bit condescending in their attitude toward white men.

**Celebrities Hounded**

Life of a professional lecturer has its hardships, according to the explorer. Invariably the lecturer arrives in the town early on the morning of the evening he speaks. There is a welcoming committee, breakfast or luncheon, or both. Then a motor trip to the local sewerage plant or some other civic pride.

There is scarcely time at the hotel to get into evening clothes. Usually there is a banquet and the lecturer eats at heart's ease, a meal as well as all others else he give offense. After the lecture he must remain until the very latest possible moment when he rushes to his slumbers on the train are apt to be interrupted at 6 a.m. by some autograph-hunter.

One of Sir Hubert's earliest jobs as a young man in Australia was as chief electrician with a carnival company on the island continent. Lady Wilkins is a former dramatic actress.

## Shuberts In on Profit, But Not on Show Loss

The Shuberts were in on 'Louisiana,' a colored cast show, which opened and closed at the 48th Street last week. It was originally called 'Drums of Doom' as performed in Harlem, the Broadway presentation being made by George Lefty Miller, designated by the Shuberts to control the attraction.

Understands that J. J. Shubert liked the show but Lee did not. In exchange for settings, properties and electrical equipment the Shuberts were to have 50% of the 'Louisiana,' they also putting up some cash. There was no contract, however, and when the show was ready for a tryout in Brooklyn, the contract was drawn fixing the Shubert interest at 33%, but stipulating that they were not to share in possible losses.

Program for the show was significant, the staff for the Millwell Productions, technical owners of the troupe, being headed by a firm of lawyers. That was one of Little's little jokes, but, he claims, the attorneys had a piece of the show. Program also stated that Miller presented the show for the Negro Theatre Guild which, he also claims, to be a reality.

## Syracuse Local Legit Salvage Move Snagged

Syracuse, March 6.

Revival of legit in this and other cities through the medium of the Civic Playgroups Guild, Inc. of New York, appears to have struck a snag, if not actually to have flopped before it really started.

First announcement here on Feb. 5 fixed March 9-11 as the inaugural dates, with 'Another Language' indicated as the first of a series of attractions. Local sponsorship was identified as the Syracuse Musical, Inc., and the plays were announced for Lincoln auditorium, Central High School.

Latest information forthcoming is that there will be no appearance of 'Another Language' this week, and that the plans for the future are indefinite.

**Velvet!**

Hollywood, March 6. Cast of 'Of Thee I Sing' (Chicago company), at the Elmsmore, in a Sunday a. m. payoff, received 25% cash to enable them to pay hotel bills.

Balance was paid in checks.

## USE OF SCRIP BRIDGES RELIEF FUND HOLIDAY

The benefit which a group of social registrists will tender the Stage Relief Fund is dated for March 26 at the Metropolitan. Most of the box seats have already been disposed of, savings from those tickets amounting to \$5,000. Admulation scale will be \$15 top. Another benefit the total net proceeds to go to the Fund, is the reopening of the hotel Elmsmore Supper Club with Harold Stern's orchestra.

Executive committee for the Fund is working on a barter and exchange system because of the moratorium and expects to make arrangements with farmers for the exchange of produce. The Fund has purchased merchandise books from a chain grocery company, books to give to suppliers instead of checks for food supplies. It is hoped to secure more food books on the assumption that the stores will accept the Fund's check.

The closing of the banks affected attendance of the benefit performance of 'The Gay Divorce' and 'Late Christopher Bean' Sunday. Benefit showing of 20th Century is now dated for next Sunday night (12).

Most successful of the benefits was 'Depression Galaxies' which netted \$3,774. Total contributions up to Friday (3):

Previous Contrib.	\$23,425
Depression Galaxies	3,774
'Good Bye Again'	851
Mr. Ernest D. Wood	50
Walter J. Connelly	25
Mary B. McCarter	25
Beulah Bondi	15
Katherine Hirsch	15
Charles Zee	10
Medbery Mummers	10
Anita Gangelman	10
Eleanor R. Eckstein	10
Angus M. Pinckney	10
Other Contrib.	208
Total	\$28,234

## Equity Puts Payroll Plaster on Goldtree

San Francisco, March 6.

Equity has tied up the bank accounts of Sid Goldtree and Allen King in an attempt to collect \$387 due 14 cast members of last year's production of 'Lysistrata,' which the duo produced at Moulin Rouge, Oakland.

Neither has done any production stuff since 'Lizzie,' but Goldtree and his brother Mike have a revival of 'Play for Joe Zee' in nearby small towns where it is doing fairly well.

Failure to pay cast of 'Berkeley Square,' which he produced at Columbia last year has drawn an Equity ban for Ralph Fincus. Later, with J. J. Gottlob, is operating Columbia.

Fincus hasn't done anything since then except to book other's shows in Equity ban for 'Lauder Pledge,' which came in from Pasadena Playhouse and starred Charles Levinson, with his family, wealthy local society people, putting up the dough. Show folded after one week of bad biz.

**Margaret Anglin's Kin Dies**

Ottawa, March 6.

Rt. Hon. F. A. Anglin, chief Justice of Canada for many years, died in Ottawa some two days after his retirement from the post.

Margaret Anglin, Canadian actress, is a sister.

## TAKINGS OFF, PAY HUNG UP

**Hotels Chop Credit of Patrons and Lobby Agencies Are Sunk with Cancellations—Actors Salaries Rationed, but Chorus Girls Are Cared For—Theatres Stay Open, but Managers Want Co-Operation from Actors and Stage Labor**

**B. O. COIN HELPS**

With the closing of the banks regarding all business conducted on a cash basis, legit theatres were immediately affected. Despite some denials, attendance dropped in Broadway legit houses at both Saturday performances. It was anticipated that further losses would be faced during the shortage of ready money and the tendency against spending.

The probability of Broadway suspending at least in part during the period of closed banks was indicated Monday afternoon until managers got together and agreed such a more would be disastrous. Unable to withdraw cash to pay off last week's salaries, the legit shows in particular faced greatly diminished attendance and sure operating losses until money loosens up. City Hall was reported favoring the closing of all theatres, but it appeared to be a matter of judgment by showmen individually.

The managers were hastily summoned into session at the Theatre League. Although aware the box offices were selling very few tickets the showmen agreed there was no alternative but to stick it out.

Sure of diving grosses the managers decided to put it up to the actors and the union. They propose that salaries be reduced

(Continued on page 54)

## OPERETTA REP HAS TROUBLES IN LOOP

Chicago, March 6.

Troubles beset the operetta repertory at the Civic all week and ended with an attachment for \$1,682 against the Northern Trust Company bank balance of Chicago Municipal Opera House, which is the new corporate title of the management. David Irwin Russell who organized and opened the company was enced out about 10 days ago.

'Katie!' the fourth attraction of the repertory folded on Monday (27) night and missed again Tuesday. It finally opened Wednesday matinee, but gave no performance Friday night allegedly because of the illness of Electra Leonard.

Actors Equity Assn. from the start collected \$400 a performance in advance and in consequence actors were paid throughout the six week season except for the final three days. Members of the cast assigned their salary claims to Nat Burns who made the attachment against the bank balance in his name. Meanwhile the Stagehands and Musicians Union heavily on the cuff insisted upon settlement and the company closed.

**Frisco Columbia Report**

San Francisco, March 6.

Understanding around town is that Columbia has been turned over to Herbert Fleischacker, head of the Anglo California bank and J. P. Morgan of the West.

House hasn't been hitting it off of late, staying dark half of the time and getting several weak shows. Current is the pic 'Rasputin,' doing fairly.

Fleischacker hankered operetta 'Merry Widow' at house last fall.

## Report Shuberts in Chicken-Feed 'Publicity Pass' Cut-Rate Dodge

### Once an Ostrich—

Ad agencies report that the faction turning on the chilliest chill as to auditions for radio is the name and near player from legit. In large numbers they insist upon being bought unheard for radio. The least objection from this field to submitting the 'look to a try-out,' say the agency men, is encountered from musical comedy people.

The attitude of the dramatic players is similar to their original view point on picture making. The legit performers have always thought themselves the best known of all professionals when in reality they have been on the short end for years.

## SADDLED WITH THEATRE BANK GRABS SHOWMAN

Harry Kline has been appointed manager of the Manhattan, New York territory of Hammerstein's. He is employed by the Manufacturer's Trust which took over the theatre from Arthur Hammerstein about two years, through foreclosure of first mortgage of \$1,000,000.

Kline's appointment is an indication that the bank has decided to assume the risks ordinarily accompanying the management of theatres. The attitude of banks which were forced to take over theatre properties, has been the hide-bound policy of guarantee against loss.

Brooklyn, A. deal which was intended to guarantee theatres with the result that most of the bank-owned houses on Broadway have been virtually dark for two seasons. Kline was general manager of the Chanin's theatre interests.

## Two Family's Head for B'way, Both Called Off

Two companies of Harry Delfs 'The Family Upstairs' were announced Monday, but neither, however, opening at this time due to a mix-up. Wee & Leventhal figured on reviving the comedy, but had not tied up the rights, the author rejecting their bid because the current Chicago 'Family' proposed to move to New York.

'Family,' presented by an actors' group, has been running at the Chicago, for the past three months. It is averaging better than \$4,000 weekly, plenty both for house and show. Understand the show will remain in the Loop indefinitely with the expectation of increased grosses from world's fair crowds. Broadway booking may hold over until next season.

## IATSE Social Club

Road men of the I.A.T.S.E. have formed an inner organization with headquarters at 115 W. 52nd St. known as The Troupers Club. They have taken temporary quarters at 207 West 47th street, and purposes of the club, according to announcement.

Officers and their locals are N. C. McCourt, 121; Press; Jesse Morgan, 148; W. P.; Elmer Powderly, 75; Fred E. Ellwood, 75, sec. F. O. Berdery, Elliott and Chas. Miller, 97, are the finance committee.

## Angel Offers 50%

Los Angeles, March 6.

Although he liked in his offer to settle for \$200 the claim filed with the State Labor Commission by members of the cast of 'Rose of Flanders,' Samuel S. Gelber, who accepted the musical, has countered with an agreement to pay 50% of the \$23 still due.

Deputies of the commission are recommending acceptance of this plan.

The Shuberts are understood to be behind the revival of 'Young Sinners,' which opened at the Ambassador, New York, Monday. Although they declared some time ago they would not be concerned with 50 and 75-cent ticket propositions, the 'Sinners' move is said to be in opposition to the Wee & Leventhal cheap ticket revival system.

Later team has had two and three revivals running on Broadway in independent theatres through the winter. 'Courtier' passes marked 'publicity department' are distributed to apartment houses, delicatessen stores and so forth for anybody to pick up. Presented at the box office the customer pays 75 cents for a balcony seat or 75 cents for the lower floor. Tickets usually have a printed price of \$2.20 top, but when sold with those 'passes' are stamped in this wise: 'Established price of this ticket is 75 cents, regardless of the new tax admissions regulations. Government gets eight cents on such admissions, the balance of the cents on the 55-cent admissions.

\$1,600 Gets 'Em Past

Gross on the week for the cut-rate revivals may go to \$2,500, but net, it is a loss. Average net of Actors' salaries are \$50 top with a percentage if the gross touches a certain level, which it rarely does. Show management satisfied to make a couple of hundred dollars weekly, same going for the theatres.

Shuberts are figuring on cutting down the red on some of their idle houses, such as the Ambassador and Ritz, which were taken over by the brothers personally early in the re-entrance. That explains their endeavor into the 50-75-cent ticket racket. If 'Sinners' buyers are won, break other values will go on in Shubert houses with a similar low cost set-up.

First show the Shuberts had a hand in along 'passes' money line was 'Before Morning,' according to reports. Show was opened recently at the Ritz by Albert Bannister and John G. Norman. A deal with the Leblang cut-rate agency for a guarantee was entered into. It was declared off by the management after two weeks, although the agency cashed on the short end of the deal. It was then stated that the 'free-ducat' system had been entered into with the Shuberts declared in show stopped Saturday after playing a month.

Bannister is said to be the 'originator' of the courtesy-pass idea, having started it with 'Stepping Stones' at the Ritz two seasons back, where the show had a run that looked like big attendance, but with low grosses. Shuberts were well aware of the stunt, but laid off because of the small profits. Now even that is welcome to them apparently.

## Binyon's 'Diary of Stooze' Headed for Broadway

Hollywood, March 6.

'Diary of a Stooze,' by Claude Binyon, which opened at the Ritz in Binyon's last year, is being rewritten as a play by Binyon and Joe Maniewicz.

Place is up for New York production with the team keeping the producer's name a secret.

## Co-op Actors' Claims

Los Angeles, March 6.

For signing a guarantee agreement with several Los Angeles members who appeared in 'Doomsday Circus,' the Collective Theatre group has been called before the State Labor Commission on two vague complaints dated Edwin August and Richard Newark.

Equity members of the cast of the Emjo Basche play, which folded after nine performances, agreed to sign a guarantee agreement with a minimum of \$10 a week guaranteed. August, who stepped out of the show after the opening, asks \$10, and Newark complains that \$5 is still owed to him.



Broadway Hits Go to Top Figures, 'Pink' Hurt with Other Newcomers

Granting that Broadway's legit business previously was good for the good things. 'Design for Living' stood up best because of its advance sale and was credited with \$2,000. ... 'Pink' hurt with other newcomers

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Shows in Rehearsal

'Three Cornered Moon' (Richard Aldrich), Elliott. 'Far Away Horses' (Harman and Ullman), Beck. 'Masks and Faces' (Paul Martin), Geneva Hall. 'The Party's Over' (Gar Productions), Vanderbilt. 'The Party's Over' (Gar Productions), Vanderbilt. 'The Party's Over' (Gar Productions), Vanderbilt.

'SING,' PHILLY'S SOLO, \$20,000

Philadelphia, March 6. After two of the leanest weeks the Philadelphia legitimate theatre has had, 'Sing' is making a very promising playhouse activity for the next six weeks. ... 'Sing' solo, \$20,000

'Criminal,' All-Aloner In Frisco, Gets \$5,000

San Francisco, March 6. Bank holiday worked havoc with town's only legit, Pauline Frederick in 'Criminal' at Large at Duffy's. ... 'Criminal,' All-Aloner In Frisco, Gets \$5,000

'Henry' \$4,500 in Balto.

Baltimore, March 6. 'Springtime for Henry' finished its week at the Maryland to \$4,500, not strong. Best at matinees. House goes dark for a week to open on Monday with 'Cavalcade.' ... 'Henry' \$4,500 in Balto.

Irish Players \$12,000, Raves At Harris, Chi

Chicago, March 6. Irish Abbey Players from Dublin dominated everything last week. Critics were nightly visitors to the repertory and each succeeding review eclipsed the last in enthusiasm. ... Irish Players \$12,000, Raves At Harris, Chi

'SING' HARD HIT IN L. A. SLUMP

Los Angeles, March 6. What looked like a good week for the legit in L. A. turned out to be a California's three-day bank holiday which started without warning Thursday (2) morning. ... 'SING' HARD HIT IN L. A. SLUMP

Estimates for Last Week 'Bride Retires,' Blackstone (\$2.20 top). Badly panned. Got \$5,000 or less. ... Estimates for Last Week

PITTSB'G'S MILD \$7,000 FOR 'YOUR HOUSES'

Pittsburgh, March 6. After five weeks of road-show pictures, Nixon went back to legit last week and not with such satisfactory results. ... PITTSB'G'S MILD \$7,000 FOR 'YOUR HOUSES'

Withered in the Bud 'Strike Me Pink' opened at the Majestic Saturday with indications of becoming number one on the list in point of gross. How it will fare will probably be indicated before the week is over. ... Withered in the Bud

TEN CENTS A DUNCE

Run of the mill praise agents are a dime a dozen nowadays. —but where can you find a woman with extensive experience on newspapers, motion picture and legit theatre advertising and publicity and radio publicity, capable of conceiving a and executing every detail of a smashing exploitation campaign?

YOU WANT TO KNOW WHERE? EASY! Don't Write—Wire BOX 214 VARIETY, NEW YORK

NEW NON-SMARTING TEARPROOF Maybelline Here's what you've been wanting for eye make-up and on. A real eyelash thickener on that gets on right the first time and that's not true, smear or irritate your eyes. ... Maybelline EYELASH BEAUTIFIER

'Biograph,' Avon (13th week) (D-1,000-\$2.00). Finished strongly despite bank holiday. \$10,000 is low on engagement, but still good enough. ... 'Biograph,' Avon (13th week)

week (D-1,406-\$2.20). Opened last week; notices by second stringers very good; indicated weekly pace \$6,000, which may be enough for colored show. ... week (D-1,406-\$2.20)

DYAMITER

... of national publicity, exploitation and advertising who is thoroughly familiar with theatre and newspaper fields, as well as building of personalities ... of national publicity, exploitation and advertising

Box 210, Variety, New York

SHOWMAN WANTS A JOB

Life-time experience as a manager and exploiter—press agent—producer—advance representative—theatrical production—vaudeville units—traveling dance bands—ball rooms—theatres—dramatic stock companies—road show pictures—concert attractions. ... SHOWMAN WANTS A JOB

London Show World

London, Feb. 24. Gaumont-British, £600,000-pound issue to the public resulted in the underwriters being left with 65% of the issue...

'Dubarry' Sold Again 'The Dubarry' bought by Lehman for Paris production at the Sara Bernhard theatre has been sold at the last minute to M. Zetlin...

No one has been engaged thus far, but management is anxious to get Amy Ahlers, who is now playing in the English version at His Majesty's theatre.

News Theatre as Classroom The Sphère theatre, London's latest new venture, is located on the sixth in the West End, with a capacity of 230 seats...

Editorial Judgment A film scenario titled 'The Official Lover,' by Sig Hertzog, an American, was hawked around here...

Eventually Franz Schulz, author of 'Sunshine Susie,' got hold of scenario and finally disposed of it to a German film concern...

Salary or Percentage London Palladium is dickering with Roy Fox and his band to play a return engagement there...

Coliseum With Talkers Sadder news in London show business is announcement London Coliseum going talkers...

Dry America Spoofed In New Czech Musical Prague, Feb. 22. American prohibition and its fallings is not only a popular subject in which Czechoslovakia, the home of Pilsener beer and Saaz hops...

Interim Film Policy Associated Theatre Properties is applying to the London County Council for a seven-day license for the Adelphi theatre...

'Damoze!' Big at Plaza Paramounts' arrangement with British & Dominions for releasing 'B. & D.'s 'The Little Damozel,' at the Plaza...

Cardini Club Date Julius Marx, the head of Scala, Berlin, who has Cardini there under contract for the month of April...

'Cavalcade' Deadlock Charles B. Cochran invited Archie Farnell and Alfred Zetlin to discuss, without prejudice, clause

14, which in causing all the trouble between P. Wall and Zetlin and Cochran and Drury Lane theatre. No arrangement was arrived at, and the 'Cavalcade' will probably will reach the law courts...

Razz Swanson Film Gloria Swanson's 'A Perfect Understanding,' opening at the Empire, London, Feb. 13, was mildly razzed. The bedroom scene got a particular 'ha-ha'...

Pavilion Bill London Pavilion was of Feb. 20 has Zetlin, with 10 either returns or holdovers.

Newcomers are the 'Trix Sisters,' now coming in Josephine and Helen, an English girl of a former act, Troy Sisters and Helen. Act as is look classic and harmonious well...

Idea of having three comperes, using Henderson and Lennox, act on bill to announce acts before the cabaret section with Naughton Wayne looking after cabaret end as of yore, is too much.

London Palladium's bill week of Feb. 20 has three American newcomers, and every one a sock. First to hit them were the Five Eights, now coming in Josephine and Helen...

Six Lucky Boys are acrobatic tumblers and comedians. Boys were booked without being seen by any of the three men...

Dry America Spoofed In New Czech Musical Prague, Feb. 22. American prohibition and its fallings is not only a popular subject in which Czechoslovakia, the home of Pilsener beer and Saaz hops...

The play takes place in an imaginary town in the United States with its capital named Cork. The plot revolves round the prohibition issue. The play starts with mass singing, in which the 'dry's' alternate with the 'wets'...

The second act of the amusing musical comedy shows a Chinese opium den, the headquarters of bootleggers in the American town. In the scene, a number of attractive dancers appear, accompanied by the music of Jenick, the gifted composer of the Free theatre...

The Czechoslovak censor has refused permission for the performance of the German operetta film, 'Kaiserwalzer'.

NOVARRO'S CONCERT TOUR

Bob Ritchie Arranging Dates in England and On Continent

Paris, March 6. Bob Ritchie, manager of Jeanette MacDonald, is negotiating the proposed European concert tour for Ramon Novarro.

Ritchie recently hopped to London to arrange some dates and is now arranging some others on the Continent.

South Africa

By H. Hanson

Capetown, Feb. 7. Heat causes slump in show business.

The 'off the gold standard' is bringing money into the country, but prices of foodstuffs, etc., going up. The Johannesburg stock exchange is booming, with brokers and their staffs working at top speed.

Mr. and Mrs. Martin Johnson and their staff are on their way in their planes to the wild parts of South Africa. Harland and time in Cape town, but Martin Johnson relied at Harbor Board officials. Charged 300 pounds for taking two planes of the steamer to the South Sea Islands.

Cameras cost 11 pounds in fees to land, and then were sealed by the customs. Harland and time in Cape town, but Martin Johnson relied at Harbor Board officials. Charged 300 pounds for taking two planes of the steamer to the South Sea Islands.

L. L. Ellis, Actor, Dies

L. L. Ellis died Jan. 30 from influenza and pneumonia in Cape town. Was a member of Capetown amateur theatricals as comedian and dancer. He did film work with the South Sea Islands. Was 33 years of age.

Film Societies Declare War

The amended Entertainments (Censorship) Bill before the South African parliament has met with strong opposition from the film societies. The bill provides for prohibition of all advertisements in any place to which admission is obtained by virtue of membership of any association of persons or by contributions to any fund.

With Molly Lamont and Margaret Graham, two South African screen actresses, in the limelight, there may be another added to the list. When Arthur Loew visited Johannesburg he met Ellen Corder, a Capetown girl, and ascertained she had screen possibilities. A screen test has been made and a copy mailed to Culver City to receive the verdict of those in high places.

Van Stalles Take Over Volterra Brussels Spot

Brussels, Feb. 22. The Van Stalle brothers, owners of the Vaudeville and Capucines theatres here, take over the Alhambra, Brussels, on Feb. 23 from M. Leo. Leo has held the lease for 12 years.

M. Dodart, M. Volterra's manager for nine years, will relinquish his post on the same date and the last performance of 'Nina Rosa.'

German Theatre Head

Berlin, March 6. The Berlin State theatres finally have a new intendant with the appointment of Dr. Franz Ulrich. Hanns Johst, whose name had first been mentioned in this connection, has been appointed production head of the State theatres.

Lee Moleish Dies Sydney, Feb. 15. Leslie Moleish, theatre manager, died recently in Melbourne from war effects at the age of 41.

Australia

By Eric Gorrick

Sydney, Feb. 7. The Fullers have now moved over to General Theatres (as related in 'Variety') after announcing they would remain independent.

Link-up means that the distributors will have to reach some agreement with G. T. The distributors were hoping that the Fullers would remain alone, but it can now be stated that G. T., hold the key position.

Contract for the present season will be completed, after which the great company permanent touring orchestra will be out of work. Council will continue to let the theatre to touring companies.

Even Shaw's Not Safe From Soviet Tinkering

Moscow, Feb. 18. And now Moscow is 'rejuvenating' G. T. Shaw. The word 'rejuvenating' is used in the sense of 'renewing' or 'restoring'.

The earlier Shaw, they point out, was interested first of all in the psychological side of the social scene, whereas modern interest—more economic and sociological. The idea is to reinterpret Shaw in the modern Soviet spirit.

The first rejuvenating operation was performed on Shaw's 'The Devil's Disciple,' by the up-and-coming Zavadsky theatre here. The theatre brought the political side of the old Shavian drama into relief and toned down its merely satirical vice-cracking side.

Local critics for the most part did not approve the results. But the surgeons are undismayed. Other Shavian products are likely to get the works.

Zavadsky, whose name is attached to the theatre, is a pupil of Stanislavsky and Vakhtangov. In regard to the present experiment, he is doing some of the most interesting work in Moscow.

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Italy Sees 191 Plays In 1932, None in Red

Milan, Feb. 22. During 1932, a total of 191 stage plays were presented in Italy, of which 113 were by Italian authors and 75 by foreign writers. The foreign works were superior to the home production, because they represented a new and creative land.

Whitist no big fortunes were made there were no losses on ventures.

LE TREMPLIN

(Continued from page 44) put it before the footlights. Handkerchiefs were freely brought into use by the audience during the second and third acts and the final curtain was cheerfully applauded.

Max de Lasso, covered in glory during the war, leaves the army a captain, marries Frederique, a girl he had met while working on his discovery. His troubles are added to by the death of his mother, the death of Philippe Mouriant, a wealthy young man about-town, comes on the scene and, while promising de Lasso all the financial aid he needs, he secretly sets to work to ruin him, flatters the giddy Frederique and finally betrays her.

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M. Rene Darmor expressed perfectly the varying moods required of a dramatic actor. He was ably supported by Mme. Duclos as the rival wife, Mme. Renee Claude as Helene and M. Dutet as Philippe Mouriant and the role of Max de Lasso was done in convincing manner and shared the applause of the first night house.

Tariff Preferences

Commonwealth British pictures in duty free, while foreign producers must pay a duty of 10%.

Only foreign holdout expected against G. T. is Warners. Executives are expected to divulge their terms if they sought from the distrib, but it is certain that a percentage basis will finally be agreed upon.

Result will mean that there are two weeks and may stay three. With 'Back Street,' McIntyre found G. T. would picture in a Sydney theatre.

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Paris Model

Paris has always been touted for its dives and salons, its hideaways and attics where the literary and near-literary crowd would meet on a platform and speak its own say.

New York is copy-cattin' the Latin Quarter. Down in the Village there's Joe Valdon's rendezvous over at 12 West 12th St. The place wall-papered with book-plates. Prominent speakers appear gratis twice or thrice a week on every sort of subject from books to books and the other way round, but these speakers must be brash and brave, for the audience has the privilege of asking impertinent questions and dissecting the speaker in open forum that follows.

At ten thirty, the literary feast comes to a close and coffee is served and the radio is on and dancing (minus a bougie) goes on at 9 a. m. Plenty of open-work and exhibition, but, as Joe says, it's only another form of self-expression. The place fills up with blue smoke and big and small talk. One must be on one's feet level, as all are smart enough to know whether to walk or ride home.

Newman in Cabinet

Harold Ickes, Progressive Republican, who holds the post of Secretary of Interior in the new Cabinet, is a one-time Chicago newspaperman. Thirty-odd years ago he got his start at the Chicago Record. One of his fellow reporters at that time was Frederick William Will, now on the staff of the Washington Evening Star and publisher of the Columbia Broadcasting System.

Ickes (pronounced 'Ickus') has practiced law in recent years and has been interested in the conservation movement. He was appointed by President Roosevelt is supposed to have been due to the influence of Senator Hiram Johnson of California, whose unsuccessful campaign for the Presidential nomination on the Republican ticket in 1920 was managed by Ickes.

Collections Are Off

Agents are busy collecting these days in collecting from a number of the pulp paper magazines, which promise payment upon publication. Publication comes and the magazine goes, and the agents are left out in the cold as far as the do-re-mi is concerned. There is no recourse as the magazines sprout out again under a new name, with new offices, and the agents are left out in the cold as far as the do-re-mi is concerned. There is no recourse as the magazines sprout out again under a new name, with new offices, and the agents are left out in the cold as far as the do-re-mi is concerned.

A. P. in Ether Burn

Los Angeles Associated Press office is incensed at the manner in which it is being treated by local radio stations are stealing copyrighted news for their daily broadcasts. So far the A. P. men have been unable to get direct evidence on the alleged theft, but intend to start litigation if any instances can be proved.

New service is particularly peeved at those of the Sunday Times, which is supplied by a national feature service, although latter organization does not furnish spot news to the dailies.

Getting It Straight

That 'Argosy' matter is up again. Fact is that 'Argosy's' is one of the few remaining magazines still in existence, rather than publication. Checks are made out weekly for everything accepted up to Tuesday of that week. That's for writers, however, who have previously sold Argosy's to any other national mag. Checks for new people, unless submitted through a recognized agent, are held up three weeks, just in case a claimant or some other claim pops up.

On 'Fore-Hitchin'

The 'Christopher Publishing House of Boston' has announced a new novel 'Fore-Hitchin' by Thurlow Weed Hoffmann. The custom of 'fore-hitchin' is a prenuptial practice, still adhered to by the folk living in the hills west of the town of Hudson. The bride-to-be goes to live in the home of her fiance for a month before her marriage—on probation. Yes, in this 1933, believe it or not!

Mooching Mocher

'Gone Again' Flannigan, who calls himself the 'King of Buns', had a notice posted in the Writers' Club in Hollywood requesting a professional scribe to help him write a biography of his 39 years as a panhandler.

Only answer Flannigan received was from a writer who went on to a panhandling partnership.

Zbyszko Wins Libel Verdict

New interpretation of libel was handed down last week by the Appellate Division of the New York Supreme Court in awarding Stanislaus Zbyszko \$26,000 damages in his suit against the New York 'American' for \$26,000.

Article appearing in the 'American' magazine section about two years ago, was labeled 'How science proves the theory of evolution,' and the author was identified as 'H. K. Martyn, publisher of News-Week,' along with the name of a gorilla. Court affirmed Zbyszko's claim that he had been put in a position of ridicule, although he was not mentioned in the article, and that the libel was of such serious character that it was not necessary for the injured person to prove actual tangible damages.

L. M. Sacklin, Hollywood attorney and Zbyszko's picture agent, was the attorney of record, and Arthur Garfield Hays, with Clarence Darrow in the Scopes trial, handled the New York suit.

Prints in Dayton

Two former N. Y. 'Times' feature writers, both of them veterans of the World War, are getting into the 'News-Week' now ten-cent weekly, edited in New York and printed in Dayton, O. They are T. J. C. Martyn, an Englishman, who left for the Ochs paper in 1920, and S. T. Williamson, who had served on the 'Times' since World War days. Martyn, publisher of 'News-Week,' joined the 'Times' in 1926. Part of the financial backing for 'News-Week' is said to come from the Cheney family (of silk fame) of which Martyn's wife is a member.

Williamson, editor of 'News-Week,' for some time had contributed to and edited the special features section of the Sunday 'Times,' doing a column of 'Personalities in the News.' He once worked on the Washington staff of the 'Times.'

Herold Conducting

Don Herold is conducting the 'Saturday Evening Post' book column experiment. His argument is that outside investments go haywire, but a book, taken internally, is there to stay. Only high spot books are going to be advertised, with free display material offered to book stores, and a review can appear. Space has been scheduled from April 8 to May 6 with 'The Bulpington of Blup,' by H. G. Wells; 'The Kennel Murder Case,' by S. S. Van Dine; 'The Mystery of the Bonyon,' by Charles Nordhoff and James Norman Hall; 'Forgive Us Our Trespasses,' by Lloyd C. Douglas's are the forerunners.

Here's a Chance

Bond Club getting ready to issue its annual 'Bawl Street Journal,' burlesque of the 'Wall Street Journal,' with a grand total of \$1,000 in prizes for contributions to the number, open to all.

The annual will appear in May, and subscribers are urged to apply for instruction as to the type of material wanted.

Atkinson to Travel

J. Brooks Atkinson is leaving New York 'Times' drama critic, is leaving for a trip around the world, to be away about four months. Lewis Nichols will be first stringer in his absence.

Nichols, a staff man, was recently appointed d. e. succeeding John Byram, who resigned to act as play scout for Paramount.

Missed a Step

'Babies, Just Babies,' Macfaddeon sheet edited by Mrs. F. D. Roosevelt will merge with 'The Search for Truth' in April publication according to circulars sent dealers. Ascribed to printing difficulties plus the fact that Mrs. Roosevelt was moving her address for the next four years or so.

'College Humor' also passed a recent issue without Mrs. Roosevelt for an excuse.

'U. S. Daily' has stopped publication until times are better.

Lifeless Translation

Perusal of the English edition of 'Yoshe Kalb' (retitled 'The Sinner') leads to the realization that Maurice Schwartz is a greater showman than generally credited. Novel was written originally by I. J. Singer and published in daily instalments in the 'Yiddish Forward.' Then Schwartz translated it into English for the use of himself and his Yiddish Art theatre, play is one of the biggest hits of the current season. And the reason play is and without doubt, the biggest to emerge on the Yiddish stage at any time. Now 'Lighter' rushes out this English translation of the original novel. And the book shows only how well the play is.

Maurice Samuel translated the novel. He's written some fairly good things on his own in the past, but either wasn't or isn't grasping the spirit of this book. There have been practically no really inspired translators from the Yiddish in the past, but Samuel's work comes into the top rank with this book. It's a dull, colorless literal translation that loses all the fire and idiomatic beauty of the original.

Story and background are too authentic an original to be completely snowed under by Samuel's simpleness, but it emerges as one of those books that requires digging into, and tenacious digging, before interest and pleasure. Whereas the play is a completely absorbing proposition from the first minute.

That Other Ann

Taking advantage of the publicity about the similarity of Sinclair Lewis' 'Ann Veronica' and the old novel, 'Ann Veronica,' Peter Smith has grabbed the reprint rights to the Wells book to cash in while 'Ann Veronica' is still hot.

'Ann Veronica' was originally brought out here in 1909, with Harper the publisher. One of the least known of the Wells books it was forgotten until 'Ann Veronica' made its appearance. When similarity in content and title were pointed out, calls came in for the Wells story, but because the book was out of print, one of the publishers could oblige. Now Peter Smith is remedying that deficiency.

Authors May Eat

To supplement the work of the Authors' League Relief Fund, number of scribblers who are of the arts have formed the Artists and Writers' Dinner Club. Purpose of the organization is to serve free meals to indigent members of both professions.

Hotel Marlton, in the Village, has donated space for club headquarters, out of which the organization will work. The club is headed by the head, and John Sloan the treasurer. Others associated in the relief activity are Fannie Hurst, Carl Van Vechten, Harriet Grattan, Robert M. Coates, Malcolm Cowley and Harry Elmer Barnes.

Organization is now casting about for various means by which to provide those much needed free dinners.

Romance of Insurance

As a respite from dry text books on insurance, the Underwriters Publishing Company is getting out a book of fiction called 'Insurance Thrillers.' Contains a number of fictional accounts of insurance frauds, based on actual incidents, each written by a different author.

Editor of 'Insurance Thrillers' will be a small one, as it's the belief of the publishing house that the book will appeal mostly to those in the insurance business.

Pint Size Charley

Deal whereby Bond's was to publish Jack Pearl's 'Was You Dere, Sharley?' is off, and is now on the stands through the severance of relations, with the Bonis quite unhappy about it.

Russ Culture

A course of sixteen lectures and discussions on 'Russian Culture' given by the League of Professional Groups at 232 Seventh avenue. On Mar. 7 there will be a talk on the pictures, with emphasis laid on 'Remkin' by the author, Lester Cohen and Norman Warren.

Meehan Resigns

Leo Meehan has resigned as editor of the 'Hollywood Herald.'

Best Sellers

Table listing best sellers for the week ending March 4, as reported by the American News Co., Inc. Includes titles like 'Ann Vickers', 'Contract Bridge', 'The American Scene', and authors like Sinclair Lewis, Ely Culbertson, and Edw. C. Hill.

Music and Books

Witmark, the music publisher, has gone into the general book field. First book to bear the Witmark imprint is 'The American Scene,' a resume of the year's events, by Edw. C. Hill, formerly a reporter on the New York 'Sun,' and now a radio news broadcaster. Witmark is publishing only, the sales end being handled by Baker & Taylor, the national book chain.

'The American Scene' may be their only general book, but it's not as yet. Witmark won't look for more book material, but will consider 'The American Scene' as a cover charge in a dime more or less for a copy of a leaflet distributed by the host. The food is paid for by contributions to the affluent.

Brunches

One of the brucehoman affairs in the village—and they are as scarce there as anywhere else, is the Brunches given by Lew New Sunday mornings, the word being a combination of breakfast and luncheon since a breakfast menu is served, but not until noon.

Mrs. Rinehart Not Partner

Farrar & Rinehart didn't emerge, as reported, as a result of Mrs. Rinehart getting the yen to publish her own things. It was formed by the writer's son and John Farrar. Doran expired, however, she went over to the house as a gesture to kin. She has no personal interest in the firm as such, but she's been publishing his own things. He's been his own publishers for many years.

Getting the Siant

The fourth and final volume in history of the 'Hercies' family has just been finished by Hugh Walpole. The author has gone off to Jamaica for a holiday, but it's not a holiday from writing.

A Racket Itself

Advertisements are appearing in scores of the pulp magazines and Broadway scandal sheets on a book explaining 'rackets within the law.' Book is published in Milwaukee and is one dollar promised to explain in detail the various numerous legal rackets whereby hundreds can be made overnight. With the injunction 'Why don't you operate a racket of your own?'

Klemm on Herbert

Gustav Klemm, the American composer who wrote the music for 'The Bruised Knee' and 'Aloha,' which won the 'Musical Olympians' contest, contributes a Victor Herbert article in the March 'American Mercury.'

L. A. Sheet Sales Drop

Street sales of newspapers have dropped 33% in recent months in Los Angeles. Corner at 33rd and 18th, or 900 papers a day, is lucky now if six bundles are peddled.

'Panoramas'

Something new in tabloids is the projected 'Panoramas' which is due to make its bow presently from the Roxbury (Mass.) headquarters of Dr. Isaac Goldberg, though it will be national monthly in scope and brand new idea.

Dr. Goldberg, lecturer on Hispano-American literature at Harvard, is to be the guiding head, and in 1929 he headed the 'Lippincott' in his head for a long time. Articles will be brief and to the point and there is an open market for really good contributions of the desired sort. No hobby riding, it is declared, and to imitate no other publication.

Will be chiefly a subscription publication with a limited newsstand sale, if any, since dealer returns set so largely into the profits. Date of first issue not yet decided upon.

Too Close to Home

Efforts to stage 'Front Page' for charity with an all-journalistic cast got nowhere in Chicago, the locale of the Hecht-McArthur comedy-musical drama.

Charles Freeman, of the Institute Publication Committee, 'The Front Page' revival file for the Loop, but found that some of the characters in the play were still working newspapermen around Chicago, which convinced that some of the characters in the play were still working newspapermen around Chicago, which convinced that some of the characters in the play were still working newspapermen around Chicago.

Book Pickers

The Book-of-the-Month Club selection for the current month is 'South Moon Under.' Rather strange title and a rather strange novel by Marjorie Kinan Hawley. The story of the joys and sorrows of a handful of characters living in that colorful vicinity.

'Experimental Cinema' Resumes

After a year's suspension, 'Experimental Cinema' will resume with its fifth issue in March. Arty film journal is published in Hollywood.

Chatter

Sherwood Anderson is with us again. 'Death in the Woods' is a collection of short stories. Anderson is still editing his sheet in a small town down south.

'Viva Villa,' the story of Pancho Villa has been finally incorporated in a biography by Edgum Pinchon.

Charles Chan omnibus book containing five complete mysteries, or 1,615 pages of lurid crime. For adults only.

Tommy Mar. 8. Kathleen Norris' 'Walls of Gold.' Figuratively speaking, of course.

Grosset & Dunlap are advertising a rodeo of western fiction with such authors as B. Mann, Roy Norton, George B. Rodney and Lawrence A. Keating behind the lassoes.

'Strawberry Row' by A. G. Street, of which 'Hercies' Space are the publishers, was inspired by a bottle of milk.

Bernard Sobel has placed his novel, 'Indiscreet Girl,' with Farrar & Rinehart.

Reason for Wallace Smith's vacash from Hollywood is the novel, 'The Captain Hates the Ship.'

Heywood Brown has weakened at the 'Hercies' Space as the author of 'The Captain Hates the Ship.' Falth Baldwin will call her new novel 'Jigsaw.'

Lorraine Stevens, who is Albert B. Mann's daughter, has had her first story published.

Maybe it's because of the hard times, but William Almon Wolff is (Continued on page 55)



# How It Affected Key B. O.'s

(Continued from page 1)

value of money, and translating that value into the immediate purchasing power of money. From time and past credit ratings, of course, accounted for whatever borrowing power or face value the amusement sector had; but those with any sort of R. or with good credit ratings, took the entire situation as a lark.

It was reflected similarly by the bonifaces in the restaurants, cabarets and speakeas, if not actually at the box office. In lieu of checks for food and drinks, many insisted merely on a tab or IOU, rather than accept the checks.

The theatres came to attention as one of the most certain spots for liquid cash. They were besieged for the cashing of checks or breaking up large bills. When the 50's and \$100 notes came out of the old sock it created a shortage of small currency and a 10 or 20-spot was a white elephant in some cigar stores, etc., which couldn't break the bills and had to compromise on the honor system.

**Liberal Credit All Over**  
New York's department stores, as all over the country, broadened their communities with display advertisements, heralding the value of charge accounts and the store credit. These, along with similar privileges at the chain and neighborhood food stores, were taken advantage of.

Naturally the pop-priced show companies fared better than the expensive amusements save in the class spots. Legits eased off, but requests for refunds were stalled in several instances, particularly all the Saturday afternoon shows. Cash had been utilized to pay off cast and house staff salaries and the rest was tied up. This was true in the main. Legits this week aren't so sure they would accept checks for admissions.

Banking holidays crippled the nation's box offices all over the country. But unlike other industries, the cash, to tide over the bank vacations, was more readily created, because of the b. o. angle of a cash-across-the-counter business.

In most of the country's theatres everything is strictly on a cash basis, but in many widely scattered cities and towns everything from farm produce to checks and I. O. U.'s are being accepted.

In college towns identification cards and university students gained credit for admittance to theatres, while houses all over the country are taking I. O. U.'s. In each case patrons are placed on the honor system, but in many instances the

Old Rox, New York and Fox, Brooklyn, operated by Harry Arthur as well as the New England Poly chain on Arthur's orders Saturday (2) had to take the same line of admission. Checks had to be drawn for exact admission, no cash change given.

In Los Angeles, the Paramount, under the operation of Frank J. Marco, accepted I. O. U.'s and Friday (3) on count-up had \$45 in such promissory notes for the day.

In New York all theatres were on a cash basis except the Radio City, Radio City houses and the Paramount, regardless of what cash on hand existed in box offices, were refusing to honor checks of theatre employees or home office paper as a convenience. The Paramount even refused to honor a petty cash voucher drawn against house by a Publicist.

A few houses as personal favors were cashing checks for friends which were not too large but not many of these taken care of, either by chains or indie operators. Only in Maryland, in the smaller communities, the barter-and-trade idea was spreading in every direction, including theatres. In order to keep things from getting too out of hand, many of the most part were planning to collect retail in cash out of receipts or in Postal money orders rather than take checks.

**Fear of Robberies**  
Moratorium will add another factor to difficulties for the theatres. That will be in the danger of robbery through inability of box office treasurers to make the usual daily deposits.

Fear in this direction mounted over this weekend with virtually the

entire nation affected and cash-on-hand in theatres and elsewhere piling up into the millions. It is expected to be taken for protection of receipts by theatres as well as all other business enterprises.

The New York banking holiday came almost without warning, with the result that the theatres expected to be taken for protection of receipts by theatres as well as all other business enterprises.

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**Phones were busy** all day long as friends tried to put the bee on others for cash touches until the banks closed on Friday afternoon (3), when they were snowed under handling wired money orders. Those with credit in hotels were taking advantage of that. Credit was also immediately available in the directions where sufficient cash was on hand. In view of the suddenness of the New York moratorium, businesses and individuals were caught shorted. Tabs were very much in order.

**Speak proprietors** with large bills, after plenty sweating Saturday (4), finally got theatre chain friends to change them into smaller denominations so they could do business. Some moratorium was preferred and a \$20 bill became a white-elfeant in some spots.

Never in history were so many Sunday dinner engagements asked for as on Monday. Relatives also came out of hiding and many were

Some show people were among those who went to make up the \$220,000,000 reported withdrawn from New York banks just before the week-end. The wife of one of the show people drew \$100,000 out of a lot of money Friday (3) and was bawled out plenty for it. On Saturday (4) the wife held out for a new car and the right to make decisions about the house and on important matters.

Night life in New York over the week-end, especially speakeas, took checks and I. O. U. tabs to cover bills for Saturday night (2).

Some of the theatres, making little deposits so that very little change is ever on hand, may get a break through recovery of bills and silver dollars from the show people at banks when they reopen. Theatres in making night deposits usually go in the following morning to pull through deposits, filling out slips, etc. That money was not deposited.

**Speaks and Eateries**  
More big show people and working regulars ate in Broadway benches and in the Saturday night in the memory of the stem. There was plenty of dough, but it was as frozen as real estate. Even speak proprietors refused to honor a check for \$100.

Friday night most of them went to bed certain New York banks wouldn't close. But when Saturday came and there was no one to honor the usual daily deposits, they had the biggest pay check found himself in the toughest spot.

There were odd stories about executives drawing from \$10,000 to \$20,000 out of the bank at home for a few cash dollars; another had to spend the week-end with a total of 60c.

Oddest of all is being personally accounted by one exec who started stocking his cellar with canned goods just in case.

**Pay Scaled to Income**  
Scarcely had the New York bank moratorium been declared and followed by the National Bank holiday, than the film companies began taking pains to meet conditions in accordance with curtailed incomes.

Salaries were put on a percentage basis of income by the companies, while on Monday wires and

letters were sent to all branches and exchanges requesting the latter to convert cash into postal money orders for transmission to New York.

The emergency required this as film company income is a revolving one and must be kept liquid to assure continued production at the studio, no to mention the needs of distribution and general theatre exhibition.

**National Symposium**  
A national symposium of box offices is reflected in the following reports from the major keys up until 'Variety' press time last night.

**Syracuse O. K.'s Checks**  
Eckel and Eberhard, operated by Skouras subsidiary, Central New York Theatres Corp, met bank holiday problem by acceptance at box offices of checks drawn on local banks. Syracuse business was closed over week-end either up or normal in Syracuse playhouses. The change question was the most serious one, many exhibitors solving it by visiting the banks and getting the full advantage of bills for plate collections. Only one house, Ritze, was affected by film companies. No check order for pictures, burlesque houses dropped its preliminary film program.

**And the Loop Likewise**  
Chicago, March 6.  
Banking holiday made the Loop look like a Nevada shoot town Saturday and Sunday nights. Among the legits the Irish played a sellout Saturday, mostly on advance sales. Otherwise downtown was dead and the business usually early capacity Sunday night was very light. Chicago and other B&K houses likewise.

**L. A. 25-40 Off**  
Los Angeles, March 5.  
Saturday business in the downtown area with the exception of the Paramount was off anywhere from 25 to 40%, while neighborhoods dropped 10 to 20% that day. Sunday downtown houses with exception of the Paramount were hit worse, close to a 50% drop. In the case of the State it fell more than that, while neighborhoods dropped 20-40%.

Amount of checks offered for admission at theatres was surprisingly low as it was necessary for sales of tickets. In the downtown houses got bigger portion of the checks whole neighborhoods hardly had more than 3% their take in paper.

Sudden closing of business since the moratorium on the coast divulges that Fox theatres have been from 10-25% off in gross, taking in 12-15 theatres now in operation.

**Was F-W Embarrassed**  
San Francisco, March 5.  
State bank holiday left citizens, theatre and business houses short of cash and all currency tied up.

Over the week-end theatre biz fell off, but not as much as in Ohio houses and the sole legit, Alcazar, accepted checks. Fox-West Coast took 'em, too, if signers could identify themselves.

Sudden closing created an embarrassing situation around F-W. Just before chaw went into receivership every cent, including petty cash, was made up into a cashier's check and sent into the bank. Before check could clear, banks were closed; New York was holding the check and couldn't cash it and these houses had no dough. Change situation over week-end was particularly acute.

**New Haven's Scrip and I.O.U.'s**  
New Haven, March 5.  
Bank holiday showed practically no effect to theatres in accepting checks and I.O.U.s. Under extension it should do more damage to theatres, however. Week-end attendance averaged as usual.

**Even Confederate Money**  
Cincinnati, March 6.  
Show biz here has been lighter hit than trade in general by the 5% cap on bank checks. All major banks. Moratorium thus far, plus Lent, which is always tough on amusements in Cincy, has sliced box office receipts about 25%. Some of this own's noted charity citizens are producing long currency notes yesterday. An Albee cashier reports that two would-be ticket purchasers offered Confederate money.

**B'ham's Scrip and 2-for-1's**  
Birmingham, March 6.  
Birmingham scrip is being accepted in various forms by practically every house in town. Emphatically, cash is king, as posed, offered to accept I.O.U.'s for amounts

of tickets. Quite a few have been accepted and, according to Frank Merritt, floaters have been around town. Prominent names around town have used the I.O.U.'s.

Ritze immediately upon closing of banks rushed a tie-up with the 'Post' for an anti-moratorium coupon good for two admissions for price of one.

Large corporations paid salaries Saturday with part cash and part grocery coupons on two large chain stores. Ritze is accepting a few of these and starting Monday five Wilby houses will accept grocery tickets for admission. The amount taken in will be limited as idea is to take in only enough to pay salaries. Houses outside of Birmingham in Alabama, Tennessee and Mississippi were conforming to the usual methods of doing business Sunday. Scrip however may be adopted in the Wilby houses during the week. Birmingham is being used as a test case to see if the idea will work profitably.

**Indipole 20%**  
Indianapolis, March 6.  
With only a 5% restriction on bank money, all spots were favorably affected over the week-end. Extended moratorium is expected to affect biz pretty, however; at least 20%.

In face of the moratorium, the Ohio, now dark, will open March 11, running foreign legit.

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**Milwaukee's Charge It**  
Milwaukee, March 6.  
Most theatres reported business off slightly Friday and Saturday, first two days moratorium. Biz on Sunday excellent, due undoubtedly to announcement that banks would open Wednesday under clearing house certificate scrip plan. Big bills were at box offices, most likely from hoarders' safety deposit boxes. Davidson, legit, with 'Cat and the Fiddle' is accepting checks or giving patrons 10% off on presentation of their department store charge cards. All this is necessary then is signature of ticket buyer.

Milwaukee generally took the 14-day bank holiday' deemed by Lieut. Gov. Thomas F. Malley with good grace, as did the rest of the state. Although the original date for the cessation of the moratorium was set at March 17, it is expected the banks will be open sooner.

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in pockets. This isn't stopping shows going.

**Buffalo Cheery Enough**  
Buffalo, March 6.  
Bank holiday is affecting taking only slightly so far. The Lafayette Hotel is holding strong and getting a lot of business this week with around \$7,000 contrasted to last week's good \$6,500.

**Hub Panicked, Reassured**  
Buffalo, March 6.  
Announcement of bank holiday hit show biz hard. Decision switched box offices generally, though there are three exceptions. First news came Saturday morning, told in smashing headlines, overriding even inaugural and local big news, including cyanide murder. Public felt panicky.

Immediate effect was on shoppers for Sunday dinner and other necessities. Payroll money lacking Saturday. Fortunately, various large concerns have staggered paydays, which was beneficial. But for general Saturday morning, total business raised ghost of depleted treasuries.

Matinees hit, evening biz too. Shortage coin felt almost everywhere. Hotels and restaurants good-bye to Sunday dinner and other necessities. Payroll money lacking Saturday. Fortunately, various large concerns have staggered paydays, which was beneficial. But for general Saturday morning, total business raised ghost of depleted treasuries.

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# Inside Stuff—Music

Phil Spitalny and the NBC program department jammed over the use of the bandman of the drum rhythm in Ravel's "Bolero" as the background for "Dardenella." Network held that the Ravel composition could not be blended with another number and that its copyright owner demanded that it be played intact or not at all.

Spitalny's argument was that a rhythm could not be copyrighted and that the "Bolero" drum obligato was common property as in a fox-trot or waltz rhythm. Order to revise the arrangement came two days before the broadcast. Agency on the commercial, J. Walter Thompson, elected to take no chances on running into a copyright tangle and suggested that Spitalny yield to the network's viewpoint and eliminate the "Bolero" rhythm from his "Dardenella" arrangement.

Last week both the Radio City Music Hall and the Paramount had "Bolero" presentation numbers. Previously the old Roxy and other Broadway presentation houses staged the Maurice Ravel composition which is becoming the "Poet and Peasant" of presentations.

Banking moratorium had little effect on the sheet orders taken in over the week-end by the Music Dealers Service, Inc., and the indie jobbers around New York. Orders tabbed for C. O. D.'ing and carrying a Saturday postmark, as far as the MDS was concerned, were over their usual Monday quota.

Although it will continue to extend the usual credit to dealers coming under this category, the MDS has no intention of letting up on the C. O. D. group. Attitude here is based on the theory that if the latter are doing enough business to order replacements they must have taken in the cash necessary to pay for their orders. The jobbers are inclined to a more lenient policy all around.

With few exceptions publishing houses that customarily make Saturday payoff day were without coin to take care of any part of the personnel.

In commenting on the new rule put into effect by the New York musicians' local, preventing a band leader from rehearsing his unit during the interim preceding the actual broadcast of the program without paying the minimum rehearsal fee of \$6, the board expressed the following opinion:

That if commercials were able to pay \$6,000 salaries to comics, and \$750 fees to continuity writers, there was no reason why band leaders should try to save these same advertisers a few dollars on rehearsal costs if they were so anxious to have a perfect musical broadcast.

Navy Department's withdrawal of its band as an air attraction had the effect desired by the American Federation of Musicians, responsible for the government's action. Both NBC and Columbia replaced the feature, with studio orchestras.

NBC had the service outfit on a six times a week schedule, while CBS gave it a twice weekly broadcast.

Navy department is expected to follow up its radio edit with a ban against Naval bands doing any concert touring or making-otherwise unofficial public appearances.

Because of the sharp drop taken by the Australian pound since the Anzac country went off the gold standard, American music publishers are collecting half of the guaranteed coin from their Australian agents. That is, those publishers on this side who base their deal on the Australian dollar.

In making his quarterly payment to one of the pop music firms here, J. Albert, Sydney publisher and owner of a music store chain, wrote that it costs him practically \$2,000 in Australian currency to send \$1,000 in U. S. money.

When Raymond Langley, of the British Columbia Reno company, sailed home recently after a month's stay here—his first American visit in 28 years—he took back a flock of master recordings made by Duke Ellington, Mills Bros, Cab Calloway, Cass Loma orch and Don Redman. These disks will be pressed and sold only abroad.

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Looks like the members of the New Hampshire Legislature are going to add music to their law-making. They were urged to discover in notice in the House journals requesting all who can play instruments to join in perfecting a musical organization.

Metro is spotting a song, or snatches of a musical train, in several non-musical films such as for Joan Crawford's which will be forthcoming. Jack Pearl and Ed Wynn flickers which M-G will make this summer.

Melrose Bros. Music Co. of Chicago holds the copyright "Easy Rider," the song used by Mae West in her "She Done Him Wrong" picture.

Publisher claims its property right in the number is 36 years to go.

## Mayer-MDS Quest for Early Trial Is Denied

Max Mayer's \$1,250,000 anti-trust suit against Music Dealers Service, Inc., and its member publishers, will have to wait in line for trial. Owner of the Richmond-Mayer music jobbing house was so advised last Friday (3) by Federal Judge Knox when he asked the court for a pre-fixed date of hearing. Joining Mayer in the request were the 16 defendant publishers.

Judge Knox informed the litigants that the calendar was too crowded, but that they could come back in May and he would see what he could do.

Day before Mayer appealed to the court for an early trial he retained David A. Podell as trial counsel and closed a deal with Maxine Richmond, the MDS' general manager, whereby he (Mayer) became the exclusive owner of Richmond-Mayer Music Co.

## TOO TRED

Eddie South Stars in Hollywood Hills, and Less Cafe Job

Hollywood, March 6. Bandleader who lost himself in them that Hollywood hills for over eight hours, almost his job and that of his six musicians.

Eddie South, of the Club Ballyho, hired a hod for a Sunday center into the hills but couldn't find his way back to the stables until 10:30 p. m. He was due at the cafe at 9, but got so tired that he went home dead without notifying the management.

Band was expelled and South brought before 10 musicians' local on charges of non-appearance. Later producer letter from the riding academy substantiating his statement and exonerated, but the replacing orchestra remains.

## Calloway in Fla.

Cab Calloway plays a string of six Florida dates in a guarantee of \$10,000 for the group. Tour opens in Miami March 11, and will take in Jacksonville, Tampa and St. Petersburg.

Week after Florida the band plays a colored base in Atlanta, the 81 Theatre, one guarantee of \$7,500. Combo also to play a Saturday midnight gig in the Atlanta Civic

## ODDI

Union Couldn't See an Organist Job So Quickly

Union heads of Local 802, of the musicians' union deemed it odd that Dick Weaver, organist, should connect for a job only two days after he enrolled with the union, so they wouldn't let him accept the job. Figured he planted the job before enrolling.

Weaver was slated as organist for the RKO 86th St., New York. Formerly, Weaver worked around New Haven. Now trying to straighten out the differences.

## CBS Asking 5% of Bands, Forgetting The Wire Charges

New arrangement under which CBS is peddling its broadcast pickup facilities to the dine and dance spots calls for payment of 5% commission by the band to the network's band booking bureau. If the niterite can afford to pay the remote control wire charges, the network will take that also, but if it can't the chain is willing to accept the commission and forget the wire charge. The 5% applies to units booked by agents outside the network's band department. So far the chain has had a number of takers, the bands and their indie bookers being willing to cut in the network in order to obtain a hookup ranging from 30 to 50 stations.

## No Coin—No Duke, European Trip Off

Duke Ellington's European tour is off following failure of London and Paris theatres to come through with agreed upon advance money. Houses involved admitted they couldn't raise the Ellington \$5,500 weekly salary under the present rate of exchange. Ellington steps into the Cotton Club here this Thursday (9), replacing Cab Calloway, who goes on tour.

Irving Mills (Mills-Rockwell) has retained Martin North to handle Ellington's radio commercial affairs. North was previously with the McCjunkin advertising agency in Chicago.

## JOBBER'S BREAK

Only 3 of 10 Top Tunes Distributing Thru MDS

Eastern sector jobbers for the past two weeks have staged a strong business comeback. It's due to a majority of the best sheet sellers on the list of the RKO coming from publishing houses not distributing through the Music Dealers Service.

Of the top 10 tunes only three are published by members of the MDS—Moon, Song "Night and Day" and "My Darling." Letter two carry the Harms imprint and the first is from the Famous Music catalog.

Next best four after the top 10, according to eastern syndicate counter calls, are "Green Hat," "Play, Fiddle, Play," "Rockabye Moon" and "You Must Believe Me."

## L. A. Don'ts

Hollywood, March 6.

New rulings by musicians' Local 47 prohibits members from playing with Joe Black and Roy Painter, whose affiliations have been cancelled.

Engagements through Jean Melick, of the Melick Bros. agents, are also ruled out because they are alleged to have defaulted on payments to members.

No musicians are permitted to fill engagements with the Mexican opera at the Mason, or at the Hippodrome, Burbank, Folies or Majestic theatres, without permission from headquarters.

## EL GARRON RESUMING

Ramon and Rolita are due to reopen the redecorated El Garron, New York, this week, with themselves as dancers, Georges Metaxa, tenor, and Pancho's orchestra.

The moratorium, however, may

# Dancers in the Sticks Getting Wise To Pickup Bands for Name Leaders

## Oh, Yeah?

Practically on the eve of the bank holiday Miller Music, Inc., accepted from Mike Cleary and Moe Sigler, authors of "Here It Is Monday and We Will Get a Dollar," their latest of the topical coin theme. It's called "I'm Puttin' Money in the Bank Again."

Interested in the Miller publishing firm to the extent of around \$100,000 grand is William H. Woodin, the new Secretary of the Treasury.

## NO FREE EXPLOITING BY BANDS IS COAST RULE

Los Angeles, March 6. Jimmy Biddick's orchestra was ordered off KHJ by the musicians' union because he was not receiving pay for his air dates, but doing it just to advertise his band. Combo was playing two half-hours weekly and had succeeded in grabbing seven dates through these air appearances.

## 30c GINGER ALE

Edgewater Beach Policy for Walk This Summer

Chicago, March 6. Despite the White's Fair that will then be in progress, the Edgewater Beach hotel will open its beach walk cafe this summer on the most economical basis of any previous season. Admission price of \$1 after 9 p.m. is all that need be spent. There will be soda fountains.

Edgewater Beach has always operated its beach walk on the principle that waiters should be visible only when summoned. In other words, no pressure is put upon the customer.

This summer ginger ale will be 30 cents a bottle, possibly a new low price for a hotel of the Edgewater's grade.

## Nautical Delay

San Francisco, March 6.

Oscar Estum is in Louis Warden (Fox) indef as conductor, succeeding Walt Roesser. Latter is hanging around here for a while in an attempt to dispose of his yacht before he heads New Yorkward.

Unless Roesser picks up a baton in the east he will grab a boat for Europe and a rest.

## \$50 BUSH

Waterloo, Ia., March 6.

Carl S. Miller, Chicago, member of a dance orchestra, was in a hurry to get from Marshalltown to this point to play a dance. Officers interrupted the band at the engagement to pick up Miller who posted a \$50 bond on a larceny charge.

According to the authorities Miller took a tire and rim from a salesman's car at Marshalltown to make the hurried trip in his own car. And on top of the \$50, Miller has to look for another tire, authorities from Marshalltown taking the salesman's rubber back to him.

## ARNHEIM IN W-W PIC

Hollywood, March 6. Gus Arnheim and his band have been engaged by Radio Pictures for the current untitled Wheeler and Woolsey musical, "In the Red." Music for the film was written by Harry Akst and Edward Eliscu.

## L. A. CAFE'S AIR COMBO

Los Angeles, March 6. Ray Canfield's Islanders, Hawaiian orchestra at KHJ, go into the Cafe de France afternoons. First time any of the local cafes have tumbled for a straight air combo.

Klapholz Arranging

Hollywood, March 6. Ernest Klapholz is back here and working at the radio.

He's arranging in the music de-

Dance fans are becoming wise to a practice now common in the one-nighter field of name leaders resorting to pickup units for these dates. The reaction to this cheating bores no good for the touring business and is already evident in a number of important localities.

Band booking organizations admit that the pickup thing is spreading but alibi it with an explanation that there isn't enough consecutive business on the road to make it economically possible for a traveling band to exist. Nevertheless, the sending out of shows with inferior casts is what killed the road for legit.

With guarantees, and actual playing of the date after they arrive, uncertain fate bandmen of name standing, say the bookers, are willing to venture out with their own units. In most instances, they aver, the promoter or dance hall operator stipulates that all he wants is the known maestro because he'll furnish a local musical unit. The angle involved here is that the operator advertises this aggregation as the local name orchestra. But some of the dance promoters and nite club operators are chary about this procedure. Rather than take a chance on having the customers rejected by the local name orchestra, they toss-together band, they import musicians from some nearby town.

Several leaders who have slipped from the higher name levels, but still mean something in the sticks, are now entirely dependent upon these out-of-town pickup arrangements. All they get from these stands is a low salary for themselves and railroad fare, the management assuming the rest of the payroll.

## NON-UNION TOOTING

One Member Expelled, Other Says Was Just Practicing

Los Angeles, March 6.

One member of Local 7 (Musicians) has been fined and expelled and another faces charges, both for playing with non-union orchestras.

Ralph Greenfield, admitting he worked at Solomon's dance hall with non-union musicians, at \$18 for the week, asked for leniency but was fined \$100 and expelled. Roland Eastman admitted he worked for a friend in a non-union band at the Egyptian ballroom, Ocean Park, but said he only did it for pay. The local has continued the Eastman case.

## WHITEMAN LOSES POINT

Albany, March 6.

Paul Whiteman was denied a motion dismissing a complaint brought against him by Frank E. Graves, local orchestra leader, by Supreme Court Justice Schenck. Graves sued Whiteman several years ago for using the term "King of Jazz," alleging that it encroaches on his own use of that title.

Graves claims that he has played under that name in New England since 1915.

## BEHIM WITH CAESAR

Arthur Behim, for years prof manager of Harms, and lately an indie orchestra leader, by Supreme Court Justice Schenck. Graves sued Whiteman several years ago for using the term "King of Jazz," alleging that it encroaches on his own use of that title.

Behim's last indie pub venture was bankrolled by Richmond-Mayer, the jobbing house.

AN OLD FRIEND  
HIS GARB  
And Jan Orchestra  
Dispensing the hits from the  
Netherlands Place Hotel in Cincinnati  
The Netherland Orchestra and NBC  
are broadcasting by radio because  
it's in the "Big Time" because  
it's in the "Big Time" because  
it's in the "Big Time" because  
"JUST AN ECHO IN THE  
"TRY "ROCKAWAY MOON"  
"LITTLE TENDLER"  
"HEY, LITTLE LONGER IN  
"LONGER IN THE  
"MEMBER ME"  
**ROBBINS**  
CORPORATION  
MUSIC SEVENTH AVE.  
NEW YORK

East

Bank of United States brings an action in White Plains to probate the will of the late Florenz Ziegfeld, which had not been entered.

Ethel Barrymore obtains an order from the Surrogate permitting her to divert \$2,700 from a \$50,000 bequest from his grandfather to John Drew Crot for his education.

Max Gordon gets Clare Kummer's 'Only With You,' but will hold it for fall production.

Group Theatre may tour 'Success Story' this spring.

Onomous noise on the roof of the Barrymore theatre Wed. night sent most of the audience to the street.

Ethel Barrymore goes back to the road Mar. 15, opening in Springfield, Mass. 'Encore' renamed 'An Amazing Career.'

Tommy Gulnan, Tex's brother, held in \$600 bail for hearing next Tues. (14). Charge is possessing liquor, growing out of a raid on the Park Av. club.

Katherine Cornell charging \$60 for autographs. Money goes to the Actors' Fund.

Roxy headed for Texas Wed. (1) to recuperate. Back about Apr. 1.

Gene Solow quits Chester Erskin office to go with Brown & Henderson.

Bishop Manning again honorary pres. of Episcopal Actors' guild, Geo. Arlin, pres.; Rev. Chas. S. Mook, Otis Skinner and Grant Mitchell, v. p.'s.

When Louise Groody couldn't be found for service, suit brought by a niece, a Harrison (N. Y.) judge ordered the process tacked to the front door of her home. Bill is \$78.15.

Geo. Williams, Harry Busch and Frank Bishop dined at co-defendants with Sam Kaplan in coercion trial. Held that charges were not proved.

Norman Bailey Raine back to Hollywood after premiere of 'Hangman's Whip.'

Phil Dunning back from Fla. vacation. Herman Shumlin, too.

Marcel Strauss to stage 'Hilda Cassidy' for Harold Stone and Boris Kaplan.

Frederic Manthorp, English actor, given a year and a day for attempted extortion. Pled guilty to having sent a letter threatening to the wife of a N. Y. merchant. Will be deported at end of sentence.

Will of late James J. Corbett will be brought, but not offered for probate. Left all to Mrs. Corbett who is named executrix. About \$100,000.

Police after nine clubs on complaint that midnight charge and no covert is a gyp, though most night clubbers know the rules. Nicky Blair, of Farago cabinet and Jan. Lally of the Nut Club in the toils.

Janet Reade back from the coast. Tells reporters that 'Water Battered' is welcome to as many divorces as he wants, but he can't have the dog.

Workmen invaded the Ziegfeld theatre last week and are remodeling the house for the Low circuit.

Philip Miller, of Annapolis, who owns a picture theatre and is a member of the legislature, announced that all patrons would be booked at his theatre during the banking holiday. In C. O. U. S. of bookkeeping, but all on their honor to pay later.

National Open Air Grand Opera Co. formed to give performances of 'Aida' in 24 cities this summer, starting with N. Y. in June, at the Polo Grounds. Alfredo Salmaghi promoting.

Albertina Rasch out of the hospital and readying a recital for April along with her stage work.

American Repertory Theatre to stage a cycle of three plays dated

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

1886, 1906 and 1933. Latter is by an author not named. Clyde Fitch did 'The Truth,' which represents the middle section. No one cares who wrote 'The Drunkard, or the Fallen Saved.'

'Three Corned Moon' set for the Court for March 16.

Lillian Gahagan, Helen's sister, added to 'Trip to Pressburg.'

Joel Schildkraut headed for Hollywood next month to fill a picture contract.

Producers and dramatists considering changes in fees and the expenses charged to the writer's office. Brock Pemberton, Marc Conheim and Warren E. Munsell representing the writers, with Eimer Rice, R. E. Sherwood and Edward Childs Carpenter at bat for the dramatists.

Referee in bankruptcy for the Theatre Realty Corp. of Eastern Pa. makes final report. No assets for the creditors.

Julliard musical foundation slips \$50,000 to the Met. opera, which helps some. Conditional on Met. giving more chance to American singers. Met worried when the report slowed up other contributions.

'Cinderella's Brothers,' which has been on the way all season, to be brought into the Mansfield March 15 by John Frazer, Inc.

R. H. Burnside will stage management of the Met. March 26.

Central theatre back to burlesque shows, bringing the strippers to Broadway to start it all over again.

Mme. Jeriza presents the Museum of the City of New York with an 18-inch statue of herself in 'La Tosca.' Will later add some of her stage costumes.

RKO considering restoring the nudes Roxy tossed out of Radio City. Figured on the interest excepted in the banning.

Edward Anthony, who claims to have written 'The Back Back Alive' in collaboration with Frank Buck, sues for 2% of the film profits. Brooklyn court.

Francine Larrimore decides to become a director. Maybe a producer, too.

Jess Kiglis, N. Y. newsreel photographer, filming the inaugural. Leaned over the side of the ship to parachute exposed negatives. His hand struck by the propeller and several fingers crushed.

Jack Dempsey nicked for \$78 by a Brooklyn judge. Judgment for work fixing up Dempsey's N. Y. offices.

Joe Cook opera won't be called 'Gay Nineties,' but 'Hunky Dory.'

'East River Romance' may come in after all. Howard Inches dropped it, but another producer has it.

'Champagne Supper' will be brought to the Biltmore March 20 by Peggy Fears.

George M. Cohan figuring a road tour for 'Pigeons and People' when N. Y. gets tired.

Gilbert Miller goes west to make a picture and lands Helen Hayes, Edna Best and Herbert Marshall for stage plays next season.

Chester Erskin and Milton Shubert from Haymarket, Ltd., to produce plays.

Polly Thompson, actress, killed herself by gas poisoning in her apartment in N.Y. Sunday afternoon.

Coast

Income tax liens against Gloria Swanson and Lew Cody. Charge the actress with owing \$43,233 on her income tax of 1931 and the actor with \$59 for 1930.

Complaint issued in L.A. Municipal court, against Marie Prevost, charges the actress with failing to pay the Seashore Patrol, Ltd., a \$105 judgment.

F. R. Tripler Co. filed complaint in the same court against Grant Withers, charging actor failed to pay \$268 for merchandise.

Tiffany Thayer, writer, booked at the L.A. County jail on suspicion

of driving while intoxicated following an automobile collision.

Mary Miles Minter filed suit for \$170,000 in L. A. Superior court against the Mortgages Guaranty and the Security-First National Bank, alleging her home was sold by the defendants for prescribing narcotics to the late Alma Rubens, was unsuccessful.

Bessie Starr, actress, hooked at the L. A. City jail on suspicion of driving while intoxicated, following a collision with a police car.

Richard Dix fined \$10 by the U. S. Customs officers at the San Diego, Calif., airport when two bottles of champagne were found in his suitcase. Actor was returning by air from Agua Caliente.

Statutory charges against Sidney Blackmer were dismissed in the L. A. Municipal court when Judge Benjamin Schenck stated that if the testimony of Bernice Beach, who had accused the actor, 'were to be believed by this court, it would open the door to the use of courts for purposes which smack of blackmail.'

Mae Clarke and Phillip Holmes were seriously injured when the automobile in which they were riding collided with a truck on the actress's West Los Angeles home.

Inability of Charles Chapin and Lita Gray Chapin to agree on the terms of the \$100,000 trust fund which the actor made for his two sons, caused his former wife to file suit in the L. A. Superior court to have the terms of the fund rearranged.

Frank Lawrence filed copyright infringement suit against Albert E. Folsom, who is suing in L. A. Federal court, alleging that Universal's 'Private Jones' was written by his son, deceased, in collaboration with Arthur Schayer, author, who later sold his half interest to Lewis, the latter then studying the entire rights to studio.

Milan Roder, European composer, awarded \$3,500 judgment in his suit in L. A. Superior court against the estate of Arthur Dippel for services rendered in composing musical scores, for which he was to receive \$10 per hour.

Samuel Goldberg, burley producer, ordered in L. A. Superior court to pay \$5,000 damages to Victoria Vitton because he displayed a semi-nude portrait of the dancer in the lobby of a main street theatre.

Arthur Shlain awarded a \$10,000 judgment in L. A. Superior court against Hillman Auto Loans, Ltd., because of the way the actress he filed against was in the producer's automobile when it was taken from his garage by the loan company.

Dick Ferris, producer-actor, in St. Vincent's hospital, Los Angeles; physical breakdown.

Ann Corday awarded \$1,500 damages in L. A. Superior court against Arthur L. Gross, which closed the \$50,000 suite the actress has filed against Gross and Joseph Tanner for injuries received in an auto collision in which the defendants injured.

Midwest

Byron Futner of Wheaton, Illinois on a divorce on the grounds of cruelty. He said 'wife spanked him with a slipper to make him stop practicing on his cornet.'

Three bandits removed jewels and furs to the reported value of \$35,000 from Texas Gaiety appearing in a Chicago nite club. She offered the boys \$1,000 cash to forget the furs but they wouldn't.

Jeremiah Flynn, 35, owner of the Picardy Club, at present closed, was kidnapped in Chicago. Ransom of \$10,000 was demanded.

Fire destroyed 21 thoroughbreds on the farm owned by the Lehmans near Chicago. It's the same family as the Lehman estate that owns the Majestic theatre there.

Loew's State, St. Louis, had \$65 in the till when a lone bandit

pointed the iron finger at the cashier.

Sunday motion pictures were a reality in Evanston, Illinois, but the diehards among the Sabbathians were still holding mass meetings and denouncing. Business was good.

Box Offices Bumped

(Continued from page 48) the emergency, however, business was off at both houses.

Among the loop theatres, the ace houses, State and Orpheum, were the most seriously affected by the banks' closing. Due to lack of outstanding boxoffice attractions and tough outside opposition, the theatres were off to a poor start anyway. The adverse financial developments undoubtedly aggravated affairs. It was estimated that the banking crisis caused a drop of from 25 to 50% in Saturday and Sunday business at the two theatres.

None of the theatres accepted personal checks. Strangely enough, the lowered price theatres felt the depression only to a slight degree. The Century, with a 40 cent top, for example, ran only about \$15 behind the previous Saturday and Sunday. Attractions at the house last week and currently were regarded as of equal boxoffice strength.

Columbus Not Bad Columbus, March 6. Weekend box office good for practically all. Neighborhood houses are ready to fold rather than accept swaps. Cash only being taken.

Portland Off Portland, Ore., March 6. Business dropping steadily but full effect of moratorium not yet apparent.

Withdrawals Helped Biz Pittsburgh, March 6. When banks here defied state moratorium Saturday and remained open for business as usual, reckless withdrawals helped business rather than hurt. With closings, however, theatres look for definite drop. No action planned yet, with circuits waiting to see what happens and continuing to accept only cash. When clearing house scrip issued, theatres will take this when issued. People generally are figuring we're all in the same boat.

Md. \$75,000 Loss Baltimore, March 6. Theatre business in state hurt last week \$25,000, this week estimated close to \$75,000 under normal, attributable solely to bank holiday. All show business admittedly in red for this week. No downtown houses accepting anything but regular currency for admittance, but neighbor-

hood theatres taking checks or merchandises.

In small towns barter system in full swing, also straight I.O.U.'s, where check system is out. Some small theatres run down admissions signs and replace with signs reading, 'Pay what you can during bank holiday.' All exchanges have sent notice to exhibitors no checks to be accepted for films.

Local theatres making off acts and help in cash out of receipts and most of them have been paying daily to avoid large amount of cash lying around.

Prov. Provident Providence, March 6. Business over week-end unusually bright, despite moratorium; 75% of pay rolls met Saturday with cash on hand.

Louisville 50% Off Louisville, March 6. Lowest week-end receipts for box offices here. Theatres will do well to get 50% average figure. No barter arrangement as yet. Saturday and Sunday felt holiday mood. Wednesday and Thursday, first two days of the local moratorium, business only slightly off.

Seattle's 15-20% Drop Seattle, March 6. Lower price theatres hit 15% by moratorium; higher, 20%. Auto show, closing tonight, hurt 85%, but successful \$2,500 admissions grossing \$9,000 is 40% under last year.

Detroit 75% Normal Detroit, March 6. Local theatres here recovered for moratorium his okay at all first run houses over week-end, running about 75% normal at Michigan, Downtown and Fox.

Script not being used with this week the critical one. No merchandise exchange yet.

SETTLERS BURN SUIT Suit brought by Vera Casswell of 'Honeycomb Lane' and other shows, against a New York drugstore for \$25,000 for sale of a skin lotion which seriously burned and scarred her face, has been settled out of court.

Miss Casswell used the Tallamans drug store, which was alleged to have suggested a skin preparation when she came in to fill a prescription for something else.

LAW ON FEMME PANTS Minneapolis, March 6. Wearing of trousers by women in public is a Hollywood, is barred by ordinance here. The police department has been advised by the city attorney's office.

Penalty is a fine not exceeding \$100 or a workhouse sentence not exceeding 30 days. The police are prepared to enforce the ordinance.

Musician a Suicide Indianapolis, March 6. M. S. Drummond, age twenty-four, for the past two years a musician with the Charlie Davis band, ended his life Friday (3) by inhaling gas in his apartment.

He is survived by his widow and one daughter.

NEW YORK THEATRES LOEW'S STATE CAPITOL RKO PALACE RKO 86th ST. RKO 81st ST. IRENE DUNNE

# Fleet at 'Frisco, Gobs Indulge in A Spending Orgy

**San Francisco, March 6.** Combined Atlantic and Pacific fleets, which have been playing war on the Pacific for the past three weeks, dropped their anchors in the Golden Gate last week, disgorging \$5,000 sailors with a month's pay in their pockets. Estimated total spent by the gobs in their week stay was around \$1,900,000.

Everybody got their share from the sidewalk pitchmen and ladies of the evening to the class hotels and night spots where the officers did their playing.

In the downtown section, the familiar sailor uniforms permitted the boys to get away with murder, though there were few complaints registered.

Gobs spent most of their money in the theatres, all of which did a banner week. Stores came next, with the sailors on buying sprees. Bootleggers got their share as did the hotels where the personnel of the fleet got into regular beds minus the sea roll.

# FRIARS' GIGGLE PARTY TO GREET BEN BERNIE

The Saturday Nite Boys at the Friars are going into action again and will throw a giggle party March 25 with Ben Bernie the guest of honor. The old maestro himself is returning from an extended stay in Chicago to play dates around New York. Jack Benny will be m.c.

Members of the Friars were given the privilege of cashing checks. In amount up to \$25, indicating an improvement in the club's finances since it was recently reorganized. Understood that other clubs were also going for speak-easies, some of which had stacked up coin in anticipation of the bank closings.

# Hollywood Fites Corn

**Hollywood, March 6.** Local merchants have protested the granting of a permit to F. H. Babcock for the operation of a corn game in Hollywood Blvd. Hearing has been set before the police commission tomorrow.

Merchants claim the game is gambling, and as such should not be permitted in Hollywood. Babcock in turn insists it is a game of skill, and as such is eligible for operation. Corn and tango games have been banned at L. A.'s beaches for the past two years. However, they have run wide open, with cash prizes offered, at the beaches not under L. A. police jurisdiction.

# If They Win, They Lose

**Mexico City, March 6.** Federal government has figured out a new tax on horseracing. A mean owner who managed to slip his steed back to the U. S. A. and was presented with a bill for \$6 by the fed agents at Agua Caliente. The owner was asked that he pay 6% of all purses won by the jockeys on the Lower California turf merry-go-round, and he was told that if he didn't settle the account his pony would be confiscated. Revenue agents explained that horse had copped \$100 in a sprint; therefore six bucks.

First time such a tax has been levied on racing in this country.

# Detroit Coffee Dan's

**Detroit, March 6.** Ira W. Wolfe, formerly owner and operator of Coffee Dan's in Los Angeles, has become managing director for a similarly named spot here. Aims to introduce the self-entertainment idea which made the L. A. and Frisco resorts popular. Revenue Mrs. Florence Schenkel and Kenneth Morgan. Passports being issued which carry a rebate check for 20c on any one meal. Passport idea comes from the sales argument that the Spanish atmosphere is like a trip to a foreign country.

# No Dice

**Boston, March 6.** Local dance hall, his dwindling to 10, advertised \$25 to be awarded to lucky patrons on a certain night. Not a couple showed up.

# Inmate of the Roxy Spills His All to a Sympathetic World

**By Jack Osterman**  
TWENTY THOUSAND YEARS IN THE ROXY. (WITH APOLOGIES TO LAWES)

**Open Letter**  
Dear World: You folks of the outside world probably don't know what goes on inside these big walls. Many of you have never been sentenced to the Roxy here. Last Friday I lost my mind. I became a number.... number five-a-see. It's my privilege to be able to let everyone in on the low down. The Warden, Harry Singer, is a swell fellow and so is the P. K. (Principal Keeper to your mugs) Jerry Franka. I was only in for one show when they made a trusty out of me which allowed me to go to Dave's Blue Room or director. They let the mob eat the food inside which the inmates cumbly call the Fanchon & Marco 'Roast Lamb' Idea.

In all fairness to myself I want to state that I did not refuse my confinement. I was framed by Charlie Morrison and Dannie Winkler. I got nothing of Bob Goldstein, a former vaudeville act. They got me in a weak motion early one morning at the Club Richman and I went for it. Not only myself, but the entire company at the Club. When it came to my mind I became a number one but once you get used to the rap while Morrison and Winkler were entertaining in their so-called offices at the Park Central. You call it offices but it call love. At 11 and on the stage at 12 and stay there till 11 at night. This sounds tough to you folks of the outside world but once you get used to it you can do it on your ear. The stage doorman is a lifer and a great guy, in fact that goes for the entire crew. The prison band under the archway of Irvington is the best of all high class boys who are doing their bit through bum raps. I was given to understand that if you behave yourself it's a couple of weeks here they transfer you to the Brooklyn where it's much easier.

By that I mean, nobody bothers you, not even the audiences. If you get all the rap that you're not good they make you read the 'Inquirer' on Sunday. Of course even with all the concessions granted me I often wonder what goes on in the prison. I sit in my cell, 24, and thoughts wander to the 'Variety' office and the boys who have committed far worse crimes than I. I still retain my freedom. Through the loving care of the system I manage to find out a few things. I found out that Milton Berle is a big hit at the Capitol which means he's all doing well.

That Winkler and Bernie were in a huddle at the Richman Club but Walter still is holding out for more money to play that week proving that up to this writing W. W. still thinks there's going to be money some place. By the way, whatever became of those \$10 bills? The Warden of the Roxy doesn't believe in the novel. He wouldn't allow me to run over to CBS Street and give out over the air for Jour Waveset which was very nice of him.

Read in Yawitt's column where the Ritz Brothers are helping Sophie Tucker forget Lacey, but who can we get to help us forget the Ritz Brothers? (Only kidding boys, it's tough getting material within these walls.) Can't write much more as all outgoing mail is censored by the 'Variety' editor, and there's no use trying to get him cut out too much. After a week in the great indoors you have no idea how I long to see the wife and kids. They've taken the whole thing bravely and have been like soldiers. In their hearts they know I'm innocent but I said I'd do it and I'm going through with it. It's been a great lesson to me and I don't think that means it. If I ever get out I'll go straight. My cell mates, Francis Faye, Dolores Harris and Florence and Alvarez are doing the same stretch I am, so hold on for a big celebration when they hook the gates and let us out to starve in the open.

ARE YOU READING?

# 'FRISCO'S AUDITORIUM BURNING SHOWMEN

**San Francisco, March 6.** Since the city of San Francisco went into the show business and built a new memorial in the form of a \$4,000,000 auditorium in the Civic Center, regular showmen here have been frowning at the local government.

City already had a civic auditorium which according to the showmen, was ample for the city's opera needs. New auditorium, they contend, is opposition.

Building seating 3,500, was completed several months ago and opened successfully with two weeks of opera. So successful was the first venture that the opera season for next year will stretch to 10 weeks. However, between the opera seasons, city will rent the theatre building for a sum reported as low as \$400 per night.

So far, building has been used for free broadcasts, amateur productions, and now a deal is on for an indoor circus similar to the 'She's in' in Los Angeles. It's all very annoying to the showmen who feel that it's okay for the city to operate as a municipality but when it branches into the show business, people get enough at present, that's going too far.

# Hollywood Beer Spots Awaiting Modification

**Hollywood, March 6.** Plenty of ambitious plans being formed by various agencies to open beer gardens here as soon as the auds become legal. Most prominent among the planners are several syndicates now in the racket, and destroy the law-making active when it becomes legal.

Among the spots mentioned as potential semi-enclosed or open-air spots are: the Hollywood Gardens, a miniature forest next to the Marcal theatre; a spot back of the Hollywood Plaza hotel, and a big site on Wilshire boulevard, near Rossmore, which is one of the arteries into Hollywood. Everything hinges on the date of modification.

# Stage Marriage Barred By Canadian Statute

**Toronto, March 6.** Parents and police aimed the first attempt of any Toronto theatre to stage an actual wedding ceremony as a special attraction when both descended upon the Roxy theatre and declared illegal the intended marriage of Jessie McFadden and William McCarll, both 18. Event was to take place at 12:05 at the midnight show and exploitation caused the posting of the S.R.O. sign.

Everything was in order when a police quartet turned up. Both parties were in formal dress, bride complete with bouquet and trailing veil. Marriage Act here forbids ceremony between 10 p. m. and 6 a. m.

Manager Abe Appleby made a curtain speech telling what had happened. Eleven people marched out to the box office and demanded their money back. Couple were married next day at the bride's home, without benefit of footlights. The groom has a furnished flat and a job.

# Car Loan P.C. Shrinks

**Los Angeles, March 6.** Along with salary slashes and other types of cuts prevalent the auto loan agencies are falling over each other in an effort to lend 10% on car security for 6, 8 and 10%. This is a new news in the woods where everyone who owns a car, even though he may not have the price of breakfast. Lending outfits formerly got as high as 15% on loans including charges levied against the loan ahead of the interest.

# BIRTHS

Mr. and Mrs. Sam Neufeld, daughter, Feb. 26, Hollywood, Father is a picture director.  
**A Career for a Buck**  
Birmingham, March 6.  
A new type of correspondence school has popped up at Greensboro, Ga. E. L. Dutler has been advertising in Hollywood papers a correspondence course on how to become a politician. This information he is offering for sale for the price of one buck.

# Jigsaw Puzzles Reach Proportions Of Big Business Almost Overnight

## Speak Payoff

**Hollywood, March 6.** Picture technician who did some work on the side for a new speakeasy turned up at the drink joint on Saturday night about the \$200 due him. He was told to come back Monday.

On his return he was handed \$200 nickels, \$50 in dimes, \$50 in quarters and the remainder in pennies. That was the slot machine take over the weekend.

## 2 CRUISE BOAT CASTS GET AWAY FROM IT ALL

Ocean liners are losing plenty on cruises to the West Indies, but there have been few cancellations and the sailing schedules are being maintained. A minimum of 400 passengers is required to pay operating costs and the boats are averaging but half that number.

An exception is the Mauretania, favorite of vacationists.

The cruise sailed Saturday (4) both carrying shows. Aboard the Mauretania are: George Price, m.c., Bernard Granville, Dagmar Nordstrom, Lorraine Manners, Slegre Nordstrom, Ben Halpern, Carolyn Henderson, Palermo Mario, Lou Lazarin, Ruth Corday, Claire Lee, Richard Stuart.

Also aboard the Geopline: Eddie Smith, Mabelle Farrar, Mary Lou, Marjorie Lane, Jean Francis, Carlos Cloak, Carl Gardner, Stephanie Wald, Jill Rainford, Sylvia Lewis.

## DR. CHUNG FLASHES IRE

**Femme Chinese Surgeon, Prominent with Film Mob, Anti-Jab**

**San Francisco, March 6.** Dr. Marguerite Chung, famed San Francisco Chinese surgeon, is organizing flying and medical units which she will take to China to oppose the Japanese. Dr. Chung, well known to people in the theatrical and picture profession, has 16 former army and navy medals already in her air unit. She plans to send them overseas within the next 30 days.

Dr. Chung, an American-born Chinese, has one of the most elaborate offices in the city. Place is a meeting spot for picture names when they come north on a vacation. Most of her patients are celebrities. She is also personal physician to several Hollywood stars and exes, making the trip between Frisco and L. A. by plane. Recently, she was tested by Metro for the part of the woman doctor in 'Son Daughter'. Following the test she turned down the offer. She is one of the few intimate friends of Greta Garbo.

## MARRIAGES

Kathleen Burke, winner of Paramount's Panther woman contest, to Glenn Rardin, photographer, in Hollywood, Feb. 25.  
May Scribbens, non-pro, to Buster Keaton at Ensenada, Mexico, Jan. 8. Actor's divorce from Natalie Talmadge will not be final in this country until August this year.  
Gertrude Medwin to Harold Zeitler, New York, date unspecified. She is a showgirl. He is a ticket broker and son of 'Wireless' Louis Zeitler.  
Rosemary Zeller, non-pro, to John Stuart Peters, Feb. 28, in Hollywood. Groom is the brother of Carole Lombard.  
Gretchen John Smith, non-pro, to John Randolph Hearst at San Simon, Calif., March 5. Groom is son of William Randolph Hearst.

Helen F. Collins, non-pro, to Louis Bruck at Hollywood, March 4. Groom is a producer at Radio studios.  
Alice Louise Camp, film studio designer, to Charles G. Ganz in Los Angeles, March 3. Groom is in radio work.  
Frances Waite to Norman Bel Geddes, New York, March 3. Groom has been assistant to the designer.

Some idea of the importance to which the jigsaw puzzle has grown almost overnight may be found in the fact that the last issue of the 'American News' house organ has five full pages ads. of single puzzles. Only three other full pages are used. In its reading pages the sheet devoted a page to the puzzles with the illuminating stories of volume sales.

The first tella of a Canadian dealer who advertised a contest in the newspapers. He sold 800 copies even before the contest opened. A southern dealer put two small colored boys into his window to work out a puzzle. His sales were 585 puzzles in two weeks.

The other day the newspapers reported the theft of 500 copies of a puzzle from a single newsdealer, and this was only one issue. The stand displays a dozen different issues with the items appearing in new form each week.

There are about a dozen such periodical issues, with most of them coming out each Wednesday. In addition there are scores of single issues which have, not yet become periodic, but which seek the longer life of an undated issue.

**Film Star Jigs**  
One of the most recent is the reproduction of the colored cartoon on the front page of 'Ballyhoo', and another is the Eddie Cantor puzzle. The Fawcett company recently put out a puzzle with an offer of \$2500 to the best solver. At the same time that the names of the winners will be printed in one of the Fawcett publications. Another concern puts out a double puzzle, with a fine cartoon on one side and the usual colored picture on the other, tussling in a cross word puzzle as boot. Still another issues two puzzles for the two best prices, splitting the \$2500. 'More' has 300 pieces into two 150 piece sets, which are smaller and take up less space on the table.

The 'Ballyhoo' concern offers to make up the purchaser's own puzzle from any photograph and paste it on the back of a regular puzzle in colors, while a somewhat similar puzzle is being made and an unsubmitted photo for 98 cents. The big idea here is to get one's own mug and slip it either to a dearie beloved or someone who'll make it laboriously works on the assemblage only to find it's someone he detests.

The Crime Club and Grosset & Dunlop recently came out with hot-tailed novels which leads up to the climax, with the solution to be found only on piecing the puzzle together. Not to be outdone, a 'Punch' magazine has a mystery story on the back of the box in condensed form.

**De Luxe Editions**  
Simon & Schuster have an issue of large puzzles which sell for too much money to make the news stands, where the quarter price is regarded as tops, but the 50c puzzle is now being displayed on some counters as having a chance with the more affluent patrons. These are slightly larger than the lesser priced issues and printed on thicker cardboard.

Jigsaw puzzles are no novelty. They were a virulent craze back in 1909-10, when they were mounted on wood. For a time they swept the country, and the craze was so strong, though examples of fine cutting ran up to \$10, and affluent experts spoke learnedly of the 'cutting' of this or that article, much as the connoisseurs of the art speak of the genre of an artist. Many claimed to be able to spot a particular sawyer without the box for identification.

The craze finally tapered off, though they never disappeared from the counters of book and toy stores, with a standard price of about one cent a piece. The 150 piece set is selling at \$1.50 with \$3 for the 300 piece set and plenty going to \$10 for the 1000 piece set.

The craze on the wood versions tapered to a point about a year ago, but the price was too high for most and the libraries rented puzzles at 25 cents for three days. Then someone conceived the idea of using lithographic and cutting press. Longtime and thousands have been spent on cutting presses, the cost returning in a few weeks as the 250,000 have been turned out of a single jig.







Hollywood

Sally Blaine going to Europe soon. Larry Hart is partial to white suits. Jimmy Savo, plus that derby, back in town. Paramount studio got tourney April 2 at Clevel Field. Gene Raymond heading for Broadway for a vacation. 'Georgia O'Keefe' from New York for dinner at Eight at the Balcony. Albert W. Leeds resigned from the Fox West Coast legal department. Radio Pk music department expanding to include a couple more offices. Sam Thompson, Foster and Kleiser theatre contact, back on the job after severe clash with studio. Fanchon Royer, only woman producer in Hollywood, just finished a picture exposing the alimony racket. Slogan at the Paramount theatre, taken over by Fanchon & Marco, is: 'There's no substitute for living expenses.' While in England to do 'Let's Live It Up' for BIP, Constance Cummings will receive the home of Benn W. Levy in Chelsea. Marjorie Rameau will not stay here for another picture after her current Fox picture. She will return to Florida, intending to come back west in the fall. After reading the lousy story used to frame two scenario companies, as reported in 'Variety', 13 writers declared that it sounded like the scripts they are currently adapting. Production problems and bank holiday needs, called attention to Jack Warner called off his trip to Washington to attend the inauguration. Edna Warner, who is to have gone with him to San Francisco with her grandmother, who is ill.

Minneapolis

Joe Behan resigned as RKO exchange booker. Mort Singer here for a day to discuss Orpheum matters. Sam Embow visiting local Public offices for a single day. Paul Ferrizo, erstwhile of Education, has joined the Fox exchange sales staff. Plenty of dough spent in loop last week on 'State Fair' and 'Kid From Spain'. Earl Long, press agent, replaced Ed. Furl as manager of Public Garage. Larry Funk's band succeeding Paul Specht at Hotel Radisson's Flame Room night club. Orpheum circuit receiver tickled at business being done by local house under straight film policy. Aron Jastanen, formerly manager of Palace here, replaced manager of Public Cameo, St. Paul, replacing Bert King. J. Kopat and Fred Albrecht, latter formerly with Universal, added to local United Artists' exchange sales staff. 'The Scandal' at Lyceum, first local picture road show engagement this season and second in two years, ending being 'The Scandal' at Lyceum. Millie Brothers booked for return engagement at State on same bill with Lou Breese and band, and 'She Done Him Wrong' with the band. Gayety, burlesque stock house, with scale 30, 20 and 10c and few front row seats at 40c top matinee and 50c nights. Although one-day stand is still more than a week away, the reservations for Eddie Cantor and George Jessel trouble at Orpheum are heavy. Eugene Ormondy, conductor of Minneapolis Symphony orchestra, making first airplane flights, traveling to Reno for Saturday night. He is enjoying what is left of Reno's lively atmosphere. Ten and twenty per cent wage cuts for public officials and employees put through in Reno and most counties in the state. The burlesque circuit for several months, following a fire, the Wig-wam theatre, member of T. & D. J. circuit, has reopened at twenty-cent top. Police requested to stop showing of 'True Confession of a Lost Girl' for refusing to accept the same as Roxie theater at two-bits for four days. Reno ministers succeeded in putting end to marriage racket practices by judges. Legislature passed law prohibiting judges from accepting fees for public officials and California couples leave over \$20,000 a year in Reno for weddings and judges have been getting most of it.

Reno

Banking holidays are so common here that the annual holiday declaration fell with a dull thud. The 'cheerful little earl' from Broadway, Harold Miller, is here and in Cincinnati, where he is filling guest engagement.

Sak Lake City

Beer measure flops in state legislature. Many Drucker, United Artists, return from northern trip. Dave Cockerill, RKO mgr., starting exploitation work on 'King Kong'. Bill Schofield, local rep for Pathe, shoots 200 feet of ex-governor Dern, new Sec. of War appointee, before departure for Washington. Hardy K. Downing, first manager of Jack Dempsey, starts fights again, using unknowns and ex-amateurs exclusively. Two hours of laughs for four-bits. A. J. McDermott, Certified Productions mgr., announces acquisition of Majestic Pictures distributing rights. McDermott also building Stadium theatre, new 400-seater. Covery Investment Co. buys \$50,000 worth of ground adjoining Coccanut Grove to enlarge dance hall, with work starting immediately. Ralph Fisher going into the night club field. Riado getting several first-run news which help out. Sessie E. Roberts enthused over the new Isabel Patterson book. Willy Morris, former local stock player, sent out to mid-west. Bob Hope, former cm. at Emboldy now breaking into the Broadway review. Dorothy Cruiser marries James Cavanaugh, RKO man in Des Moines. Derrick Kelton, also formerly with Wright Players, doing shows with Duffy on coast. Others who figured around in the theatre here were: Marion Wells, Harvey Cocks, Henry Kaulman, B. D. Cockerill, Sherrill Oliver, Henry Minton, Frank Hlemmer, Clyde Quimby, Manny Marcus.

Fort Wayne

Robert Baral Colored getting a few stage shows. Shirens shows in Majestic for a time. Harry Brown, local stock player. Dancing in Valencia Gardens again. Ralph Fisher going into the night club field. Riado getting several first-run news which help out. Sessie E. Roberts enthused over the new Isabel Patterson book. Willy Morris, former local stock player, sent out to mid-west. Bob Hope, former cm. at Emboldy now breaking into the Broadway review. Dorothy Cruiser marries James Cavanaugh, RKO man in Des Moines. Derrick Kelton, also formerly with Wright Players, doing shows with Duffy on coast. Others who figured around in the theatre here were: Marion Wells, Harvey Cocks, Henry Kaulman, B. D. Cockerill, Sherrill Oliver, Henry Minton, Frank Hlemmer, Clyde Quimby, Manny Marcus.

Denver

N. H. Browner, div. mgr. WB, here from L. A. George Naylor, western div. mgr. WB, here from Hollywood. Don Conley and Tony Hartford resign as Col. salesmen. Part-mutual betting on horse racing looked things over. Barney Shooker, former Education salesman, now Columbia. Part-mutual betting on horse racing killed by state senate, 18-16. Rachmannoff, pianist, played to packed house at many spots. Frank Murphy back from Salt Lake and took job as U. A. salesman. H. A. Friedel is acting manager of Metro Exchange, succeeding J. S. Hornum. Wm. Rosenfield, booker for Sheffield, is over on the Western Slope. Tom Gorman, N.Y., one of owners of State theatre, here looking the local situation over. Harry Marcus of Allied and G. C. Jones of Consolidated spent two weeks in Salt Lake on biz. With their crowds cut into by the putting on of a stag shows at the Tabar with a 26-cent top, the Emboldy, at the night of the mission price twice in three weeks. Their top is now 30 cents. The Emboldy city commission's post next week will run from week to week. Exhibits were thick on the row the past week, the weather being so warm could drive in, and the following out-of-town were spotted lining up dates: Everett, Colo.; Pueblo, Colo.; Fred Ling, Steamboat Springs, Colo.; Jack Leach, Pueblo, Colo.; Otto Schmitz, Santa Fe, N. M.; Russell Harwick, Gloria, N. M.; Tom Kirby, Worland, Wyo.; Edwin Rastorfer, N. M.; Harry McDonald, Torrington, Wyo., and 'Doc' Rider, Waneta, Neb.

Hartford

Harvey Cocks advises local boys the managing theatre in Marion, Ind. Dick Dorman is advertising counselor for Public Theatres in New York. Louis Schaefer gets three surprises when they are being received by Walter T. Murphy, David Cohen and Walter Stuart of the Public Theatres in New London. Hartford theatres as a whole suffer for the worst business in many years the past week. Bad storms, snow storms and cold blasts causes... Theatre managers turn out in full to appear against censorship bill at several committees meeting... State Theatrical Inspector Starke orders Hartford Players Little theatre closed due to faulty wiring and bad stage... Newspaper increases (it's a fact) news on transient 'leisure... Shriners' Circus over and over theatre will now get some business.

Cincinnati

Joe Kelling 'When Ladies Meet' penciled in at Schubert for April 27-29. RKO-Midwest Corp. receives bill at several committees meeting. Cliff Boyd getting his prize chow ready for canine review in these parts. Joe Dunlevy, former vaude partner of 'Singer' Sam, shaping a stock minstrel. Fred Strief, sec. of Allied Theatre Owners of Ohio, gave strong talk against proposed state amendment that would revoke the license of City notified new lessees of Chester Park that \$4,000 water bill against former operators must be paid to perpetuate this year. Warren Irons pleasing nearly as many muni inspectors of all sorts at his water table as see houses accommodate holders of courtesy paper. RKO announces that vaude will be out at the end of April 20, with straight film to follow until towners wait a sweet for fees; no other variety here at present.

Portland, Ore.

Steve Gaylor, local ether warbler, cut announcements at KEKZ to open a new connection at Chicago. Harry Reed working on a new Northwest radio chain to link seven radio stations. Reed's local spot is KXL. Ted Gamble closed a smart deal in getting the Portland Symphony orchestra into the Broadway for Sunday concerts. Fred White, local picture critic, quotes 'Variety' that about Max West grossing above Ed Wynn, trying to explain why 'She Done Him Wrong' grossed more on its eighth day than on the opening. Every so often the burg goes sexy Professor Cummings, sex lecturer opened the matrimonial with girl line-up and academic mammy parade. Femmes only at mat and men at night. And do they get it in Gander's? Gander was sex-conscious the past week successfully.

Spokane

Ray Budwin Dorothy Cota is suing Loveland Cota, pianist, for divorce in superior court. Fox theatre making a bid for social affairs, staging two Junior League parties in the mammoth lounge during the month. Pacific Northwest Theatres, now in receivership, have closed the city (it) in Yakima, Wash. Lease has been disaffirmed. Back wages claimed to be due five musicians from the Garden Dancing Palace are demanded in a suit filed in superior court by Sid McArthur, representing the group. The sum of \$202.32 is asked. Ray A. Grombacher, operator of Post Street theatre and candidate for city commission's post next month, played host to the other 128 candidates for the three offices. All concerned on the stage and were introduced.

Kansas City

Walter Hampden here for a three-day stand starting March 9. Saturday midnite shows still being given by the Newman and Midland. George White's 'Scandals' here for a week starting March 19. Top price to bank 10c. Pia-Mor ballroom is furnishing jigaw puzzles to its patrons to entertain the guests in the afternoon and offering prizes to the fastest workers. The Eddie Cantor-George Jessel show in on day starts at the Mainstreet March 18. Two shows only, with a \$3 top for the mat and \$2.50 at night. The Newman paid ten musicians \$25 to sit in the music room for half an hour while the Warner Brothers artists were in the room. Live appearance and broadcasting, Union rules.

Portland, Me.

By Hal Gram Barbara Weeks guest star last week with local stock in 'The Silver Cord'. Arthur Ross and Warren Sterling guest stars this week with Rowland G. Edwards Players at Jefferson theatre in 'Cloaks and Suits'. Tito Schipa concert scheduled for City Hall March 8 has been cancelled. Paul Althouse, tenor, will close a Star series here March 10. Local stock company this week reduces prices of orchestra and mezzanine seats at evening performances. Company now in a ninth week and is showing a substantial gain. Auto in which trio of Keith actors were traveling from Boston to Portland turns over twice on State road, but Solly Dittson, Murray Fink and Senator Murphy unharmed and opened in show on time. A verdict for the Maine Amusement Co. operators of local Keith house, sued for \$1,000 by Portland woman who sought to recover for injuries suffered in a fall at the theatre, was returned last week by a Superior Court jury.

Louisville

By M. W. Hall Mid-West Theatres, Louisville, capitalized at \$20,000 here this week. Walter Hampden's 'Hamlet' and 'Caponsacchi' played to losses. Record of bank holidays and Paderewski drew far less than expected. Theatres are showing a big and unprecedented thing this week when Fred Hurley retained her for four weeks at his burlesque house, the Gayety. Loew's publicized 'Clear All Wires' by hooking up with Postal Theatre, which placed a bill at the theatre and typed messages to be distributed to outgoers. Misses manager, J. Musselwhite, tried 'loose' stunt in publicizing 'The Mummy' by planting alleged mummy in abandoned cemetery, but plan sort of fell through when newspaper saw through it and when Negro woman who discovered it wanted to claim it on basis of 'finder's keeper'.

Canton

By Rex McConnell Raynor Lehr and company, to open for indefinite run at Palace here. Windsor, only dark Canton movie house, to start second-run films at a dime top. Akron gets George White's 'Scandals', only legit of the year. Fred Strief, sec. of Allied Theatre Owners of Ohio, gave strong talk against proposed state amendment that would revoke the license of City notified new lessees of Chester Park that \$4,000 water bill against former operators must be paid to perpetuate this year. Warren Irons pleasing nearly as many muni inspectors of all sorts at his water table as see houses accommodate holders of courtesy paper. RKO announces that vaude will be out at the end of April 20, with straight film to follow until towners wait a sweet for fees; no other variety here at present.

Cleveland

By Glenn C. Pullen J. J. Franklin expecting family on West Coast to rejoin him within a week or so. Frank Crow, treasurer Loew's State for wife married Margaret Cussey, non-pro. Ed Dalley, producing for George Young's new burley enterprise, closed a smart deal for the city. Newspaper boys still burning over GE's banquet for visiting Warner nicker stars, as half of gang didn't get in. San Carlos Opera date for Public Hall being postponed until April by Fortune Gallo and Sam Mannheim, due to bank 10c. Al Wilson, once Houdini's stooge and a human pin-cushion, has turned to producing for co-op Negro burly troupe with a 15-cent gate. After waiting five months for his divorce case to come up in Cleveland, La. and the orchestra leader, was awarded final decree papers from Dolores Roy, screen actress. All theatres here are being held-up by bank deposits situation. One theatre-manager made up a balleyho offering to accept all charges for a party. The offer was the first check made out for 30 cents turned out to be a phony.

Loop

Al Woods a visitor. Mary King back from Seattle. Dave Davidson detoured here en route to Manhattan from Detroit. Phil Davis carries a dollar-bill autographed by Claudette Colbert. Eddie Colman and George Brant plotting a bar for the Roosevelt lobby. Goodman Ace says a certain well-known Maxwell ad libber is really an 'ad libber'. Irish Abbey Players drew poetic raves and nightly returns from Chicago critics. RKO in turmoil compressing itself into one-third the space on fifth floor of State-Lake bldg. Boland & Frazer's, sacred to the male sex for years, has relocated and lets ladies eat there now. Grand Withers former film juvenile new to night clubs, is the big personality at the 100 Club. Benn Levy's 'The Devil Passes' will be presented by the Uptown Players little theatre March 7-8-9. 'The Hour' to retail at 50 cents. Charlie's has converted its unused fourth floor into a golf school with Scotty Irwin and Ted Hardy as instructors. Louise Elliott, in vaude years ago as a male impersonator, now cashier in the Edward Hines hotel. Wade Booth, Rosemary Deering, Jeanette Vallon, Alexander and Strawn are reported to be doing show with Art Kassel background. Dave Lipton with becoming modesty describes his publicity pinching hitting in Springfield, Ill., as the town's biggest excitement since Lincoln. Film Relief Fund dinner-dance held at the Medinah Athletic Club with Ed Lohbo, Paul Ash, Frank Lussie, Ben Pollock and Art Kassel the big personalities. When Vincent Lopez went to lean on a rail in the Chicago theatre pit and found it missing he fell. Lou Greenberg, as a result of having sent word backstage: 'Keep it in the act. It's a laugh.' Vincent Lopez, while on the traveling expenses, NBC the salary of Hal Totten, who goes along with Bernie on his tour. President of Blue Ribbon League of Music reported to be should make this 'gesture'. Don Irwin (Al Bedee, n.) who was once a member of the Chicago orchestra, succeeded the latter as orchestra leader at the Congress hotel. Irwin hasn't been in Chicago since. Patricia Lockwood, on behalf of the 'World's Fair', introduced the members of Warner reported to be Electric inaugural-bound special train from K.Y.W. and the girls giggled quite a lot about how handsome she is. Jimmy Petrillo, president of the Musicians' Union, moved into his new home in Chicago at the same time received a solid gold badge studded with diamonds. Petrillo reported to be a political job on the West Park Commission.

Pittsburgh

By Hal Cohen Sam Speranza is the new short subject speaker in the local WB office. Sam Stern's set of murrals goes into the Warner lobby late this week. Brian McDonald back in town after engagement at the Chae Parez in Chicago. Jackie Heller, who expected to get home with Ben Bernie, disappointed at the time. Russell Crouse made a flying trip to town to shoot some stills of 'Both Your Houses' cast. Crouse making plans for an elaborate party to welcome back the John Harrisse from abroad late this week. Joe B. Brown boarded that '42 Street Special' five minutes outside of town, making it look like he had come from the moon. With '42 Street Special' in Pittsburgh: Bette Davis was down with a cold and her Ex-husband her state-room... Jack Sutherland, Pitt grid coach, sitting next to Joe E. Brown at luncheon... Lyle Talbot looking over the top of his Ex-husband's hotel's Chatterbox had a dinner stall fixed up for 'Tom Mix's horse... Dan Deporter getting a bit temperamental and refusing to show up for the press luncheon... Three of the chorus girls shaken up when a packed elevator in which they were riding fell three floors... Passengers got up at six in the morning to make a morning appointment... home town of the Warner boys... Sports writers disappointed by absence of Jack Dempsey... Ex-husband by the train at Chicago... Jack Warner also left train to hurry on to New York... Alley to Stanley studebaker... a few fanned with ticker tape in a Walker's and Whelan's Broadway.



CALENDAR OF CURRENT RELEASES

(Continued from page 30)

Will Nicht Wissen Wer Du Bist (Interworld) (Ger). Musical comedy. Dir. Giza von Bolvary. Lane Hald, Gustav Froehlich. 70 mins. Rel. Feb. 15.
(Amkino) (Russ.). Transformation of peasants. Dir. Dovzhenko. 83 mins. Rel. Feb. 1.
Kamarschafs. (Asso. Cinema) (Ger). Sensational drama. Alex Granach, Ernst Busch, Dir. G. W. Pabst. Time, 78 mins. Rel. Nov. 3.
Koenigln von Preussen. See 'Lulu'.
La Couturiere de Lunaville (Par) (French). Musical of woman's love. Madeleine Renaud, Pierre Blanchard. 90 mins. Rel. July 1. Rev. Oct. 22.
Le Bal (French) (Protex). Domestic comedy. Dir. Wilhelm Thiele. 83 mins. Rel. Oct. 1. Rev. Oct. 4.
Le Roi Des Resquilleurs (French) (Protex). Comedy with music. Milton. Dir. Georges Colombiere. 80 mins. Rel. June 1. Rev. June 14.
Liebe Ist Liebe (German) (Protex). Musical comedy. Kaethe von Nagy, Hans Albers. Dir. Paul Martin. 80 mins. Rel. June 1. Rev. June 7.
Ljubli Street (Yugoslav) (Croat). Drama of life among N. Y. immigrants. Raski Davidman. Dir. Rank Marford. 89 mins. Rel. Dec. 15.
Lulu. Koenigln von Preussen. (Asso. Cinema) (Ger). Historical. Henry Roach. Dir. Carl Froehlich. Time, 92 mins. Rel. Oct. 4.
Maschchen In. (German) (Protex). Polignat drama. Thiele, Weiske. Dir. Richard Froehlich. Rel. Jan. 10. Rev. Sept. 27.
Man Brauch Kein Geld. (Capital) (Ger). Musical farce. Dir. Karl Bosse. Rel. Nov. 10.
Mein Leopold. (Capital) (Ger). Musical. Gustav Froehlich, Max Adalbert. Dir. Hans Svelhoff. Time, 96 mins. Rel. April 1.
Men and Jobs (Russian) (Amkino) An American engineer looks at Russia. Dir. Karl Anton. Time, 79 mins. Rel. Aug. 30.
Mensch Ohne Namen (German) (Protex). Polignat drama. Werner Krauss. Dir. Gustav Ulicky. 86 mins. Rel. Nov. 1. Rev. Nov. 15.
Michi (Paramount) (Protex). Musical comedy. Susy Varnon, Robert Burrier. Dramem. 80 mins. Rel. July 1. Rev. Dec. 6.
Mond Ueber Morokke (Protex) (Ger). See Cing Gentlemen Maudit.
Moritz Macht Sein Glueck. (German) (Capital). Farce. Siegfried Arno. 85 mins. Rel. March 1. Rev. April 1.
Namenheirat. (German) (FAF). Drama. Dir. Heinz Paul. 90 mins. Rel. Jan. 1. Rev. Jan. 17.
1914. (Capital) (Ger). Prelude to the world war. Dir. Rich. Oswald. Time, 79 mins. Rel. Sep. 1.
Oberst Redl. (Capital) (Ger). Spy thriller. Lil Dagover, Theo. Loos. Dir. Karl Anton. Time, 79 mins. Rel. Aug. 30.
Paris-Beguin (Protex) (Fr). Musical. Jane Marnac. Dir. Augusta Genina. 90 mins. Rel. Dec. 15. Rev. Jan. 17.
Pension Schoellen (Schneider) (Ger). Comedy with music. Trude Berliner, Jacob Lecker, Fritz Schultz. Dir. George Jacoby. 90 mins. Rel. Sept. 17. Rev. Sept. 20.
Piri Mindent Tud (Arka) (Hung.). Farce. Dir. Stephen Szekely. 75 mins. Rel. Jan. 1. Rev. Jan. 1.
Purpur und Waschblau. (Capital) (Ger). Dramatic comedy. Hans Niess. Eiso Eister. Dir. Max Neufeld. Time, 85 mins. Rel. July 20.
Quando te Sueldes (Paramount) (Spanish). Musical. Argentina. 90 mins. Rel. March 1. Rev. April 1.
Quand to Tuez Tu (Paramount) (French). Farce comedy. Dreaan, Noeli-Noel, Robert Brunier. 80 mins. Rel. March 15.
Rasse Hat Ruh. (Capital) (Polish). Military farce. Frits Kampers, Luole Englische. Time, 94 mins. Rel. Aug. 11.
Rhapsody of Love. (Capital) (Polish). Harshpings of an art career. Agnes B. Moore. Dir. Robt. Slesch. Time, 80 mins. Rel. Aug. 20.
Richthofen, Red Ace of Germany. (Gould) (Ger). (Synchronized.) Self explanatory. Dir. Robt. Slesch. Time, 80 mins. Rel. Aug. 20.
Ronny (Protex) (Ger). Opera. Kaethe von Nagy, Willy Fritsch. Dir. Euerich Mann. Rel. April 1. Rev. April 15.
Scampolo (Kinematrade) (Ger). Cinderella romance. Dolly Haas. 80 mins. Rel. March 15.
Schubert's Liebesstraumen. (Capital) (Ger). Musical of Schubert's life. Carl Jochen, Siegfried Arno. Dir. Rich. Oswald. Time, 71 mins. Rel. June 28.
Siberian Patrol (Russ.) (Amkino). Dir. Protopanov. 50 mins. Rel. May 12. Rev. May 31.
Sniper (Russ.) (Amkino). The war terrors. Dir. Timoshenko. 61 mins. Rel. Aug. 25. Rev. Aug. 30.
Soil is Thirsty (Russ.) (Amkino). Dir. Reisman. 53 mins. Rel. May 5. Rev. May 10.
Storn Ueber Zakopans, The. (Capital) (Polish). (Synchronized.) Danger in the mountains. Time, 89 mins. Rel. Aug. 25.
Taszerin von Sansouci. See 'Barbarina'.
Tatras Zauber (Protex) (Ger). Mountain story and action. Dir. Adolf Trotz. 63 mins. Rel. Feb. 15.
Tingls Tangle. (New Era) (Ger). Comedy. Ernest Vereben, Fritz Kampers, Elizabeth Pinaeff. Dir. Japp Speyer. Time, 83 mins. Rel. May 15.
Trapeze (German) (Protex). Circus drama. Anna Stein. Dir. A. E. Dupont. 90 mins. Rel. May 1. Rev. May 15.
Trenck (Kinematrade) (Ger). Romantic drama. Dorothea Weiske. 90 mins. Rel. March 15.
Ulan, Ulan, Chiopey Malowani (Polish) (Zbyzsko). Musical comedy. 100 mins. Rel. March 15.
Ulca (Capital) (Polish). Life of the newboys. Dir. Alexander Ford. Time, 73 mins. Rel. Aug. 25. Rev. Jan. 31.
Unseen Heroes. (Capital) (Polish). Polish police activity. Mary Bogda, Adam Brodzicz. 75 mins. Rel. Aug. 25.
Victoria and ihr Hussar (Kinematrade) (Ger). Viennese opera. 90 mins. Rel. March 15.
Volo de la Montagne. The. (Capital) (Polish). Algerian story in authentic locales. Adam Brodzicz, Mary Bogda. Time, 83 mins. Rel. Aug. 25.
Weekend in Paradise. (Capital) (Ger). Farce. Otto Wallburg, Julius Falkenberg, Helene Lister, Trude Berliner. Dir. Robt. Land. Time, 81 mins. Rel. Nov. 1.
Wenn die Soldaten (Schneider) (Ger). Military musical. Otto Wallburg, Paul Feldermann, Ida Wipac. Dir. J. Fieck. 85 mins. Rel. Oct. 27.
Yerck (German) (Protex). Historical drama. Werner Krauss, Rudolf Forster. Dir. Gustav Ulicky. 90 mins. Rel. Nov. 1. Rev. Nov. 27.
Zapfenstecher Am Rhein. (Whitney) (Ger). Musical farce. Charlotte Susa. Siegfried Arno. Time, 89 mins. Rel. Feb. 1. Rev. Feb. 7.
Zirkus Leben. (German) (FAF). Circus drama. Liane Hald. Dir. Heinz Paul. 70 mins. Rel. Dec. 15. Rev. Jan. 3.
Zwei Herzgen und Ein Schling (German) (Protex). Opera. Lillian Harvey. Dir. Wilhelm Thiele. 90 mins. Rel. Sept. 1. Rev. Sept. 13.

Key to address—Amkino, 723 Seventh Ave. Associated Cinema, 154 W. 55th St. Capital Film Exchange, 630 Ninth Ave. Filmchicks, 28 West 42 St. Foreign American Films, 111 W. 87th St. George Schneider, 676 Riverside Dr. Harold Asten, 145 Broadway. International Cinema, 1499 First Ave. Inter-Am Film, 140 Broadway. J. H. Whitney, 350 East 72d St. Kinematrade, 723 Seventh Ave. New World, 140 Broadway. Protex Trading, 42 E. 58th St. Symon Gould, 151 E. 58th St. Zbyzsko Forcillims, 723 Seventh Ave. Zbyzsko Film Corp., 274 Madison Ave.

HERE AND THERE

A. W. Riches and E. P. Lewis elected members of Los Angeles Musicians' Local 47.
Casa Loma combo goes into the Glenn Island Casino, New Rochelle, N. Y., for the summer, May 4. Unit will have a CBS wire.
Walter Kane has been made a vice-president of the Richmond-Mayer Music Co., and also of the Paull Pioneer Co., former firms

subsid. Appointment follows Max Meyer's bid of Maurice Richmond's interest in the R-M company.
Bert Lavin has replaced the Freddie Martin unit at Park Central, New York.
Huston Ray filling in for Don Bester at Lexington hotel, New York.
Main dining room of the Essex House, New York, has Richard Hember batoning an orchestra.

Better Biz Day Combo Delayed by Bank Holiday

Los Angeles, March 6. The Jack Schaller acts, set to tour coast towns for one day stands under the direction of Eddie Gamble, boer in a Bert Levey office, have had their plans shot temporarily by the California bank holiday.
Gamble has been promoting 'Better Business Days' in the smaller communities, with the merchants and newspapers supplying the wherewithal through subscriptions to cover the tour, for a 15 piece band, including a five-piece band. Tour is being arranged so that there is no chance of a loss for the trick, Gamble demanding cash in the bank before setting dates.
Tour, scheduled to start (11) has been set back two weeks.

CURIOSITY RUNS HIGH

World's Fair, Visitors Heavy at 10c Each

Chicago, March 6. Since the grounds were fenced off last spring, 73,006 persons have paid 10 cents each to visit the World Fair's 'preview.' It is now reported possible that the congestion of traffic will bar automobiles from the grounds altogether.
Fair opens June 1, with 50 cents as the regular gate admission.

Geo. Young Starts New Stock in Cleveland

Cleveland, Mar. 6. George Young, former Cleveland bursar, may now be reported to be assistant manager of Coney Island Luna Park, is the latest to try to breathe new life into local burlesque after two previous enterprises in the last year left altogether.
Young's new burley try is slated to blossom on or about March 11 in Moose Hall's Gayety, formerly known as the Club when Walter Siro and Mark Bernard operated it. Stock, with guest stars, Ed Daly as producer and a 15-to-40-cent scale, to be policy.

Line-up of next show includes Boob Blake, Billy Baud, Will Hays, Billy Wainright, a chorus of 12 and Johnny Hronek's pit band. Ann Corio announced the pit as star in initial revue, but cancelled after Young claimed Corio's illness in Syracuse would prevent her from being here for rehearsals. Peaches Brownaker and Mark Bernard on the books for following weeks.

Matches By Ton

Springfield, Mass., March 6. The Chicago World's Fair in June will be advertised throughout the world through the medium of matches—free ones, too.
The fair management has ordered 700,000 boxes of paper matches from the Diamond Match Company, which has plants in Springfield and Barborton, Ohio. The order will provide work for several hundred men for many weeks.

Empire Wheel

Week March 6. Frolies—Empire, Newark. Girls of U. E. H.—Center, New York. Ha-Cha—Gayety, Brooklyn. Joastime—Trocadero, Philadelphia. Powder Puff—Star, Brooklyn. Speed and Sparkle—O. Tempers—Howard, Boston.

Literati

(Continued from page 47) using some of the characters in 'Mannhatt Night' in his new one, 'Murder at Endor.'
Richard H. Thornton back from abroad, with some new scripts for Henry Holt.
Max Miller, the 'Waterfront scribbler, has his second book out. 'The Went Away' for a while.
Milton Munkin still making raids for scribblers, its latest acquisition being Stephen McKenna.
Ring Lardner will try to regain his health in the San Jacinto mountain district.
'The Werewolf of Paris,' by Guy Endore, is the story of a man born with hair on the palms of his hands.
'Manchero,' by Stewart Edward White, goes across the continent into California and dips back to the days of the Spanish settlers.
'The Great Crooner,' by Clarence Kelland, kills the radio business into a pink bluish.

OBITUARY

ARTHUR ROBERTS
Arthur Roberts, 80, described by C. B. Cochran as 'the greatest showman of our time,' died in London, Feb. 27.

Roberts was born in London in 1852 and was for some years a solicitor's clerk before he turned to the stage, making his debut at the Old Middlesex music hall in 1872. In 1880 he made his theatre debut in one of the Christmas pantomimes at the Drury Lane. Thenceforth he was prominent in musical and light comedy and for a time

sons and a daughter survive. Interment was in Atlantic.

MAJOR JOHN E. BURKE
Major John E. Burke, 88, oldest member of the N. Y. Lodge of Elks, both in point of years and continuous membership, died in New York, March 1 of the infirmities of age. He was well known in vaudeville for years as a lightning gun manipulator.

FRED D. VALVA
Fred D. Valva, musician, died at his home, Worcester, Mass., March 5, after a week's illness. He began his career as a violinist in the orchestra of the Worcester



William Morris
was associated with the late Sir Augustine Harris in the management of the Drury Lane theatre. In the early '90's he went back to the music halls, but now as a star, alternating with the dramatic stage. He was long regarded as the foremost comedian of the British stage. He was not as widely known on this side of the water and was often confused with another Arthur Roberts whose 'Dick Turpin' and other protean acts were better known to Americans.

ter theatre in the '90's, playing under his uncle, Jos. N. Truda.

Later he played in Florida and the Bahamas and was pit director at the Poli theatre in 1905 and moved to the Elm St. house, where he resided for 14 years. He retired a few years ago and has since confined his activities to teaching. He was sec-treas. of the Worcester musicians' assn. and a member of the executive committee at the time of his death. Survived by his widow, daughter, two brothers and three sisters.

W. GOLDEN MORTIMER

Dr. William Golden Mortimer, 79, nose and throat specialist, died in New York March 3.

HARRY WIELAND
Harry Wieland, son of late H. V. Wieland, the agent, died in London, Feb. 20.
Wieland was born in New York but adopted British citizenship some years ago. As result of war wounds



Jenie Jacobs
Before engaging in medical practice he toured the country as a magician, having studied under Robinson, the Fakir of Vishnu, who was for many years assistant to Herrmann the Great. With Sam R. Ellison, another physician, he founded the Society of American Magicians and was its first president.

was confined in a hospital for the past four years.

CHARLES BORNAUPT

Charles Bornaupt, 57, once a prominent vaudeville agent, died at his home in Stamford, Conn., March 2.

BART KREEFT
Bart Kreeft, 73, who but recently celebrated his birthday in Amsterdam, Holland, died the day following that event.

He was widely known as a comedian and commanded a large following until his retirement.

POLLY THOMPSON

Mrs. Hippolyta Thompson, professionally known as Polly Thompson, killed herself in her New York apartment March 8, by turning on the gas.

Survived by her husband, Mother of Catherine Willard (Mrs. Ralph Bellamy) died suddenly last week in San Francisco. Daughter and son-in-law rushed from Hollywood and were at the bedside.

KATE McLAURIN

Kate McLaaurin, novelist and playwright, died in Los Angeles March 1 following a long illness. Prior to her career as play writer she had appeared in stage productions, including 'Man of the Hour,' 'Boots and Saddles' and 'Pine Feathers.' She wrote six plays and two novels.

Survived by her husband, Willard Robinson, screen actor.

FRANK W. WHITCOMB

Frank W. Whitcomb, 40, for many years appearing legitimate and in several Broadway productions, died at his home near Atlantic, Iowa. He was active in theatrical circles until six years ago, when falling health forced his retirement. Two

Grace Robinson Willard, writer and mother of Catherine Willard, actress, died Feb. 28 in San Francisco, from pneumonia.

Son, two and a half, of Ruth Holloway, soprano on KJH's staff, died, Feb. 26 at Los Angeles.

LETTERS

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# DANCING ON GLASS



## ILLUSION:

In India, the fakirs present a spectacle to tourists. Two lovely performers appear, take off their shoes, break some bottles and lamp chimneys before the eyes of the audience, and throw the jagged pieces into a box already filled with broken glass. They step barefooted into the box and do an Oriental dance in the glass. After the dance they show you that their feet are miraculously uninjured.

## EXPLANATION:

Before the performers appear they have soaked their feet in a strong solution of alum water and thoroughly rubbed them with pulverized resin which toughens them for the ordeal. They were careful to throw the freshly broken glass around the edges of the platform. The glass on which they actually do dance is "prepared." It is very thick, heavy, and filed or ground so that the sharp edges are rounded off. The girls just pretend to dance on the sharp glass.

Source: "Magic Stage Illusions and Scientific Diversions" by Albert A. Hopkins, Munn & Co., New York.

## IT'S FUN TO BE FOOLED ...IT'S MORE FUN TO KNOW

One of the tricks of cigarette advertising is to pretend that "Heat Treatment" is an exclusive process, making one cigarette better than any other.

**EXPLANATION:** All cigarette manufacturers use heat treatment. It is a routine process of manufacture. The first Camel cigarette ever made was manufactured under the heat-treating process. Every one of the billions of Camels produced since has received the necessary heat treatment.

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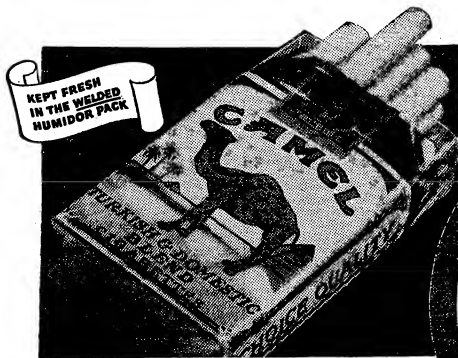
sive processing under high temperatures. The more expensive tobaccos which are naturally mild, call for only a moderate application of heat. Heat treatment never can make cheap, inferior tobacco good.

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

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Then try Camels. Judge them critically. Compare them with others for mildness, for throat-ease for good taste.

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# VARIETY

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## BEER FOR DARK THEATRES

### Love Laughs at Locksmiths; French Red Tape's Something Else Again

Nice, March 2. Earl Leslie, co-author of "Viola Paris: Mistinguet's revu," has got to first base on that marriage thing. A one line notice in six point in a French paper announcing his betrothal to Carmen Morales looks like nothing in print, but it represents the work of a lifetime. He bought two dozen copies of the paper and slipped one of them on Mistinguet's dressing table the night of their last showing here.

It looked for a moment as if it would be the last showing anywhere. Mistinguet no like the alliance and as far as Leslie could learn, the French government was against it too. So far the effort to acquire a wife has cost Leslie 8,000 francs and after that when the troupe has toured all Europe and eventually gets back to France they can get married—maybe.

Take it from Leslie, Paris may be the easiest place to get divorced in, but is the hardest place to get married in, and the legal blockade alone easily explains why most of those expatriates on the left bank continue to live in sin. They have no other choice.

Leslie has been here 12 years, having come over with the Dolly Sisters and has been with Mistinguet most of the time. His fiancée is a looker from Mexico, and is one of the Ambassadeurs American Girls in "Viola Paris."

When they wanted to get married they tried to elope, but to do that in France one of the party has to stay parked in one district for 30 days.

When you apply for a license they send you around to the American Consulate, who makes you write to America to get your birth certificate so that they may throw it out and make you buy an affidavit instead. The consulate can't do this, but tosses you to an American lawyer.

This lawyer makes out a load of papers and signs them for a price. You take these papers to the American Consul who for a dollar a word puts his signature on all of them. All he really does is to say that the lawyer's signature isn't forgery. You then take all these papers to the Minister of Foreign Affairs, who then signs them, saying that the Consul's signature is on the level. There the check is much cheaper. You get a whole signature for 15 cents.

Then the girl has to get a certificate from the hotel-keeper saying (Continued on page 16)

### Broadway's Hypo

Broadway, always a champ chiseling street, declared a Rump holiday under the hypodermic of the moratorium. Everything was a chiz.

The lads were chiseling dimes, quarters, drinks, food, sympathy clothing and cut-rates on everything. None knew why or where to stop. Those extending credit were likewise nuplussed and now they're worrying about the validity of some of those checks and tabs. But while the panic was on it was felt it was better to have cut trade in a joint than none at all.

### B'WAY TICKET MAN FALLS HEIR TO PLENTY

Charlie Gray, a Broadway ticket dispenser, has become the potential heir to an estate with a minimum value of \$1,500,000. Gray was formerly of the Vanderbilt theatre box-office and recently was at the Hudson. His mother, professionally known as Rose Beaumont (Beaumont Sisters, Roac and Nellie), was widowed last week upon the passing of her third husband, Eben B. Phillips, whose family virtually owned Swampscott, Mass.

Gray, with his wife, is leaving New York to manage the estate and take care of an 800 acre farm at George's Hill, New Hampshire. Fern boasts 20,000 chickens and his maple syrup. Place was given Miss Beaumont by Billy B. Van, her second husband, at the time they were divorced. Miss Beaumont's first husband was Harry Gray whom she wed when both were with the Darnum & Bailey circus.

Gray told friends that he wouldn't be able to stip them free ducats any more but would square it by sending down a brace of broilers now and then.

### Look for Spring Thaw In Public Frozen Coin

Figured that the banking thing last week may loosen the purse-strings generally.

Those who had their money tied up regretted not having the thing; they were looking back on A few before the closing proclamation had anticipated the stringency and went out and bought cars, etc. rather than risk having their cash frozen. Believed that this possibility would have the "bank" officers looking out for their own interests. From what had been said, generally.

### FIGURE ON IDLE PICTURE HOUSES

#### Think Construction Ideal for Suda Gardens — Main Street and Ace Neighborhood Locations Factors—Estimate \$10,000 Conversion Cost

### 1,500-SEATERS BEST

A movement concerning beer and the means of serving it to erase memories of the corner saloon is under way. The kernel of the hunch concerns many of the 8,000 fair sized film theatres now dark in this country which would be converted into foam palaces in the new order of the day.

The conversion of a picture house into a beer garden may seem improbable, but these dark auditoriums, the bane of the celluloid industry's current existence, the concern of landlord and receiver, and handouts for the reeler, are being recognized by responsible parties as the most logical of all sites as beer institutions. The reasons are the theatres' fire regulation con- (Continued on page 21)

### 60,000,000 U. S. LISTENERS-IN

Estimated that the biggest radio listening audience of all time, probably 60,000,000 people, were on hand for President Roosevelt's message on the banking situation Sunday night, 10-10-15 p. m. E.S.T. There were broadcast announcements every half hour on all networks, heralding the presidential address, which left no uncertainty about the time.

The gravity of the subject and its vital relationship to every citizen's welfare guaranteed the utmost in listening scope.

From the theatrical viewpoint, the President's directness in getting right down to earth and coaching his speech in easily comprehensible phraseology pinned him to the fore as a champ showman. The unofficial understanding is that the President will use the same directness in periodical broadcasts.

### Reason Enough

A press agent for a New York bank was in court. "We're paying to keep our names out of the papers now," the bank stated.

### Wash. Lieut.-Gov., Ex-Band Leader, Functions as M.C. of State Senate

### More Benefits

The moratorium earthquake box-office grosses last week and the weekend earthquakes in California added further debris to the general situation. Broadway comment that the quakes were brought on by Hollywood's echo to the 50% salary cut is only a fleetingly light reflection of conditions in the show biz.

The economic situation prophesies a flock of benefits. There are benefits under way already for the quake sufferers, for charities and other benevolences on the theory that suffering knows no moratorium. All this will make it more difficult for the general commercial box-office situation.

### WAITERS OUT-BRAZEN COLLEGE STUDENTS

Chicago, March 13. Dendbeating restaurant waiters, a favorite college boy pastime, requires more nerve nowadays than most of the students possess. Depression has made it tough studding for the apron contingent who can't afford to let anybody escape without paying tribute. As a result scenes are being enacted in local cafes and nite clubs comparable to the brutal candor of a cheap speakeasy that collects by the drink and in advance.

Waiters now hold the plate and jingle it in front of each and every male member of the college groups. There's no avoiding that hint. All the cafe is attracted by the waiter's crude canvass. With everybody's eyes on him the would-be doofus has to have plenty of impudence not to cave in and find two-bits somewhere on his person.

Most of the managements now look the other way when the waiters go after tips in this brazen manner.

### Bank Situasn Hastened Settlement of Old Bills

Tacoma, March 13. During the bank holiday here yesterday and four time accounts were paid by check than in history of the city.

Accounts, as old as five years were liquid by check but recipients are not endorsing them or receiving bills.

### \$1 Off for Professionalism

An art list week turned down Sunday date at the Myrtle Beach, S. C. by \$2. It was news that the art list played the Myrtle Beach post office. (Continued on page 16)

Seattle, March 13. Showmanship has invaded the state senate at Olympia, Wash., mingling with statesmanship.

The job of selling the show is assigned to Vic Meyers, ex-band leader and picture house m.c., now lieutenant-governor of Washington.

Some pretty fair comedy has been dished up to the gallery at this showshop, with the 1933 60-day run nearing its close.

When Vic was booked as lieutenant-governor Roosevelt landslide, he was spotted in the m.c. job of the senate. His prior experience was not political, and so there were doubts as to his going over. But doubts have been cleared up. Vic has made good and emerges as a political success.

A "Variety" mugg made the trip to Olympia to review the layout. Olympia seats about 200 in two galleries and 50 in the senate chamber proper. There is one woman senator; the rest run from a couple youths with bushy hair to some veterans with bald or gray domes. These comprise the cast, although some merely answer to the roll call, Vic stands—or sits—in front of the gang, who are seated behind desks like school kids. Vic is the teacher. He tells 'em. No foolin'. It is all business with him.

### Gavel as Baton

When this band leader takes his position with gavel in hand, he takes command. His left hand often swings as if he had a baton.

The setting of the show is amid the luxury of the \$10,000,000 capitol. Vic's private office is palatial.

New life is brought to the show when Vic takes charge. Some senator may be drooling along, but Vic's entire always means a fast tempo. He wades through parliamentary tangles with ease and assurance. He speaks up debate, and when he suggests "We've had enough debate. Proceed with roll call!" That meant voting.

Two senators got into a heated argument recently. First began to yell. Four lids from the Pacific College Glee club were in the hallway. Vic knew they were there, and the program continued.

Vic puts motions, counter-motions, amendments, sub-amendments quickly; he anticipates legislative knots as smoothly as he would lead a band; he works fast and keeps the program moving, looks ahead for the next one and never stumbles.

He does it so smoothly, and even when he takes his "personality" show he seems to be thinking of the state's show going

### Charity 'At Homes'

Epistolary notes in New York City are being made from cocktail parties at which the guests pay the host. The host provides a cocktail buffet supper and proceeds go to the various relief charities. The host and the hostess bring their own food with them.



# It's a Swell Time to Gag in N. Y. With Family in Quake—Ask Reisner

By CECILIA AGER

On the morning after the California earthquake, the three saddest men in town met in Chuck Reisner's suite at the Sherry Netherlands to make up laughs for the Ed Wynn picture.

'Now here's a great spot for Wynn to come in in his fire hat,' said Harry Ruby. 'Gee, what's my wife going to use for money? Got any idea when the Hollywood banks are going to open? Just like my bank to be one of the bum ones—'

'Yeah, that might be a good place, Harry,' Mr. Reisner agreed. 'You know, a guy gets to taking his wife and son for granted, till an earthquake breaks around them.'

'Say Chuck, Bert Kaempfer offered, 'how about Wynn leading in his horse? It's two days to the Coast by plane, and it might as well be two years—when you want to see how your family gets along now. All you can do when a thing like this happens is be near them. It'll be right back. Going out to send a wire.'

'All right, all right, come in with some water.' 'See that, Harry?' said Reisner. 'Did you see the way I hesitated before I gave him that two bits? That's the way this bank business has got me. I don't know where I stand.'

### Counting Nickels

Kalmar was back in New York some time ago. He called to ask him to bring a pitcher of water and a nickel for me! And then the three Pagliaccis turned to the problems of the new situation, the change in the way to three heady political economists. They endorse President Roosevelt, and figure out that in a year they'll all feel much better.

Mr. Reisner, since the early Chaplin days, has been associated with the making of comedies. Watching them come and go, analyzing the hits, he has come to the conclusion that the indispensable elements of a smash comedy and smash comedian are dramatic contrast, dramatic conflict, and a rooting interest for the audience. He has built up a solid foundation of a story background that everybody will understand. 'Contrast is most important,' he says. 'All the great comedians have it. In Chaplin it's the little tramp, with hope and no complaints. The contrast comes in his shabby gentility, his perfect manner, but the details of his make-up represent poverty, yet all the details show a yearning for elegance.'

'With Buster Keaton the contrast is physical, the same thing set up against a dynamic bully. In Al Jolson it's the blackface comedian who looks like he ought to be singing about water meters, but he sings sentimental songs. Instead, Harold Lloyd looks poetic, aesthetic, but he climbs buildings, takes hair-raising risks. It's the same with the male stunts, the 'My Father,' the masculine, dominating woman and the cringing, feminine man. 'Barney Goode,' the man in love with his horse instead of with a woman.'

Mr. Reisner, then, seeks in his pictures to create exaggerated contrasts for his actors, to build up every possible contrast in his story. He looks for a dramatic yarn whose application is general, not personal.

'For instance,' he explains, 'if a man divorces his husband because she snore, only a few people understand, but if a wife divorces her husband because he neglects her and is mean to the children, everybody gets it.'

Reisner works comedy into his background of drama, but he starts with drama first. 'Comedy and tragedy are so closely related, laughter is the safety valve that saves humanity,' he believes. 'The laughs that mean anything, that last with audiences, are laughs of relief, not of merriment, but of relief out of human, natural situations. See that the audience laughs at the villain, with the comedian.'

'Get the audience on the comedian, then, see that the villain finally the comedian conquers the villain, the audience is satisfied that they're quits with the villain too. The anger must pull the comedian, hate the villain. There can have the contrast between good and bad, the conflict between good and bad which have got to be in to sustain interest, which means build up the audience in a rooting interest.'

### F&M Strike Idea

Hollywood, March 13. Nothing can stop Hollywood. Even walkouts here are planned along Fanchon & Marco lines. On Saturday morning had plans laid calling for airplanes to fly over the studios that afternoon with flag signals to inform union help whether or not the walkout was on.

### That's News!—Even Calif Says It Was An Earthquake

Los Angeles, March 13. All news coming from the stricken area is being censored by naval authorities who have taken command in Long Beach. All civilians are barred from that sector.

Newspapers in Southern California for the first time in many years used 'earthquake' in their stories. Hitherto they have been referred to as tremors and similar synonyms, but even the most patriotic of Southern Californians had to admit this was an earthquake.

Sismologists announced that seismographs recorded the violence of the shock as from point five to point six. Point 10 is complete demolition.

### Claims \$1,846 Advance to Give Jack Hays a Front

Los Angeles, March 13. Cornelius (Pat) Wildhagen, former associate of Jack Hays in shorts production, has filed suit against the baby star promoter in Municipal court, to recover \$1,846 which the promoter has advanced to Hays in cash over a period of months. Wildhagen, while not actually financing Hays in his production activities, professed the funds to put on the necessary front, paid railroad fare, hotel bills, etc. he alleges. At no time was he associated with Hays in the school for baby stars which the short producer is conducting in Culver City.

### Studios' Jitters

Hollywood, March 13. Production slowed up appreciably at the sound studios on the weekend due to the jittery feeling of the people working on the stages. At a very tremor, whether due to a fresh tremor or other cause, everyone hurried into the open and when not needed on the set players stayed outside, fearing that the high roofs and massive construction would make stages particularly dangerous spots.

However, no production schedule was called off on account of the quake.

### Ratio of Cuts for Loan Players Is Confusing

Hollywood, March 13. Warner contract people now out of town are in a dilemma. Most of them have already signed agreements with studios, where they're now working to take the eight weeks out, and now Warners is trying to reach them to sign similar agreements. James Bush, actor, whose regular salary is \$300 a week was given a job in a Culbertson short at RKO Studio at what was supposed to be \$50 regular pay. Instead of paying him \$150 Radio, after engagement was completed, gave him \$75, which was refused by Harry Wurtzel his agent.

### SAILINGS

March 20 (Berlin to New York), Dorothea Wiercke (St. Louis). March 21 (Paris to New York), Al Lewin (Europa). March 14 (New York to London), Edward Everett Horton (Bremen). March 13 (Los Angeles to London), Betty Balfour, Jimmy Campbell (Winnipeg).



### WILL MAHONEY

This Week, Fox Theatre, St. Louis. The Boston 'Traveler' said: 'The audience went wild with enthusiasm and the show stopped dead after Mr. Mahoney's performance at the Metropolitan. Mahoney is a sensation and no mistake.'

Direction RALPH G. FARNUM 1550 Broadway

### Constance Bennett Has Her Own Ideas On Renting Clothes

Hollywood, March 13. The RKO studio crowd was burned at the conduct of Constance Bennett in refusing wardrobe made for her by the studio for 'Our Betters.' They made a dress which cost them \$600, which she refused to wear. Another was then made at a cost of \$700. This she refused too. Finally, she appeared on the set in one of her own, which the studio people said was not as expensive as those they had made, and charged the studio a rental of \$100 for its use.

On a previous picture studio people claim that she insisted on wearing an ermine coat belonging to her, which she said cost \$20,000 and demanded \$1,000 rental. Studio people are reported to have checked up and found the coat she wore appraised at around \$3,500.

### BICKFORD'S SLANT

Refused Cuts—Not His Fault Film Delayed So Long

Hollywood, March 13. Rather than take a cut, Charles Bickford walked out of Charles Rogers' 'Beer Baron' at Paramount last Thursday (9). And rather than hold up the muchly-postponed picture any longer, Rogers restored Bickford to full pay. Bickford said it wasn't his fault, that the picture had been delayed, carrying it into the emergency period.

### New Arrivals

Hollywood, March 13. There will be additions to the Darryl Zanuck and Rufus LeMaire families. Arrivals will mark the second for both families, each having a daughter.

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# Industry Economics Summarized

Hollywood deadlocked on salary cuts, but four majors, Metro, WB, RKO and Par, decided to resume production regardless. Theatres claim possible bankruptcy. If unions don't yield on labor scales, and 80 in Cleveland summarily shutter; others ditto.

Opening of banks in New York, Monday (13) held hope that industry's emergency period might lift sooner than expected, with 'gradual opening of bank in other cities as follows; besides, California earthquake accentuated emergency period.

Warner cut on week-to-week basis. Theatre end of RKO only branch of industry to assure staffs that former salaries return at close of emergency period.

Threats to shut all houses in certain keys unless unions agree to a 25% cut. In New York unions offered 15% cut; so far chains haven't accepted.

Theatre men look for cuts to be reflected in reduction of film rentals all around, with indie exhibs making such demand.

Producers look to outhrow some production and possibility lies of shortage of product as a result. In the event of closing of studios for any length of time, producers want to withhold better product until emergency lifts. Figure theatres won't be able to meet rental costs on better product. This may mean closing of theatres on a wide scale besides.

Stage In legit unions okayed skeleton crews to minimum for musicals; straight dramatic already down to bone.

Immediate closing for legit oked by unions and Equity, sans liability; formerly one to two weeks necessary. After first couple days of moratorium, better shows mixed checks. Buys suspended; brokers unaffected as their bulk business is shared.

Figured average stage-hand earns more than average legit player, man for man, under percentage arrangement; co-op alternative was worse than 50% slash, as very little left in the lesser shows for players. Some drew no salaries last wk.

In vaudeville houses, figured unit labor earning more than house manager, estimating latter's average down to \$50 and boothmen twice that. College proms cancelled, costing plenty in band bookings.

RKO, Warners, Loew's and Public decide to cut vaude salaries, 50% for eight weeks or 25% until Sept. 1.

## See New \$300,000 a Week Revenue In 16 m.m. Shows for Small Towns

Plan is afoot to widen the amusement area of the country and open up some 8,000 towns which now have no film houses or any kind of screen entertainment through the installation of 16 m.m. equipment for commercial purposes, by this means broadening the distribution of the film companies and increasing the trade's potential income from \$200,000 to \$300,000 weekly.

Altogether, it is estimated there are 13,500 towns in the U.S. with a population of 3,000 or upward each. Of these, only around 4,000 are not possessed of any kind of film theatre served by the film industry commercially.

This new plan would take the 16 m.m. out of the home field and put it right in the lap of the main industry, as opinion seems to be that the home field will be delayed owing to cost of equipment.

Definite details are not forthcoming, but accounts have the RCA as interested in the project and ready to help speed the opening of the 16 m.m. field commercially.

Additionally three of the major film companies are stated to be set

to provide the miniature rim production.

The plan would have an extensive revamping of the entire distribution of the film business that would make subsequent runs almost entirely devoted to 16 m.m. rather than 35, thus profiting the first run from higher houses with production.

Equipment at Low Cost It has been figured that a commercial 16 m.m. equipment can be installed for \$500 to \$600 with features that would permit payment in installments on a two-year basis.

At the same time the fullest playing time for any kind of films would be provided for the majors, probably lengthening the life of a film by two years or more.

It is felt that the towns thus considered which are in every part of the country could utilize the scheme, providing the life of almost any kind of structure could be devoted to the smaller equipment staff. The 16 m.m. is all on non-inflammable film stock.

Who makes the plan feasible from an overhead standpoint is that the 16 m.m. film on such a wide basis of distribution and which is now rentable at \$1 per reel for home usages, would be materially increased in price for commercial showings, as that \$1 item is akin to what the small towns were wont to pay at one time for regular 35 m.m.

With reduced overhead it is believed possible to have the film exchange share in the resultant saving, thus reducing the exhib's net as compared to the 35 m.m.

Another factor that makes the 16 m.m. plan look salable is that the 16 m.m. film sound is not as objectionable as a frequency comparable to that of broadcasting which is okay for receptive theatre reproduction.

Shipping costs and printing costs are also much lower on the 16 m.m. than the regular 35 m.m. This would mean that altogether, as it has been figured by insiders, the overhead of 16 m.m. projection commercially would amount to 40% less than what houses spend on 35. That takes in printing costs.

The idea back of the plan is to sell the 16 m.m. scheme to towns where auditoriums are located of a capacity from 500 to 900 which can be utilized advantageously for such a purpose. It's not meant for bigger houses.

The apparent aim is to create a new field of small theatres which would rate, according to location at a b. o. of a 25-cent top but still not be in competition with the more costly operated 35 m.m. houses in larger centers.

### Okay for Sound!

Hollywood, March 13. First known instance of a talking picture of an actual earthquake is a scene in Paramount's 'Dead on Arrival,' featuring William Harrigan and Vince Barnett.

Scene was being shot when the first shock occurred with the sound track recording the surprised exclamations of 'Earthquake!' by those on the set while the film showed the actors rushing toward the shaking walls.

### Miller Heading Toward London for First Pic

Hollywood, March 13. Gilbert Miller, due in New York the end of this week, sails from there in two weeks to produce 'Take a Wife' for Columbia in England. Picture will star Leslie Howard.

While abroad Miller will also stage two light attractions, 'Lute Christopher Bean,' with Cedric Hardwicke, and 'Reunion in Vienna.'

Harry Cohn and Sam Briskin will go to England later.

# WAVE'S \$1,000,000 DAMAGE

## Everybody's Credit Was Oke

### Theatres Figured 75% Certainty on Checks and 50% Negotiability on Tabs

Continuance of the banking holiday last week and restrictions in one form or another by banks created a coast-to-coast, ready credit system.

In New York the panic was on in earnest after a couple days. Theatres which were doing okay over the week-end, suddenly started to feel the brunt of the situation Monday (6), as did everything else.

Crosses were dropping 25% and more and Tuesday's (7) rainstorm had many houses in the east playing to bare minorities. In New York only the two Radio City houses that day (7) joined the old Roxy in acceptance of personal checks to cover admission.

Angle on checks for admittance in New York, as in other parts of the country, is based on a law of average which dictates that if 75% of the checks are good, that's okay. There, from a theatre point of view, was just so much business that otherwise wouldn't come in. This is also true of I. O. U.'s with belief that at least 50% of them are okay.

**A Big Lull**  
With not much stirring anywhere, New York has started to look like a hick town. A noticeable absence of trucks on the streets, along with a minimum number of cruising taxis, has taken away some of bustle. Subways and street cars were never so crowded, people travelling by the cheapest means possible.

Shopping, excepting for such staples as groceries and food, was radically affected at first but is rapidly recovering. Main fear of food stores was that if too much credit were extended, replenishing stocks would become a worry. That account was cut down greatly as a result.

A few of the large department stores were accepting checks and giving small amounts of change in cash.

Theatres and home offices were both watching the cash very carefully. Nothing was being paid that didn't have to be paid.

Telephone operators, wanting an extra nickel for additional minutes on local calls, in some cases were forgetting these and letting people talk longer than the minimum on the first nickel.

Barber shops, along with almost every other conceivable type of place, permitted credit and at restaurants, etc., were advertising charge accounts could be opened. Restaurants were willing to take checks to cover food, covert charge and tips. Gas stations accepted checks from motorists also.

## Nazi Victim Is Proprietor Of Theatre in Rochester

Rochester, March 13. Alleged beating up of Dr. Nathaniel Wolff, 37, part owner of the New Theatre, which is in a Berlin hotel caused international furore. Complaint by the American ambassador brought regrets from Hitler government and claim that Nazi attackers were communists dressed as Hitlerites.

Wolff reported he was taken from his hotel to a police station, then dragged to a nearby forest, subjected to indignities and abandoned. Son of the late Martin E. Wolff, who left his son and daughter, the Countess Riccio, a considerable fortune, Nathaniel Wolff has lived mostly in Paris for late. He went to Germany to study art.

## Col Starring Wray

Hollywood, March 13. Columbia has signed Wray Wray to star in three pictures to be made during the next year. Deal was made by the Joyce-Belznick office.

## Reverse English

Hollywood, March 13. Metro was to have previewed 'Hell Below' at Long Beach, Friday evening (10), with William Newberry going down there with the film. Louis B. Mayer was to have gone there immediately following the Producers' meeting, accompanied by Pat Casey.

When word was received in Hollywood of the condition of Long Beach following the quake, the preview was immediately called off.

## Studios Rushed Aid Quickly to Stricken Areas

Hollywood, Mar. 13.

Film studios afforded quick relief to stricken towns by rushing generators and arc equipments used for location work into eight towns where the electric light plants had closed to function. These places were in virtual darkness and relief work was hampered until the welcome arrival of these powerful portable equipments, which played on the ruins all night to assist the relief workers.

Fog prevailed over the stricken area when dusk came down and by midnight it was impossible to move about without illumination. The town of Conpton was almost entirely lighted by generators sent from Paramount while Metro added some equipment at Compton and sent the remainder of its fleet to Long Beach.

## 'QUAKE CYCLE ADDED TO BANK PROD. PLANS

Hollywood, March 13.

Writers who follow the headlines in their search for story material are all busy dozing out earthquake plots. With the exception of 'The White Sister' earthquakes have rarely been used as screen material, but, there promises to develop a cycle of quake stories to keep step with the bank crash series.

Several studios sent cameramen into the devastated areas for stock and background shots.

Metro's 'White Sister' in sound was switched from the Capitol into the Astor, on Broadway, for a \$2 engagement commencing March 17.

## Nella Walker's Quakeful Haste Fractured Her Foot

Hollywood, March 13. Nella Walker, who had just completed work in 'Heulion in Vienna' at Metro, was thrown down a flight of stairs Friday night at her home, suffering a fractured foot when she tried to rush to the street during quake. She will be laid up several weeks.

## Paid Off in Stills

None of the picture news people who are working in the current series of Rubby Jones golf shorts at Warners receive any money for their appearances. Aside from the fun of playing with Jones and the tips on form they pick up, they are paid off in still pictures.

## TO 50 THEATRES, 15 OF 'EM' N. L. B.

### Long Beach Ass't Manager Sole Theatre Fatality So Far—Bill Newberry of Metro Critically Hurt—Theatres Condemned Quickly, Others Uncertain

## FEAR HURTING B. O.'S

Los Angeles, March 13. More than \$1,000,000 property damage was done to theatres in the area of the earthquake. Close to 50 theatres belonging to circuits or independently owned are made practically useless as a result of the severe tremors, with 15 of the 23 houses in Long Beach already condemned after examination by the building inspectors as unsafe.

The stricken area extends from Santa Ana on the south, to Long Beach, San Pedro, north to Los Angeles and inland to towns a dozen miles distant. Practically all theatres in this extensive area are closed either because of damage or through the refusal of the authorities to permit them to continue business until a more complete examination for hidden faults may be made. There was also the feeling that with everyone nerve-racked, it was unwise to permit public assemblages where a recurrence of the tremors might engender a panic that would result in loss of life.

Fox West Coast theatres that are practically destroyed include the Imperial, Egyptian, United Artists, Lyric, at Walnut Park; Alcazar, at Bell Gardens; Compton; Hermosa, Hermosa Beach; Grand, at Inglewood, with Figueroa in Los Angeles also practically ruined.

Lynwood theatre, Lynwood, and Symphony, in Compton, both belonging to All Hanson, city manager for Fox-West Coast, and operated by the latter, were completely destroyed by the quake and are not to be rebuilt. Hanson sustains around \$100,000 loss. Eight of the 21 houses operated in Long Beach division by F-WC were destroyed, and will not be rebuilt.

Capital at Long Beach has a collapsed roof and the State, indie house there, was condemned Saturday as unsafe. Among the practically complete losses are the Family, Long Beach; Lynwood in Lynwood; California and Lyric in Huntington Park, and theatres in Seal Beach, Downey, Norwalk, Wilmington, Laguna Beach, and San Pedro were also affected by the quake.

United Artists, Long Beach, and Fox, Florence, both slightly damaged by the quake, are being repaired for reopening. Other Fox houses that were damaged await agreements with landlords before being reopened.

## One Fatality

Only fatality in theatre ranks thus far reported is Jimmy Brodie, assistant manager of the Imperial, Long Beach, who was killed when the house marquee collapsed. This occurred after everyone had left the house. At the same time, an unidentified woman was killed and a sailor had his leg cut off. For a time William Newberry, exploitation and preview contact man at Metro, was supposed to have been lost. He had gone to Long Beach to make arrangements for the (Continued on page 40)

## Quake Benefits

Los Angeles, Mar. 13. All local theatres are planning to give benefits for quake sufferers, benefit commencing Mar. 24 at Fox houses. Twenty-five per cent of the gross receipts will be given the sufferers.

## Hollywood's Savoir Faire Asserts Itself Even While Earth Trembles

Hollywood, March 13. Several stages on which companies were working were plunged into darkness and some injuries were reported at studios from falling objects. Charles Strumer, an assistant director, on one of the Metro units was struck by a falling microphone boom. He received injuries which necessitated 10 stitches. Eddie Fitzgerald, second cameraman at the same studio, was injured on the right knee by the falling of a lamp.

Stage on which Marlon Davies was playing in 'Fog o' My Heart', was plunged into darkness by the quake. At the time, Miss Davies was playing a bed scene. On account of the electric power being off it was impossible to open the main doors. Calls were for everyone to light matches and through this sparse illumination members of the company and crew made their way out through small emergency doors at the end of the stage.

## Danny Wanted to Know

If you want to know anything ask 'Variety'; that was Danny Ahearn's viewpoint when he put in a call to 'Variety' from his apartment on the 11th floor of the Knickerbocker hotel. He announced that his hotel was shaking and 'what does it mean?' He was told that it was just a simple California earthquake.

A lamp had fallen on Mrs. Ahearn's head and cut her scalp. She was also cut about the hands by falling glass.

## Theatres Calm

Patrons of theatres in Los Angeles and vicinity left the houses hurriedly when the second and third shocks came at 9:10 and 9:20 and fourth at 11 p. m. In no case was there any panic. At the Beverly Hills, around a dozen walked, but others, more used to California shakes, kept their seats.

Chimneys at almost all of the Malibu houses were knocked over by the tremor.

Plate glass windows of the California, Security-First National and Bank of America branches on Hollywood Blvd. were shattered by the quake and were unguarded for several hours after.

Between one and five a. m. Saturday (11) morning there were 128 telephone calls made from New York to the coast. At one o'clock in the afternoon 300 calls had piled up, about a score from foreign countries. This traffic brought unusual activity in the headquarters of the American Telephone & Telegraph, whose officials remained at their desks throughout the day.

During the morning a two hours' delay on coast calls was the rule. There was difficulty in reaching the numbers asked for, because re-direction of the calls had to be transferred to new spots. In the afternoon the delay in making calls was extended to three hours. The Red Cross from various points was called in its calls which preceded private requests. The lines too had to take care of telephone pictures, some of which appeared in the New York morning papers.

A.T.&T. found the exchange at Long Beach, Cal., out of commission. During the morning pay stations were placed in the streets of the resort to aid reporters.

## Haysites Scrambled

Producers in an emergency meeting on the quake cut, made a hasty exit from the Hays office when the earthquake shook the building in which they were about to sit in session. Hays office help and the top executives virtually fell over each other making for the doors, and the elevator to take them from the fourth floor. Ten minutes later when a 'Variety' reporter called at the Hays office he found it deserted. All lights were on and the switchboard

was buzzing with calls. No one returned until half an hour later when a watchman came in and locked up. Producers in the meantime had driven to Paramount studio to continue the disturbed meeting, but lasted only about long enough to call it to order and then adjourn until the next afternoon.

Immediately following the initial shake, all of the agents with offices in the buildings at Hollywood and Vine ran out into the street and swore that they were moving the next day to one-story buildings.

## FN Tank Gave In

The high water tank on the First National lot at Burbank, a landmark in the San Fernando valley section toppled over, but no one was injured. Tank was used as a reserve in case of fire.

## Writers Calm

Least affected are the second series of quakes (around 9:20) was the meeting of the Actors' division of the Academy at the Writers' Club. When the first shock came, Reginald Barry, chairman, assured everybody that they were just as safe in the building as anywhere else. Talking continued and when the third series arrived, 10 minutes later, Jack Oakie was on his feet, frothing at the mouth. Between Oakie and the quake, every one took the lesser of the two evils.

Studio switchboards, like the telephone exchanges, were swamped with outgoing calls immediately after the first quake.

All traffic along Hollywood boulevard stopped for several minutes; while 'trolleys' shook furiously. Workers in buildings at Hollywood and Vine rushed into the middle of the streets and raced for the open spaces.

Veterans of past quakes freely passing out information on what to do and where to stand when the shocks come.

## Radio's Wonder Work

Radio proved itself miles ahead of the newspapers in supplying the first news of the earthquake and throughout the night was first with supplying all details to persons throughout Southern California.

Although extras were soon out on the street, it was the radio to which the populace turned for their news. Each station flashed the news of the disaster at Long Beach and other coast spots a few minutes after the shocks were felt in Los Angeles. After that they went on a half-hour bulletin service throughout the night.

As Long Beach, Compton and other stricken spots were cut out from telegraph and telephone communication, first news of the effects there were conveyed by amateur radio operators.

Calls were made over the radio for all amateurs to tune in and help in the communication to out-of-state places conveying news of relatives who were stranded. It was over the radio that calls went out to the militia, doctors, nurses and to American Legion members to mobilize for relief and police work.

## Craig's 'Forgotten Man'

Hollywood, March 13. Richey Craig, Jr. is working on a new scenario entitled 'The Forgotten Man.' It's about a bank teller. According to the plot, it seems the bank's business here was only a tad that passed out when jig-saw puzzles came in.

## HOOVER VISITS R. C.

Former President Hoover, accompanied by his son, Allan, and his secretary Lawrence Hickey, visited the R. C. Musil Hotel Friday (10). A party was taken through the building by M. H. Aylesworth, RKO president.

# Florida Condoles Calif. on Its Quake Misfortune, but Just the Same Ogl'es Its Film Prod. Anew

Industry leaders in the east are seriously considering transfer of film production from the western to the eastern coast. Discussion is in the direction of setting up film factories in and around New York and in Florida.

California's biggest enemy for years, Florida, has been making a strong bid for picture production for some time. The State itself, according to inside, has just made offers to finance the building of studios down there for the producers if they will give Florida a trial.

As indicated in New York home offices, Florida is willing to do about anything in order to wean picture-making away from California, or anywhere else for that matter. It wants this industry to center in Florida because the film capitol of the U. S., wherever it is, as California has learned, serves as a strong inducement to tourist business.

In taxes for the state, it also is not to be shunned, and its loss for California has caused some alarm from time to time out there when ever talk of producing east was in the air.

**Stressing Benefits**  
Just now the producers are considering many factors in a possible moving of production to the Atlantic slope. Not the least of these is the difficulties in making movements with the home offices 3,000 miles distant from their factories. The cost of trips back and forth for executives, and Metro with its telephone, telegraph and other communication, also figures.

Present union troubles on the coast, with the labor organizations unwilling to yield in the present emergency, may be further inclining New York h. o's to thought of getting out of California.

Then there was the earthquake which has been the source of some serious damage to studios and producer properties, personnel, etc.

Three major companies, with plants in the east, could within a short space of time arrange to film features on this end. They are Paramount, with its fully-equipped Astoria plant; WB, who has the old Hollywood studio, Brooklyn, earning out shorts, and Metro with its up-town Cosmopolitan studio which was equipped at extensive cost shortly after sound for the making of shorts.

Numerous independent studios are also in operation in and around New York.

## 5TH AVE. OBJECTS

'King Kong' Bally Raises Squawk From Hi-Hat Merchants

First tiff with the Fifth Avenue Association by RKO eventuated when 'King Kong' was emblazoned on a banner on the back of the Radio City theatres so that was visible from 5th avenue. Facing directly opposite St. Patrick's cathedral was another cause for complaint from the 5th Ave. Ass'n.

Miss Turner stalled 'em from Thursday until Monday morning on the plea the high winds made it too dangerous for the scaffold men to take it down, but it came down eventually.

## Par's German 'Maedchen' Who Speaks English Oke

Dorothea Wieck, Paramount's latest foreign acquisition, sails from Berlin, March 20. She'll stay in New York only a couple of days and hop right out to the coast.

Miss Wiecker, a girl that Par grabbed from 'Maedchen in Uniform.' She speaks English and has a contract reading that she must be used in at least one featured role within three months of her arrival on the Coast.

## DOUBLING STUDIOS

Hollywood, March 13.  
Pauline Garon is doubling between Monarch and Monogram, handling the feature part in pictures on both lots.

Monarch picture is 'Easy Millions' and other is 'Phantom Broadcast.'

## Rent Routine

Landlords of picture business employees were among the first to hear of the industry's 50% salary cut. There was a land office rush for rent reductions and in many instances the landlords knew about it before the families did.

One picture man with a particularly tough landlord was looking around all week for an author to write him about three strong minutes of talk.

# B. & K. TOOK NO CHANCES ON STICKUPS

Chicago, March 13.

Most of the circuits paid off last week on a 50% cash basis. That included union help who agreed to accept that percentage. Theatres were, of course, dependent wholly upon their box offices for cash, as all other funds were frozen in the banks.

B&K set up a regular arsenal with uniformed movie guards to handle the cash from their 35 theatres. This was in a hard-to-reach part of their establishment, and to make it doubly impenetrable part of the building, including stairways, doors, and elevators, were locked off altogether, so that either ingress or egress was impossible.

Actors were included among those getting a short payoff. The balance of stipulated salaries went on the cuff for the time being.

## Drama in Row H.

St. Paul, March 13.

Full house at the Tower got an unexpected thrill Tuesday (?) night while viewing 'The Crime of the Century.'

Commotion, curses, screams, brought on the lights, disclosed one woman laboring another in row H, shouting, 'Bussy, home-wrecker, \*%\*...!!!'

A man scrambled to his feet and screamed.

Attendants restored order. Lights went out, the audience settled back for screen thrills.

## RINK GETS GRAY

Nicks 'Skaters' Being Tested By Radio Till Studio Is Wised

Hollywood, March 13.  
Palms de Glace, local ice rink, capitalized on the testing of extras for parts in Radio's 'Maiden Cruise' by charging job-seekers 40c at the gate and another 30c for skate hire until Lou Brock, producing the picture, stationed himself at the door and passed in all promising looking applicants who did not have the coin.

Dalles carried stories that 500 skaters were being sought, but company only needed 30 young people.

## Fox Directors Dropped

Hollywood, March 13.  
Options of Henry King and Frank Tuttle, Fox directors, not being picked up, both go off the contract list in four weeks.

Studio will not exercise the option of Marlan Nixon which comes up April 1.

## Conklins Divorcing

Hollywood, March 13.  
Minnie B. Conklin has filed for divorce in Superior court against Chester C. Conklin, veteran screen comedian.

## Sez Al

Palm Springs, Calif., March 13.  
Al Jolson denies he left New York loaded with funds at time of the bank closings, as was reported. Jolson was in same position as everyone else.

He was accused of having abundance of cash by broadcasts on radio of different columnists and would like that misimpression corrected.

# Blumberg Sees Silver Lining In Situation

Chicago, March 13.

'We're paying out as much as we take in and no more. We're all back in show business and it's a good thing.'

In these words Nate Blumberg, division director of RKO here, characterized the present situation, which he regards optimistically as a corridor leading back to common sense and hard realities.

'Our managers are on their toes. Everybody knows we depend on our own resources. Everybody is stringing along with us. We divide up what we take in. Our theatres will stay open on a self-sustaining, do-the-best-we-can basis on obligations.'

RKO houses during the banking holiday were prepared to pay the theatrical unions 50% cash, or in script if the latter were adopted. Acts playing 'The Palace,' Chicago, were paid off on about the same basis. Film rental was paid daily to the exchange. Distributors are the only ones shapping down a rigid C.O.D. cash system.

## Wellman Out \$30,000

Los Angeles, March 13.

Marjorie Wellman made a \$30,000 property settlement with William A. Wellman and immediately afterward filed suit for divorce in Superior court.

Ground was the usual mental cruelty.

# Industry's Pros and Cons on Cuts

Within one week, at two sessions of the Hays directorate and a preliminary meeting of a few leaders, film solons conceived, effected and got a reaction to a 25 and 50% salary cut for every head and employee retroactive to Mar. 4, but the unions concurred. But organized labor yesterday (Monday) threatened to bring about just what the semi-salary moratorium was designed to stave off, i.e. keep the business going on part time. Ditto Hollywood, which appears to be adamant.

On the night of March 4 Will Hays and a handful of directors, including Nick Schenck, S. R. Kent and Sam Goldstein, met. At the time producers on the coast were virtually voting to close the studios. It was to accede to that, or find some other way out, that the little session at the Waldorf tower was devised.

Formal ratification of the alternative plan—part-time salaries—was made by Hays shortly at a general session of the directorate on the following day. There were some companies, however, which could not see the cut. It took considerable argument before Universal, which had introduced its fourth-individual-cut only three weeks before, could be made to see the 25 and 50% plan.

### Theatre Phase

On Friday when the directorate met again there was much confusion. United Artists was holding out against the cut. Complications had set in because of circuits being overlooked. As the result, working below to envelop, distributors were on half pay and theatre personnel on full envelope. Finally when the meeting broke up it was decided that theatres in the field, until the union matter was settled, would not be touched by the cut.

The box office personnel, it was also reminded, had been pared to the point where, even without the semi-moratorium, more circuit theatre managers were making under \$50 than over. The directors that night went home fully agreed, after telling one another that employees were taking the classes sensibly, and that it was their duty to estimate that the industry was from then 100% (excepting unions) in accord on the emergency move.

While the directors were standing by Monday (yesterday) for another session—this time reported to center on studio union trouble, earthquake and miscellaneous home-explorers were appointing their dictators, and employees privately were expressing their 100% disapproval as much of the cut as the manner in which it was brought about.

### Money Matters

Reports were brought into the open, for the first time at the New York exhib mass meeting Friday, that two banks wanted quick money and cutting was the quickest means to expedite financial matters.

But factors still were in on the moves leading up to the cut called the report 'a crazy dream.' They denied that S. R. Kent had brought any individual influence to bear on the Hays corporate body—that the fact that Chase bank had pulled out of Fox, so far as advancing any more immediate money, was just the problem of one company and not the industry.

Criticism was also being met Monday by certain Haysians. They pointed that they had no time for company heads to discuss the matter with employees. That the action had to be one in concert, regardless of how it might be received.

Nearly \$500,000 weekly saving on salaries was thus effected.

# That Of Debbil Moritory Inspired Them Thar Cuts, and Nobody Else But

## Foxy Cohn!

Harry Cohn says his studio help cannot fool him when he is away from the studio on an eastern trip. Says when he returns he invites the four most important men on the lot for a session of golf at Hillcrest.

By the way they shoot, he says, he knows whether or not they were giving the studio service during his absence.

—From 'Variety's Hollywood Bulletin.'

Washington, specifically President Roosevelt's proclamation holidaying the banks, is officially credited with inspiring what has been announced as a 'semi-moratorium' of salaries in the picture business.

Will Rogers got the idea on the west coast, not Sid Kent executed it that. The situation is described as one in a class with the 'unknown soldier'—it just happened.

Hays had several conferences with Herbert Hoover when the resulting president checked into the Waldorf-Astoria, which is Hays' residence also, last week, but, contrary to reports, the former president did not lead the half-salary eight weeks' edict.

Denial is made that Mr. Hoover had anything to do with the cuts. Hays, as former Republican National committee head, was just taking advantage of the fact that the former president was in the same hotel to renew an old association.

After watching state after state close its banks, with the resultant drain on the box office, a cut of the present proportions was subconsciously in the minds of all the industry. It was not until the national moratorium just prompted film leaders on both coasts to do something.

# SMALL CHAINS SHAPING OUT OF LOCAL DEALS

Easton, Pa., March 13.

The A. R. Boyd Enterprises have taken a long term lease on the Seville theatre here, making this the seventh house controlled by this circuit. The deal was consummated, opening last Friday (10) with 'State Fair.'

The Seville formerly showed both vaude and pictures and closed down several weeks ago due to financial difficulties. The house is one of the best in Easton.

At the present time the Boyd concern operates the theatres and former Fox-Locust in Philadelphia, the Embassy and Strand in Allentown, Globe in Bethlehem, and Colonial in Lancaster.

Oakland, Cal., March 13.

On the second day of the moratorium Charles Carroll, one-time Fox West Coast manager, and for some time Carroll's associate in the American, Class A grind, announced that he had taken over the Rexie, similar class.

With a few Berkeley houses held by his associates, Carroll is now something of a chain operator as well as a leading financial optimist.

Phoenix, March 13.

Owners ignoring bank holiday. Two remodeled Indies opened here Saturday (11). Both have been dark more than year. L. P. Weaver, former manager of Public House here. Will operate the 'Ramona,' 800-seat house, 'Rex,' formerly the 'Amuzu,' 400-seater, will be operated by Robert Killen, Phoenix, and E. Belcher, Beltsville, Wash. theatre owner. Admissions for both 10 and 15, second and third runs.

Approximately \$25,000 invested in remodeling houses. Success of Stud. 4, owned by Al Stetson, former F-W-C division manager here and his two brothers, incentive for other ventures in local indie field.

## Lewin's Rest Over

Paris, March 13.  
Al Lewin, who's been vacationing on the continent, leaves for New York on March 21.

He'll go right back to Hollywood to resume his duties as a Metro supervisor.

## PAR WANTS JUDGE FOR DEE

Hollywood, March 13.  
Paramount is trying to borrow Arline Judge from Radio for 'College Boy,' replacing the late Dee, currently on loan to the latter studio.

Miss Judge is the wife of Wesley Buggies, who will direct 'Humor,' Fox's next picture. Success of Stud. 4, with Bing Crosby, who plays the lead, not arriving here until 24th. First 10 days' shooting will be around Crosby.

# NO PRODUCTION SHUT-DOWN

## Theatres, Sales, Studios Pass Buck, Wall St., Too; Banks Want Changes

Within the next six months or a year, according to plans now in hand by some of the biggest financial factors in show biz, there will come a general shifting of the directing heads of flimdom on both Coasts. The bankers are angling for new company leadership on the admitted attitude that the present leadership is a bust with one or two exceptions.

Work in this direction has been progressing quietly behind the company scenes.

The changes are being planned by the bankers to protect their financial interests in the companies, along with the bondholders and stockholders whom they represent. Unwilling as they may be to dabble in the operating problems of the industry, the opinion seems to be universal downtown, with few exceptions, that the present company heads have failed to come through as expected, or as promised to the bankers.

Reorganization has been going on for two years in the industry and so far as the financial mentors can see, matters have become worse.

Blame Other  
There has been talk around a possible dictatorship of the industry, but legal counsel to the bankers mostly uses this thought. The talk mostly has come from theatres division men in the industry who see in a dictatorship a solution for the chaotic condition of flimdom which the company heads apparently represent by the coast.

From the film men's angles, however, the chaos is viewed as mostly growing out of theatres, so that even while the company heads are tending toward some kind of reorganization theory by slashing wages, the division of thought continues.

Bankers know this and it may be that just such lack of co-operation is impelling the bankers' action.

It is known definitely that at least two companies will have their leaderships changed. Into these may come operating interests not now directly connected with the company. They will be different interests although in the case of one, certain authority may overlap to the other.

Until such operating reforms are carried out, it is held the bankers will turn thumbs down on any financial assistance to the major companies involved.

## MAJORS BREAK LINE ON CUTS

It is probable that the 50% salary cut will not be put into effect as uniformly as was expected by the Hays group, since the companies, after making the agreement apply universally, look now as if following individual courses on some of the salary slashes.

New phase has put the salary thing in the air. Reports are to the effect that at least one firm is contemplating juggling a little bit and that in some cases where the company seems to be arguing, individual salaries will be raised first and cut afterwards. That way the company will not be impairing the efficiency of certain of its necessary help while at the same time it will be technically within the agreement.

The only branch of the industry to assure its help that the former salaries will return when the emergency period is lifted is RKO. Cut holds away throughout here, as per agreement.

Warners figure the cut on a week-to-week basis only. Other plan to stick to the four-to-eight-week basis, although so far as the RKO theatre end, the period will remain only four weeks at the utmost. The Paramount cuts will last throughout the period as will United Artists, Columbia and Universal.

### American Plan

As an inducement to the early birds, the Lafayette theatre, Harlem's premiere playhouse, is serving a buffet breakfast daily covered by the admission charge.

Headed by Frank Schiffman as an "imported continental idea," which is oke with the natives, too.

## H. O. Personnel Had Difficulty With Pay Checks

Due to refusal of the Paramount bank (Chemical) to cash checks for more than \$50, the P-P payroll, met in full by P-P on Tuesday (7), was called back and each check written to more than the \$50 amount was split up. Personnel was given two checks, one for \$25 which the Chemical would honor, the other for the balance of the salary due.

Universal, as usual, met its payroll Wednesday (8) for the week ending March 4 and through special arrangement with the Harriman National Bank, U's bank, checks were cashed in full. The same bank, however, was not honoring payroll checks of certain other corporations if not covered by new cash deposits for that purpose. Since the 25 and 50% salary cuts do not apply prior to March 4, U's Wednesday payroll was on the old basis. Its next payroll, tomorrow (Wednesday) will reflect the new reductions.

United Artists' system the past two weeks of having exhibs pay off exchanges by money orders as a witness, (Monday) when the currency emergency. It didn't leave the organization without liquid funds and made possible immediate payoffs.

Fox on Friday (10) paid in check the balance of the payroll which Friday (3) had been met only in part. At the same the regular payroll was changed from Friday to Tuesday (14) when the RKO exhib will receive salaries which ordinarily would have been paid Friday.

A week ago, Friday (3), the Fox company had paid off in full all salaries up to \$25, 50% of salaries between \$25 and \$100 and suspended salary commitments for all getting over \$100. It was this deficit due to the employees which was taken care of Friday (10).

Today (Tuesday) the Fox payroll will be discharged, less the 25 and 50% reductions accepted by the industry.

Metro and United Artists Friday (10) met payrolls in full on time. Former made arrangements, in paying by check, for their cashing 100%.

UA paid off in cash, including for higher-salaried execs who ordinarily paid off in paper.

Warner Bros, which missed its Thursday payroll for half of the New York force regularly paid off that day, Friday (10), when other half is usually paid off. Took care of all personnel with cash on Saturday (11). Payoff was less the 25 and 50% invoked for industry.

RKO paid off in cash, also at 25 and 50% figures, on Friday (10) that portion of the organization earning up to \$100. All others in RKO are paid off by check once a month, the first of the month.

## ORDERS ISSUED AMONG WRANGLES

Metro, WB Take Lead in Decision—Par and RKO Add Their Weight—Coast Bitterly Opposing Cuts—Academy Breach Seen—Creative Groups Use Union Holdouts as Alibi

### SQUAWKS GALORE

Hollywood, March 13. Production must go on regardless. The studios cannot shut down. Metro and Warner Bros set the pace late this afternoon, amidst the wranglings over salary cuts, by sending out word to their staffs to report for duties tomorrow (Tuesday). Radio and Paramount rapidly followed suit.

Louis B. Mayer round-barrined his staff and Bill Dover, Danny Zanuck's assistant, addressed the Warner bunch and apologized for Jack L. Warner's inability to greet them personally, but said that production will resume tomorrow.

Receipts for the Emergency Committee of the Academy of Motion Picture Arts and Sciences and the heated words that were reported at the meeting hinted at a possible collapse of the Academy. Long fathered by the producers' own organization, the MPPDA, commonly the Hays office, the seriousness of such a possibility is of no small importance.

This displaced the cuts, quakes and other urgent matters, a subject for concern, for the Academy as the mutual meeting grand of all five branches of the motion picture industry—players, writers, directors, technicians and producers—was something very near to the leaders of all branches of Hollywood activity.

Meantime all studios were shut today pending the culminating meetings scheduled all through the day.

The actor, writer, director and technician branches of the Academy continued their meetings tonight (Monday) despite the producers' decision not to address the studio staffs on salary cut.

The deadlock was precipitated by a studio belief that the Emergency Committee of the Academy, in formulating its 14-point plan, had attempted to put something over on them.

In the midst of it word came from the east that despite the intra-studio wranglings and legal objections to the enforcement of the industry's 25 and 50% salary cut edict, Hollywood film production mustn't stop.

Only Way Out  
That was the primary purpose of deciding on the salary conservation. It was the sole alternative left to a moratorium-ridden industry to free itself of many economic hardships.

Metro, in the face of problems, was making a bid for production. Five Metro pictures are in work and they were in process of being rushed through when the studio pov-wows tied matters up. With 12 pictures on the shelf and eight or 10 more in the cutting room, was in best shape. Any product stringency would have placed WB in the best theatre supply position in its history, according to local belief.

A recapitulation of the production lineup locally disclosed Paramount's indifference about the entire matter, for economic reasons. Fox didn't care if it carried on production or stopped, but changed its attitude pronto when the others decided to resume production.

Fox ditto, although Fox had worked to its own salvation with voluntary four-week complete moratorium on production, rather than (Continued on page 25)

## New Stock Bonus Options May Shift Control to Old Loew Inside Group, Meaning End of Fox Merger Chance

### Industry's Reasons For Sweeping Cuts

Any criticism at flimdom's effecting a wholesale wage slash, reported unprecedented in size by that which any other industry essayed, is refuted by film leaders who contend that the picture business is run on a scale different from that of any industry. The complete failure of one department means disaster to the entire business. With the banking emergency only one thing was left for flimdom.

The old adage about half a loaf being used as an explanation.

Furthermore, picture leaders insist there was nothing hysterical about the general cut. It was carefully thought out and was decided upon as the only recourse for the time being.

Entire Hays organization of producers' edict for the radical 25 and 50% cuts became necessary, they decided last week, as the sole alternative to shutting down business. Diminished receipts at the country's box offices created an unofficial moratorium on the show business long before the sundry banking moratoria, state by state, culminated in the Presidential proclamation.

The film industry's lessened income prompted the decision for conservation, rather than shut down production and minimized general operations. General sympathy with the industry's stringency is reflected by the more or less common attitude of the eastern personnel and the people in the field.

The unions are balky. And Hollywood, with the bulk of higher salaries on the production end, has been using the union's adamancy as one argument for little or no compromise, and has been bitterly battling every step of the way towards a mutual understanding for fear that any modification of their contracts might create damaging legal loopholes for ultimate interpretation as a breach.

## GOOD PIX ARE DEPRESH PROOF

Minneapolis, March 13. Outstanding pictures have undergone successfully the acid test to prove they are absolutely depression proof at the box office, following a survey of box office results in the territory during the initial week of the banking holiday.

With the country in one of the most severe economic and trade crises in its history, with people lethargic or nearly so, extraordinarily large business was enjoyed by Public houses here playing "Strange Interlude," "Sign of the Cross" and "State Fair" last week.

In the Twin Cities Public did practically average business in about 90% of its houses. Recently weather adverse to box office has brought gross down. Again last week the mercury shot away down.

Control of Loew's being passed from banker to the management is a new prospect. That's if and when certain of the Loew management exercise the options on 250,000 shares of treasury stocks as recently voted and authorized.

This management group includes Louis B. Mayer, David Bernstein and Irving Thalberg.

This is the same 250,000 shares of stock which Arthur Loew was stated at one time to have challenged. He was in Europe at the time and upon his return matters were adjusted.

The move seemingly has obviated any contention on the part of the management to repurchase the original Fox holdings in Loew's as held by the bankers and amounting to \$60,000 shares. These shares at one time or another in Europe are bought at a price ranging from \$75,000,000 down to \$60,000,000. The original amount paid by Fox was \$125,000,000.

The management group has been variously reported from time to time as angling for acquisition of the bankers' holdings, but nothing shows that much detail which apparently were made indirectly and through intermediaries.

\$50,000,000 Price?  
Bankers were consistently skeptical of any move to buy up their shares, so much so that at one time, they were said to be ready to sell at \$100,000,000 to anybody who could show that much detail which apparently were made indirectly and through intermediaries.

However, the \$60,000 shares gave the bankers a working control of the Loew company through Film Securities which owned the bankers' stock. Together with preferred holdings this control amounted to around 45% of the voting stock of the company.

It is believed, however, that if and when the Loew management take up their bonus options on stock, the bankers' control will drop to 40%, while management group holding above 9% of the voting stock. That's because of the belief held that a substantial amount of the floating supply of stock not held by the bankers is already held by the management group.

Such a passing of control would immediately produce any possibility of Fox and Loew's merging without the Loew management group sitting on top, or it may preclude such a merger altogether.

The peculiarity of the bankers' transaction is only now trickling through. In consideration of getting the options, the management group are said to have agreed to extend their own contracts with the company an additional two years. These management contracts, at the time the stock bonus was being negotiated, still had five years to run.

The issue of 250,000 additional shares would bring up the total outstanding common of Loew's to around 1,000,000 shares of which the bankers' holdings would amount only to around 35%.

## RKO-KBS Release Deal For New Year Likely

From present indications it looks more than likely that KBS (Diffrany) will make a hookup on distribution with RKO starting with the new season's product. The RKO people are expected to be much in favor of taking on the releasing deal as protection against a shortage of picture material.

The matter has been in the confab stage for a couple of weeks, now. Most of the talk so far has been between Bill Saal, representing the RKO, and Ed Weisnet, RKO v. p. in charge of sales.

Terms of the deal or number of features talked about are not known. The publicity man who is being over by Fox, KBS has been releasing through Fox.

## RKO and Loew's at First Opposed Cuts for Theatres; \$37.50 Managers

Up to Friday night (10) there was a chance the theatre companies might be exempt from the salary cuts which were officially invoked on Saturday. The fight against the cut on behalf of the help was led by Harold E. Franklin, president of the RKO theatre end. Franklin's contention was that each company should cut according to its own needs, and that an indiscriminate cut, such as planned, might demoralize the companies' situations. Franklin's stand was made in view of the continued economy policy at RKO which in the past year has sliced something like \$10,000,000 off the overhead, including salary cuts last Friday for the first time in a short time before several RKO execs had their salaries slashed. This was scarcely two weeks before the Hays dictum.

For a time it looked as though a compromise might be reached and the theatre companies limited according to their own conditions to cut salaries only 10%. Loew's likewise of similar mind, but fell in accord quickly.

Previously the RKO film end had agreed to a cut with Ned Dupont representing that end of the RKO deal in the Hays meetings. M. F. Ayleworth and David Sarnoff were in sympathy with Franklin, but felt that the company could not remain outside the fold on an industry policy.

**RKO's Assurance**  
Following RKO's falling in line, Franklin assured all that salaries would revert to their former scale with the emergency cut.

Comparing the salary slashes on the two coasts, in most cases it dropped theatre employees and execs far beyond the low of coast status.

The way the theatre chains have cut in the past year, some field men are down to an usher's pay. This is one of the faults which reorganization in the chain theatre system tried to correct.

Most of the chains were paying a first class manager \$75; now, after repeated cuts, it figures at \$37.50. On certain theatre affiliations of Fox some managers had been cut to \$36 before last week's eight-week edict.

Fox' execs where the higher executives volunteered to go without salary set a morale-building example for the staffs. Some 15 to 20 executives have volunteered to go without any salary whatever. That's around the home office as well as the studio lot which has gone on record to accept no salary for four weeks. To that amount the execs range from \$1,000 to \$5,000 weekly.

San Francisco, March 13.

Despite all exchanges took the 50% salary slash instituted in New York and Hollywood, some of the major houses got a notice to cut.

Only houses to do anything about decrease of biz caused by bank moratorium was United California Theatres, comprising 64 houses of T. D. J. Golden State and Levin circuits. All employees are working on half salaries for two weeks. Unions have been conferring about compensation but haven't done anything.

C.O.D.ing of all film has caused plenty of headaches, especially in smaller theatres. Most exchanges are changing currency to studios as soon as possible to help meet payroll there.

## DUNNE DEMANDS LEGAL OK ON CUT, STOPS PIC

Hollywood, March 13.  
Radio called the "Silver Chord" Friday (10) following refusal of Irene Dunne to sign the 50% reduction without the approval of her attorney. Picture had been in production a week and was halted in mid-afternoon with several hours to go on that day's slate.

"Chord" was being directed by John Cromwell and had Joe McCrees, Laurence Olivier, and the Frances Dee in other principal parts. Other studios have had attorneys refused to sign until after player consentation, but this was the first film to be stopped for this reason.

## Trying Times

Los Angeles, March 13.  
Herb McIntyre, Radio exchange manager here, owns a puppy who had a litter of six pups on the weekend.  
Two of the pups were chows, one was a bull, two were terriers and the breed of the sixth has not yet been determined. McIntyre says he doesn't live next to a fire house.

—From 'Variety's' Hollywood Bulletin.

## Coast Paid Off Partly Cash, Chiefly Checks, And Stalled the Rest

Hollywood, March 13.

Metro paid off everyone by check Saturday (11). Last week's paychecks appearing later to cash all checks under \$100.

Paramount pay day was last Wednesday (8), but the company has not yet been issued, as the employees receiving \$50 and under were each given \$5 to tide them over the weekend.

Warners paid employees \$15 on account of this week's wages Saturday (11). Last week's paychecks have not yet been issued, as the company is waiting until the banks open today (Monday) to deposit checks to cover the draft.

Warners is going ahead with preparation to start "Mary Stevens" tomorrow (Tuesday). None but contract players are in the cast. Fox paid off in cash Tuesday (7) to those getting \$100 and under. Promise made to pay those getting above that amount before end of last week.

Paramount didn't issue checks to contractors because they couldn't be cashed and therefore might be interpreted as voiding contracts. Unlikely to be paid Wednesday (8) in checks on Manufacturers' Trust Co., New York. Company received money from Europe for payroll.

Columbia got money from New York and paid off partly in cash Wednesday (8). Those getting \$75 or less received \$15 in cash and balance in check; those above, \$20 in cash.

Radio lot stalled some of the salaries due Wednesday (8).

Metro met payroll again Saturday (11).

Sennett paid off with money given by Paramount, through which it releases.

## FRENCH AND AMERICAN PATHE REELS MERGED

What virtually amounts to a merger in Europe of Pathe News and Pathe Journal (Pathe-Natan, Paris), is scheduled to become effective immediately. It is designed to give the American newsreel first position in the theatres throughout Europe, with the exception of Great Britain, Pathe Natan handling distribution from now on in all countries abroad except England.

Deal is officially confirmed by Courlandt Smith, reel president. Its consummation was brought about by J. G. Connelly after negotiations in Europe extending over the past two months.

Under its terms the Journal (Natan) will virtually supply American Pathe with a complete camera coverage of Europe. It has already put in an order for 15 sound trucks. Financial terms are such that Pathe in the U. S. is not only getting the amount of free European distribution and news coverage, but also a weekly financial guarantee.

## Panic at New Shocks

Los Angeles, March 13.

Recurrence of earth's tremors last night stampeded 700 people at the Arlington.

At the Western, Warner Bros. deluxe on Wilshire boulevard, a similar stampede resulted in a broken window patron, causing in the general melee.

## Electrics No Cut

The electric, ERPI and RCA, members of the Hays outfit, are not contemplating any cuts such as the producers have put into effect.

So far the producers haven't indicated whether they will ask ERPI and RCA to coincide with their movement.

## NO DEALS, JUST TALK, AS KATZ TREKS EAST

Hollywood, March 13.

No deal for talent, directors and producers has been made by the Sam Katz coterie, despite inferences to the contrary, and when Katz and Max Gordon departed for New York by plane last week, the left word that their production plans would be set back at least three months.

Sam Harris will leave for the east in two weeks.  
Latter states that no agreement has been signed with the Four Marx Brothers by any company, despite the impression which has been given that the quartet had joined the Katz group. He said, however, they would not make "Cracked Ice" for Paramount, having served notice to that effect. They have formed the Marx Brothers Picture Corp., however, with a California charter issued. They plan to make pictures on their own, with no affiliation decided upon.

## EXTRA HELP

Warners, Loew, et al., Set Pace with Personal Benevolences

Three companies have started making provision to take care of employees who may need financial help over the eight week 25-50% cut period. They are Warner Bros., Metro and United Artists.

Metro and UA have assisted personnel that they will offer in some satisfactory manner, probably through advances against salaries of the future.

The three Warner boys, Harry, Jack and Major Abe, will donate the 50% of their salaries due them, after the cut, to the needy employees. The same offer to WB is in charge of Sam Schneider, Stanley Friedman and Sam Carlisle.

Arthur Loew has arranged a personnel on-the-cut luncheon-arrangement for his personal staff and others in the foreign department.

Briefly rewritten extracts from 'Variety's' Hollywood Bulletin, printed each Friday in Hollywood and added to the regular weekly 'Variety'. The Bulletin does not circulate other than on the Pacific Slope. News from the Dailies in Los Angeles will be found in that customary department.

Unable to find a suitable singing male lead, Radio again has postponed its musical, "Maiden Cruise". Betty Furness returns after three-week vacation in New York to go into Radio's "Emergency Call".

Takes Script to MacDonald  
Samson Raphaelson has started toward London with the script of "The Queen" to submit to Jeannette MacDonald, who will appear in the pic to be produced in England.

Paul Malvern went in as assistant director on "Black Beauty" following a tie between I. E. Chadwick and Al Alt.

M-G Messer Sells to Par  
When Metro couldn't see "The Baby in the Back" Edgar Selwyn, director at that studio, sold it to Paramount. He had purchased the story from the author, James M. Cain.

Rowland Brown has been sued for \$15,000 on an assault and battery charge by Thomas Edgar Tobin, said to be the brother of Genevieve and Vivian Tobin.

Universal has taken Elmer Rice's "Left Bank" off the shelf and has Tom Reed adapting.

Retakes on Edward Small's "I Cover the Waterfront" have postponed Claudette Colbert's vacation.

Clarence Brown will cover the "Big Boy" in South America, for atmospheric shots for "Night Flight".

Futter Arranging Opening  
Walter Futter, who has purchased 40,000 feet of sound negative made by Paul L. Hoefer in Asia,

## O'Reilly for Exhibitors Urges Unions To Go With Industry in Emergency

### Testing Week

Hollywood, March 13.

Pat West was summoned for five radio auditions last week, two studio tests and also tried out some new comedy material privately.

Also wanted by a local baking concern to sample some of its new pastry.  
—From 'Variety's' Hollywood Bulletin.

## Cooper's Contract Held Up by Economy And Other Reasons

Hollywood, March 12.

There are indications that some resistance exists in the RKO home office to an immediate approval of Merlan C. Cooper's studio contract. Reported that RKO eastern heads are loath to sign any new contracts presently.

Another angle to delay an immediate signing of Cooper is the general salary slash all around last week on the RKO lot sams as elsewhere.

Much of the opposition comes from a financial angle.

Among the things reported taking RKO east is that right after Dave Selznick left, Ben Goetz, brother-in-law of Selznick was put in as associate producer by Cooper. No reflection on Goetz except that the action looked too quick to satisfy the eastern chiefs.

The proposed Cooper proposal is for one year at \$1,500 weekly plus 20% of the profits on around 20 films he would supervise for RKO as studio chief.

Inside is that these terms are only slightly under the Selznick proposals which RKO turned down. Percentages terms are stated to be about the same although Cooper's asking salary is around \$1,000 under Selznick's RKO terms.

Another reported objection is that RKO eastern heads are figuring on a unit basis of production.

## Hollywood

has left with Richard Haliburton for New York to arrange for the opening of "India Speaks". Haliburton will make personals with the pic.

Leo McCarey wants to produce and direct his musical story, "Walking on Air", for Universal, with latter to supply 75% of the finances.

Jimmy Savo will head Sid Grauman's stage show with "King Kong" at the Chinese, scheduled to open March 23.

Lynch's Eastern Vacation  
John Lynch and his wife left for an eastern vacation following his release from the Metro writing department.

Metro purchased Ladislav Fodor's play, "Dr. Juci Szcho", with John Barrymore in mind. Charles Lederer is adapting.

Metro has bought Frank Morgan's Fox court ject will use him first in "The Chaser".

Awards \$5,895 Against Mulla's Wife and two children of Edward M. Switzer, killed in an auto accident, awarded \$5,895 by Superior court jury against Don Mullally and Don Mullally, Jr. Latter held responsible for the crash.

Writers Joint Wurtzel  
Following Fox writers have been switched to the Sol Wurtzel unit: Dudley Nichols, Arthur Kober, Harold Liptitz, Charlotte Miller, Marguerite Roberts, Irene Lee, Hugh Cummins and Stuart Anthony. Other switches to the Western avenue plant are Eugene Forde as supervisor of foreigns, Sam Wurtzel

(Continued on page 28)

Until the unions are satisfied that there is no ulterior motive back of the industry payroll slash, Rimond can expect little sympathy from organized labor. In voicing this view Charles O'Reilly, head of the TOCO, and one of the industry's most active factors in adjusting union difficulties yesterday (Monday) said:

"The attitude of certain spokesmen of the industry has left the impression in labor circles that this emergency was going to be used as a blackjack to force union concessions."

"Most union men will naturally refuse to co-operate in any way with other branches of the industry if this impression is allowed to prevail."

"The sane leaders of the picture industry would not be parties to a fight against organized labor, and when they ask organized labor to help in this emergency, they are doing it because the ability to pay the present scale at this time, through the impression which the industry has no control, is no longer possible."

In making this statement O'Reilly felt the first time spoke not only for the TOCO, but for the entire exhibitor arm.

Await Complete Poll

At the same time Hays directors were postponing their 50% cut in the theatres until the union vote results are known. The West Coast was in session in individual mass meetings at each studio where sentiment was being recorded as to whether all other branches would ride along with the industry. The East it was being stated at the same time there was a lively possibility that the union being closed if the poll, not expected to be complete until later this week, was against all but 100% slashes.

Of all the union entanglements, the most involved was described by industry leaders as those surrounding the theatres. The projectionists' International has always practiced local autonomy, so far as salaries are concerned. This means that were the industry to attempt to force the cut issues in theatres it could only succeed with the approval of each operators' local approval.

Booth matters in New York Monday were further complicated by the row within Empire, insurgent union, and the endeavor on the part of some of its membership to dissolve the local entirely and swing into '06's membership.

Such an absorption is not expected by informed theatre executives to be consummated before another two weeks, with little or no hope for relief from the existent booth situation.

New York exhibitors are reported strongly in favor of one union, provided the scale will recognize the financial crisis. There is a strong leaning toward the United being Local 306, the exhibitor fight last Fall having been concentrated against that local's former leader, Informal efforts, active in union negotiations, express a complete confidence in Sam Kaplan's successor, Harry Sherman.

## Film Cutters' Walkout May Conscript Con. Lab

Hollywood, Mar. 13.  
If the union cutters walk out as the result of the recent general cut, it is likely that Consolidated Lab will get the job of finishing off uncompleted work. Consolidated did not participate in the cut and in consequence anticipates no interruption.

Universal has "Lucky Dog" as its only unshipped picture and is arranging with Consolidated to do the scissor work should its own cutters walk out.

## L. A. to N. Y.

Mrs. Jack Curtis.  
Betty Furness.  
Walter Futter.  
Phil Goldstone.  
Richard Haliburton.  
John Lynch.  
Gibby M. Smith.  
Samson Raphaelson.  
Joseph N. Weber.  
Mrs. Jack Curtis.

## N. Y. to L. A.

Bert Kalmar.  
Harry Ruby.



# 50.156 MILLION IN 210.

## Exhibs Agree the Distribs Should Hold Back the Better Product

Rather than sacrifice best product at this time in the face of deplaudated theatre receipts, distributors are beginning to hold back such pictures for later play dates. This is being done despite that some product has already been dated and is on national release schedules.

Metro, first to invoke this protection to itself on rental return, will be followed by Fox. It is understood, Fox is contemplating to take the holdout step following its last released picture, 'Sailors Luck', which went out without restrictions Friday (14) to all Accounts.

Warner Bros. will exercise same precaution in allowing dating on '42nd Street', which opened Thursday (9) at the Strand, New York, and has already played the other key, while Sam Goldwyn is holding back bookings on 'Kid From Spain' in various spots.

Chain accounts of Warners have been approached in the face of possible adjustment of dates on '42nd Street', with theatres in a few situations having agreed to change bookings. So far WB has taken no arbitrary action in postponements of release dates or bookings.

Theatre accounts generally are not resting the moves of distributors in setting R.K. play dates to the theatre themselves not to sacrifice pictures now which later on are expected to greatly increase average business. Banking holidays and upset conditions which it is hoped may lift shortly would mean the waste of the better pictures if now forced into play dates against such opposition, theatre men admit.

At the same time in operating circles it is pointed out that theatres cannot agree to postponement of play dates on the 'A' pictures for too long a period. Patronage would be alienated and theatre receipts might drop too low because of lack of reasonably good picture fare.

In line with the industry decision to hold back the better product, no dates are being accepted by RKO for 'King Kong'.

Otto by Fox for 'Cavalcade' until April 15, when it is hoped better box-office conditions will eventuate.

United Artists has entirely withdrawn from national release schedule 'Masquerader' and 'Secrets', although latter will go through on Rivoli, New York, run starting tomorrow (Wednesday). 'Masquerader', which was down for general release March 15, is being held back on orders of Sam Goldwyn.

## Sight and Sound Men East Take Pay Cuts

Union cameramen and soundmen in the East agreed to accept the minimum wage scale during the emergency following a session between their representatives and those of film companies yesterday (Monday) morning. Since last Monday (4), they had stood pat upon their regular scale, unions advising them not to accept any pay at all pending the outcome.

Under the present agreement, cameramen who were averaging \$110 per week in the east will receive \$90, while soundmen will go from an average \$90 to \$75.

## Holiday Delays 'Holiday'

Hollywood, March 13. 'Bank Holiday', yarn based on the current situation which Monogram intended rushing into production, has been delayed, and will not start for a month.

Bank holiday given as reason for the delay.

## SOGLOW'S CARTOONICS

Hollywood, March 13. Van Beuren Corp. will make a series of cartoons of the 'Little King'. O. Soglow cartoons running the past two weeks in 'New Yorker'. Radio will release.

## Caviar to Stew

Hollywood, March 13. Depress has hit the execs at Metro.

From now on they have to grub it along with the other hired help in the commissary, their executive dining room having been closed.

## Personnel's Personal Affairs Fast Shaped To Attune with Cuts

Soon as the salary cuts went into effect, there was much scurrying about by all to shape their personal affairs in order to meet the new conditions. Many changed their living quarters over night, moving into more modest quarters as soon as possible.

One hotel in the Times Square area, where out-of-town execs of certain companies mostly made their headquarters, had been communicated with the hotel management relative to a reduction in rent. It wasn't granted so several just packed up and moved out.

This has put particular hardship on some of the personnel whose nature of work calls for a supplementary home in the heart of the city in addition to their regular homes. The cuts found these in a quandary whether to cut down working hours or their expenses.

## BUY THEATRE TICKETS ON DEPT. STORE CREDIT

Minneapolis, March 13. Theatre admission on credit was available to RKO Orpheum patrons here at the outset of the banking holiday as a result of a tie-up between M. C. Park, its manager, and a large loop department store. The theatre provided the tickets to the store at the regular box-office prices and the retail establishment, as an accommodation to its patrons, sold them on credit to everybody having charge accounts.

Although all film deliveries were on a cash basis, the local Film Board is reported to report of a single theatre compelled to close because of inability to lift the C.O.D. In a few instances, it is reported, some minor houses did not have sufficient funds to pay for the film when it arrived, but the delivery was made on the exhibitors' promises to settle after playing the pictures. All such promises justly failed.

The Allied States' organization of independents endeavored unsuccessfully to arrange a conference with the Film Board to obtain a readjustment of salary contracts during the emergency. In refusing the conference, the Film Board points out that it lacks power to act binding all exchanges. It is further pointed out exhibitors always have the privilege of dealing with the exchanges individually in rental adjustments. Exchange managers say that there are no more such readjustment demands now than normally.

Neither the Orpheum nor Publick had any difficulty in meeting payrolls. Employees were not asked to accept any salary reductions.

No showhouse followed the lead of the Minneapolis Symphony orchestra in throwing open its Sunday 'pop' concert free or of the St. Paul boxing club in offering to bring in whatever they had of value for admission in place of cash. The boxing club took in \$178 in I.O.U.'s many of them a quartet of beef, 10 neckties, 10 silver eggs, an order for a woman's dress, a case of malt syrup, an order for a pair of shoes, eight pounds of butter, \$5.50 in groceries and four bushels of potatoes and \$2.95 in cash.

## FILMS PAYROLLS DROP OFF 67%

90,000 Absent When Industry's Ghost Walks Today—Series of Cuts Averaged 25% Until the Big Slash of Last Week—Now It Reaches as High as 60% for Some Who Are Still Left

## FUTURE ON NEW BASIS

The annual payroll of major picture business in the United States is now officially estimated to total \$50,000,000. Two years ago it totalled \$156,000,000.

An average of all cuts, including the latest general slash, plus the fact that in those two years at least 90,000 persons to date have been crossed off the industry's payrolls, make the tabulation as reliable as can be computed.

Today the payroll is conceded to be strictly on a percentage basis. Officially there is no semi-moratorium for the industry. The announced eight weeks was just a publicity move designed by the leaders for the admitted hoped-for psychological effect of stringent economy. Among themselves, leaders agreed that the slash, which averaged 45% for all major industry functionaries, may extend indefinitely.

There is little chance of any of the slashed salary percentages being returned until the country's boxoffices reflect a decided up movement, and there is every certainty that if matters got worse the payrolls will be permanently percentage accordingly. But picture leaders insist that salaries during times such as these will be returned to the zero before the industry will permit itself to consider a shut-down.

Only Majors Salaries which have been the first to suffer every time in the depression do not include shavings in the independent field. The cuts are confined to the picture industry as represented in the Hay's organization.

Conservatively, the average of the total cuts for the business, prior to the latest emergency dictum, is placed at 25%. Now, with as many as four cuts in many of the companies, it totals for some employees as high as 60%.

All of the cuts in the first group are estimated to have realized a yearly nick in the industry's payroll of \$38,000,000.

It's now running into a conceded conservative 30% of the industry major personnel over the same period, are figured to have added another \$28,000,000 in savings.

Finally, the general alarm of 25% under \$50, and 50% over that, with reservations, assuring minimums of \$15 and \$37.50 in both classes, shrinks the annual payroll by another \$40,950,000 yearly, bringing it to that \$50,000,000 mark.

The moratorium, as published last week in 'Variety', for its first two weeks represented a \$1,000,000 daily drop in grosses.

## Production Estimates

On the Hollywood angle as an illustration, salaries of all connected with a picture represent 22% of the average feature budget.

Earlier this year studio officials many denoted figures of first run quality could not be turned out even during 1933-'34. For less than \$250,000. But during the past week it's been figured out that the new cuts must average a saving of over \$50,000 per first grade feature production.

## Par's New Theatre Management Corp. Virtually Washes Up Publix Outfit; Will Service 50-60 Houses in Field

### Smarting at New York

Hollywood, March 13. A coast-defending actor, who had just lost a part in a picture, was asked who replaced him.

"One of those New York stage actors," he replied. "You know, holds a cigaret well."

## INDIE PRODS. WILL NOT CUT

Hollywood, March 13. Despite the independent producers' resolution to follow the major studios on salary cuts, most of the indie studios have not informed employees of alices.

KBS is holding salaries to the present level. Trem Carr, of Monogram, says he will not chop the six regular employees. Allied is expected to pass up slashes for its 14 employees and Mascot is paying off its serial company this week at the old rate. Expected that the two following salary days will find the old scale still in force, with the serial washed up at that time.

Larry Dammour is not cutting his troupe in the Mickey Maguire shorts and Rex Bell and Bob Steele, Monogram's contract players, are still unaware officially that the axe is being swung. Because of the small number of regular employees, many of whom have been in the same employment for years, indies may pass up the cuts except in an occasional instance. 'Casey Jones', Monogram feature, is scheduled to start this week without salary shaving.

Sam Wolf, indie association attorney notified Holard Hurd, of the National Actors' Studio (N.A.S.) that its members will live up to contractual obligations with the unions.

This means there should be no interruption to work to any of the indie lots since the association some months ago signed a minimum wage and working condition agreement which has the better part of two years to run.

## Exchanges Into the Fore In Last Week's Hecticism

The national moratorium brought film exchanges into industry spotlight with many of fildom's leaders. When the emergency sessions of execs started, exchanges were almost overlooked. Hollywood was figured first, and theatres second. Exchanges were relegated to a position even after the sales force.

As the moratoria developed and grosses diminished, however, the importance of the exchange grew and grew. Finally it was realized, all of a sudden, although exchanges have been functioning since the industry developed nationally, that the little pieces which the film is received, delivered and shipped were the arteries of the business.

In the later sessions of film leaders first thought was for taking care of the exchange payroll because, the exchange, it was realized, is the intermediary between the wholesaler and retailer of the industry.

## All Like 'Bank' Title

Hollywood, March 13. Several major studios are seeking to buy the title 'Bank Holiday', to be tied onto a quick production. Monogram announced a feature under this moniker.

Publix Theatres Corp. virtually passes out of the picture as the result of the organization of a new company, Theatre Management Corp., which in manner and purpose will function as Publix has up to now. All operation from the home office, in addition to servicing of Publix houses, including partnerships and units that are in receivership, will be carried out by the newly organized subsidiary.

There is no dissolution of Publix Theatres Corp., but through the takeover of operating and servicing duties Publix becomes inactive. Publix, while not owning or controlling a single theatre, had its signature on contracts of various kinds by virtue of its activities as operating-servicing subsidiary of Paramount Publix, including film and employment contracts.

Under the new setup setting Publix Theatres Corp. to one side, arrangements are virtually set whereby theatre subsid of Paramount, through Theatre Management Co., will support the Publick home office operating and servicing of theatres. The new subsidiary which will take in operation, from New York, of between 50 and 60 houses, will extend its servicing functions to all parts of the far-flung Publick theatre map. This will take in partnerships locally operated as well as Publick groups which are in receivership and presently operating under receiver appointment.

Service Continued All along, despite that home office fixed charges have not been coming into New York from partnerships and receiver units to take care of the Publick home, servicing in some form or other has continued. Recently the question of why partnerships particularly should not reimburse the Publick home for this service in some manner or other, came up for discussion. The Theatre Management Corp. is the outgrowth of this discussion.

Sam Dembow, Jr., is father of the new service in some manner to combat various Publick setups he made arrangements with receivers to accept the service. It was his contention that h.o. servicing and the Publick will save the firm, whether partnerships or receiver groups, large amounts of money yearly.

Its Advantages Much can be saved through mass buying of equipment and other theatre necessities alone, as well as in bookings of film with New York, selling all pictures in advance of release, keeping the field advised on product, possible h.o. value, ad attacks, etc. Recently 'A' pictures have been going into 'B' houses and vice versa through local operation and business without first having an opportunity to see product accepted.

According to plans being worked out, every group of Publick houses affected by receivership will tie into the new service through the Theatre Management subsidiary. Care of maintaining the new company will be covered by a fixed charge. Publix Theatres was similarly set up.

## Par's Payroll 0. 0.

Paramount Publix and its receivers have asked for a complete check on personnel at the home office, salaries of every person, and duties performed. Department heads throughout the organization, including theatres, are requested to submit a report supplying this information.

Persons on the payrolls of the New York and Brooklyn Paramounts, as well as the theatres, are excluded from the reports. Whether or not the personnel may be reduced further at the P-F home office is not indicated, although the extensive shearing recently forbids that.

L. A.'s Earthquake Also Shattered Any Hopes for B.O. Biz This Week

Los Angeles, March 13. Quake knocked the take in first runs and subsequent helter skelter. Paramount, which got down after Friday matinee business, with Saturday being very bad. Sunday, despite couple of tremors, business improved, doubling that of Saturday's take almost. Figured with breaks in favor of house it may get around \$50,000.

Downtown will probably show around \$4,000 for six days, with the Hollywood using same picture for five-day period around \$2,800. RKO got a little over \$700 for first three days. It looks as though it may get \$2,000 on week. State, which opened to fair business Thursday, shot Friday and Saturday, picked up a little Sunday; may get \$6,000. Los Angeles will probably come in with \$2,500.

San Francisco, Calif. was all off on account excitement with people keeping out entirely over weekend. They came back on Tuesday and four days before folks again will feel safe in theatres. Downtown was practically deserted. Wild radio reports to effect that quakes and tidal waves were coming and warning people to keep out of downtown.

Grauman's Chinese, which was scheduled to open on Thursday (15) Sunday had (16) until March 23 with 'King Kong'.

Estimates for This Week Downtown (WB) (1,800; 25-70) 'Parachute Jumper' (FN) and vaudeville. Opened Saturday to mild returns for a six day session and will be lucky to hit an even \$4,000. Last week 'Blonde Johnson' (FN) for a nine-day gasp collapsed to the tune of \$6,000.

Hollywood (WB) (2,750; 25-65) 'Parachute Jumper' (FN) and vaudeville. Opened Saturday to mild returns for a six day session and will be lucky to hit an even \$4,000. Last week 'Blonde Johnson' (FN) had tougher voyage than a parachute in a gale and nine days, \$3,100 only.

Los Angeles (Wm. Fox) (2,800; 15-25) 'Jungle Bride' (Mono) and 'Behind Jury Doors' (Mayfair). Under conditions okay with gross started off big with 'Sign of Cross' (Par), but slipped on last three days to a low \$25,500. 'Great Jasper' (RKO). Not so hot here for this DX opus, which may get around \$2,000. Last week 'Broadway Bad' (Fox) had neat break over week end and ended up around \$4,500. Last week 'Loew's' (2,000; 25-50) 'What No Beer?' (M-G) and 'Broadway Bad' (Fox). Will probably come in with around \$5,000. Last week 'Loew's' (2,000; 25-50) (Fox) never had a chance and finished with poor \$5,000.

'42d St.' Holds Over in Indianapolis Despite All

Indianapolis, March 13. Carrying '42d Street' over a second week the Circle is the only spot getting better. Last week it hit around \$4,400 last week despite the moratorium and better money was expected. The picture is selling its balcony at all times for two bits. With the closing of the Lyric, only one vaude house, on account of wage dispute with its 63 employees, other spots are anticipating increases. George A. Sine, Lyric manager, asserted the employees wouldn't take a 25% reduction. Spot used RKO vaudeville and picked up. It used the Raynor Lehr but the picture Union officials say the scales were reduced 10% in September.

Loew's Palaces had 'Rasputin' coming in this week but substituted 'Fast Workers' on account of money shortage. 'Cavalcade' is road-showing at English's at 65-110 to only fair biz. Indiana (Wm. Fox) (1,800; 25-40) fairly with 'She Done Him Wrong'.

N. H. Circle's Reflects Lifting of the Gloom

New Haven, March 13. '42d St.' has things its own way this week. On three opening days film beat 'Kid from Spain' record for day. Advance ballyhoo for three weeks, plus stopover of '42d St. Special,' helped boost trade. Last week the effects of the holiday held off on local grosses till last half, but strain has quickly eased. Sale of scrip books in Harry Arthur houses will help hold up figures currently.

Folies are reviving Ed Wynn's 'Follow the Leader'.

Estimates for This Week Paramount (Publix) (2,348; 35-50) -'Hell to Heaven' (Par) and 'Vampire Bat' (M-G) very slow, \$3,500. Last week 'King of Jungle' (Par) and 'Shadow Laughs' got \$5,100, mild. Palace (Arthur) (3,040; 35-50) -'Our Betters' (RKO) and 'Sailor's Luck' (RKO). An indicated \$5,000 gross. Good figure in presentation. Last week 'Private Jones' (U) and 'Broadway Bad' (Fox). Healed a stone ulcer, opened up to an okay \$6,700, despite last half tumble because of the moratorium. Last week 'Great Jasper' (RKO) and 'Blonde Johnson' (WB) moderate at \$4,900.

College (Arthur) (1,565; 25-40) -'Clair All Wines' and 'Devil Commands' (Col). Will probably be held to a low \$1,500. Last week 'Sign of Cross' (Par) and 'Pat of Mary Holmes' (RKO) took a licking at \$1,700 after okay start.

DENVER IN DOLDRUMS; WEST 5G, 'JONES' 5 1/2G

Denver, March 13. With end of bank holiday Tuesday, first runs may find grosses on upgrade, but all a-e still down. Denver opened strong first day on Saturday, but slipped on Friday, but nosedived Friday when opening postponed. Picked up again on Saturday. This week at Denver. Receiver wanted to slash wages and cut number of men.

Orpheum doing poorly. Looks for fall in business, but a good start Saturday night, also Sunday night in balcony, where seats are sold. Last week presentation by Fred Schmitt orchestra getting over. Balcony at Aladdin fills up with other seats fair. Changed bookings at last minute and put in 'Woman Alone' instead of 'Clair All Wines'.

Denham feeling bank closings in spite of 25c high headed for next to nothing. Weather great for theatres. Very few took advantage offer of the theatre to accept bank holiday. Tablor, with stage show, picking up after bank holiday slump, and will finish around \$6,500.

Estimates for This Week Aladdin (RKO-Huffman) (1,500; 25-40) -'No More Orchids' (Col). Stood bad at \$3,200. Last week (42nd Street) (WB) (Wadery) did \$4,000. Tablor, with stage show, picking up after bank holiday slump, and will finish around \$6,500.

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Grosses This Week

As last week, in view of the national banking situation, estimates must be broadly conservative. The picture in the true box office value of a film is properly gauged. With receipts, box office business is holding up well, this is being dwelt upon.

No Depress in Capitol; Cantor 33G, Bernie 23G

Washington, March 13. Radio names headline stage bills for second week. Straight picture houses managers are twiddling their thumbs and waiting for other things to go so things can get back to normal. Fox is playing Eddie Cantor and Ben Bernie (Par) and 'She Done Him Wrong' (Par) and 'Mae West Faces in the Sky' did \$10,500.

Cantor show was rushed into Fox late after two days trailers and ads on previously scheduled show had been out. Word came during at 5:30 p.m. By 7 p.m. entire lobby display had been replaced with Cantor ballyhoo. Remaining five days brought out campaign which was thought would be Banjo-eyed boy was met with everywhere but brass band at Union Station. Reception committee in Fox office included everybody from dramatic eds to president of Chamber of Commerce.

Against tough opposition with Bernie, but his appeal is more universal and is getting along. Figures show he has run around \$23,000 per week. House is highest net ever put out here for any picture.

Amos 'n' Andy set up new record at Fox last week for attendance. Figure shows he has packed matinees. Gross passed \$38,000, which is high mark except for days when house had \$1 top in sales.

Bernie is responsible for business this week at Earle. Should turn in a record. Figures show he has equal last week, however, in which inaugural grosses and '42d Street' highest. Time record with \$27,000, previous high was \$27,000, less on Joe E. Brown in person. Interesting angle was that new high first act in store windows which appearing on stage. He was in group who did personal from 42d Street.

Met at one show Sunday afternoon. It is proving that '42d Street' was all it was talked up to be. Great Jasper was in week of following run at Earle and getting nice \$8,000. Town is still plastered with let act in store windows which helped as much as anything else.

Keith's is following policy of yanking 'em if they don't click. Great Jasper was in week of following run at Earle and getting nice \$8,000. Town is still plastered with let act in store windows which helped as much as anything else.

Estimates for This Week Fox (4,000; 25-50) -'Big Pay Off' (Fox) and vaude featuring Jack Osterman. Should get \$16,000, fair. Last week 'Faces in the Sky' did \$10,500. Albee (3,500; 25-35-55-75-85) -'Our Betters' (RKO) and vaude. Mild. \$12,000. 'The Curfew of Manhattan' (Col) \$15,100, floppo. Metropolitan (3,500; 25-35-65-75-85) -'Kid from Spain' (RKO) and vaude. Satisfactory. \$12,000. 'Clear All Wines' and 'Showboat', both with Helen Morgan, produced \$10,000. Strand (2,000; 25-35-55) -'Grand Slam' (FN). Feeble \$7,500. Last week 'Blonde Johnson' (WB) \$8,300.

Estimates for This Week Kansas City, March 13. Down but not completely out just after picture on account of amusement situation here. With the banks closed and only picture \$2% cash advances for payrolls, figures opened badly last week all around, and prospects are not bright. Cash starts flowing again, although there are some who predict somewhat of a spending spree, as soon as the cash starts flowing again.

Even With Sub-Zero Temps. Proves Amusements Are Depress-Proof

Mae West \$28,000 as Brooklyn Feels Pinch

With the banking holiday and the scarcity of cash, the downtown houses are light on attendance. The Paramount is reporting a heavy loss in person and on the screen in 'She Done Him Wrong' (Par), which should produce about \$28,000, under expectations. Ads in the dailies on the flicker carried a large cut of Mae West and the line 'You Can Bank on Me'.

Loew's Met. is doing fairly well with the 'Kid from Spain', around \$4,000. Estimates for This Week Paramount (4,000; 25-35-65-75) -'She Done Him Wrong' (Par) and Mae West in person. Around \$28,000, fair. It's a repeat for the star and film. In case of 'King of Jungle' (Par) and 'Vanities', \$22,000, mild.

Fox (4,000; 25-35-50) -'Big Pay Off' (Fox) and vaude featuring Jack Osterman. Should get \$16,000, fair. Last week 'Faces in the Sky' did \$10,500. Albee (3,500; 25-35-55-75-85) -'Our Betters' (RKO) and vaude. Mild. \$12,000. 'The Curfew of Manhattan' (Col) \$15,100, floppo. Metropolitan (3,500; 25-35-65-75-85) -'Kid from Spain' (RKO) and vaude. Satisfactory. \$12,000. 'Clear All Wines' and 'Showboat', both with Helen Morgan, produced \$10,000.

Strand (2,000; 25-35-55) -'Grand Slam' (FN). Feeble \$7,500. Last week 'Blonde Johnson' (WB) \$8,300.

K. C.'s Prospects Nicked By Only 20% Payrolls

Down but not completely out just after picture on account of amusement situation here. With the banks closed and only picture \$2% cash advances for payrolls, figures opened badly last week all around, and prospects are not bright. Cash starts flowing again, although there are some who predict somewhat of a spending spree, as soon as the cash starts flowing again.

With both the Mainstreet and the Newwing in hit in general proceedings, they are operating independently and paying employees and local bills. In case of the Midland to accommodate it help. At Loew's Midland this week 'Fast Workers' is the picture, being in concert after 'Rasputin' had been announced. 'Fowers' that he did not want to take the Barlow family picture at the present time.

The Mainstreet has 'Our Betters' and Manager woman is going after all the customers he can find by using two-for-one tickets, good any time of the week. Last Sunday after a 12 day run with '42d Street' the Newman is running three days for the first few days, but the picture is suffering with the others.

Liberty (Dorothy) (850; 10-20) -'You Said A Mouthful' (FN), first of the 'Concord' (Col), set for next low. Low prices seem to be helping as the little house is holding its own better than some of the others and will hit advance \$3,000. Last week 'Life Begins' (RKO). \$10,000. Mainstreet (RKO) (2,200; 25-40) -'Our Betters' (RKO). Not much hope. Last week 'Rasputin' did \$5,000, poor. Last week 'Great Jasper' (RKO), failed to develop. Midland Loew's (4,000; 25) -'Fast Workers' (MG). Critics split. 'Rasputin' did \$5,000, poor. Last week 'Mae West' (Par) had a chance and wound up with \$4,000. Newman (Par) (1,800; 25-35-50) -'Hello Everybody' (Par). Will not open. Two days in advance \$3,000 for nine days. Given extra publicity but nothing helped and may get \$2,000. Last week '42d Street' (WB), five days, \$2,000, good.

Midtown (Fox) -'Match King' (FN). Timely picture, will attract some for probably \$4,000, good. Last week '20,000 Years' (WB), from many fans talked it up. Just too much opposition. Rialto (U) (1,850; 25-35-50-60) -'Big Case' (U). Plenty of ballyhoo on front-lane. Last week 'The Curfew of Manhattan' (Col) \$15,100, floppo. Last week 'Home Express' (U) got same with help of 'Our Betters' (RKO). Columbia (Loew) (1,232; 15-25-35-40) -'Luxury Liner' (Par). Probably average \$3,000. Last week women pushed 'Second-Hand Wife' (WB) (1,800; 25-35-50-60) -'Our Betters' (RKO) and vaude. Mild. \$12,000. 'The Curfew of Manhattan' (Col) \$15,100, floppo. Last week 'Home Express' (U) got same with help of 'Our Betters' (RKO). Columbia (Loew) (1,232; 15-25-35-40) -'Luxury Liner' (Par). Probably average \$3,000. Last week women pushed 'Second-Hand Wife' (WB) (1,800; 25-35-50-60) -'Our Betters' (RKO) and vaude. Mild. \$12,000. 'The Curfew of Manhattan' (Col) \$15,100, floppo. Last week 'Home Express' (U) got same with help of 'Our Betters' (RKO).

Minneapolis, March 13. In the midst of the bank holiday, the merc decides to do a movie again below zero, making it even tougher. But in spite of all, at least three pictures are off in pretty good shape.

Two of the loop's attractions, 'So This Is Africa' and 'She Done Him Wrong', has caused local fans to wonder if the Will Hays' office hasn't caught the moratorium fever; they're calling it spice week around town but judging by the box office response, I seem to be what the folks want to vanish their financial blues. Pleasant laughs in both pictures.

Another fair click is 'Madame Blanche' at the Century. It's a woman's picture and the Century being only a stone's throw from the heart of the shopping district explains that. With purses thinner as result of frozen cash, everybody in showdown is commenting on the customers' continued willingness to dig for the picture. It's a matter of fact, the showhouses are faring better during this financial predicament. The Rialto declares it's except food. It proves that show biz is as nearly bullet-proof as it's possible for any business to be, and the entertainment is virtually a necessity and one of the first things the populace deems to be necessary.

Although it did not fare well its first week, 'Cavalcade' is remaining popular. It's a picture of a circus, giving it a fortnight road-show engagement. Hoped that the highly publicized 'Cavalcade' would give a much better box office account. The picture enters a stage that it won't be long before they will be able to see the picture at least. It is also making for a puny gross.

Another holding over at the second week, '20,000 Years' (WB) at the World; it should get around \$2,000 for the fortnight with Legion aid, and that's a nice profit.

Banks are pushing about \$400,000 to the theatres to meet payrolls was a aid for the theatres.

Circle (WB) at the Orpheum from 50c to 40c nights and 35c to 25c afternoons seems to be a box office apple, reduction was reflected in the strong opening of 'Africa'.

Estimates for This Week State (Publix) (2,000; 25-40) -'She Done Me Wrong' (Par). Mae West no name here, but house went to the picture. In fact, to sell this picture as a real show. The picture are gratifying. Stressing the sentimental angle and that the film is unusual. The picture is well within the limit in daring. May hit \$7,500, good. Last week 'King of the Jungle' (Par) (2,000; 25-35-55-75-85) -'Our Betters' (RKO) (2,890; 40) -'So This Is Africa' (Col). Wheeler and Lane. Last week, best outstanding picture. Last week '20,000 Years' (WB) box office power. Apparently no complaints. Reduction in box office regarded as a business stimulant, the 40c night and 25c matinee top best picture. Reduction in box office the entertainment offered. May reach a very good \$7,500. Last week 'Blonde Johnson' (WB) (2,000; 25-35-55-75-85) -'Our Betters' (RKO) (2,890; 40) -'So This Is Africa' (Col). Wheeler and Lane. Last week, best outstanding picture. 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Revived Spending Expected in Loop; 'Our Bette's,' Palace, \$20,000, Good

Chicago, March 13. Promised reopening of the key banks today is figured as the probable signal for an influx of patrons and dollars in all places of amusement...

BOSTON ALSO GIVING LIE TO THE DEPRESH

Boston, March 13. Biz spruced up amazingly after the lull that came with the mortification of the grosses...

SEATTLE DITTO Banking Blues But Hopeful—30% Off on Average

Seattle, March 13. Bank blues cutting grosses estimated at 30% by Roosevelt measures and action are holding confidence for early recovery.

Prov. Points to Its B.O.'s as Proof There Is a Depression On

Providence, March 13. The white light district here is wallowing in the red. Bank holiday dealt nearly every theatre in Providence a blow...

S. F. EXPECTS BIZ WILL UP THIS WEEK

San Francisco, March 13. Rain over the week has held us out here, but opening of all banks today (Monday) bound to raise grosses...

Estimates for the Week Chicago (B&K) (3,000; 25-75) -Men Must Fight (MG) and stage show...

Reopening of banks heartened everybody, especially those who were jittery...

Estimates For This Week Paramount (NRF) (3,100; 25-40) -King of the Jungle (Par)...

Nearly every theatre on the main stage has well dish of entertainment to sport...

Money, though, is more plentiful than last week, with banks open during past few days to cash paychecks...

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OUCHA-MA-GOUCHA IN PITT EXCEPT '42D ST.'

Pittsburgh, March 13. There's one ray of hope—it can't possibly get any worse. Save in case of '42 Street'...

Reopening of banks heartened everybody, especially those who were jittery...

BANKS' LOOSENING UP REFLECTED IN COLUMB.

Columbus, March 13. Announced reopening of banks put an entirely different aspect on theatre situation...

Nearly every theatre on the main stage has well dish of entertainment to sport...

Money, though, is more plentiful than last week, with banks open during past few days to cash paychecks...

Stanley has 'Topaze' and will be extremely lucky to land even a \$5,000—that's \$19,000 under last week...

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The widely heralded 'Maedchen in Uniform' at Davis, and the first foreign talker ever played this site, is going for as much as \$4,000...

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Variety, with 'Goldie Gets Along' and vaude, is another to feel the pinch, with every show slipping to woeful \$2,000...

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Rule's New Film

Chicago, March 13. Albert L. Rule, who owns the 'Big Drive', is editing another, 'Crowded Years'...

enjoying good grosses, but now suffering with the rest. Not over \$2,000 in gross...

RKO Ousts Goldbeck

Los Angeles, March 13. Willis Goldbeck, associate producer, and a David Selznick producer, left last Saturday (11) by Radio studio...







# N. Y. Theatres Unlikely to Shut Down; Musicians Cut 20%; Others Maybe

Last reports have the unions in New York compromising for a 20% cut, so far not accepted by the theatre chains. No ultimatum was offered with the request from the unions, and in any event it is entirely unlikely that a shutdown of Broadway houses will be effected if the unions don't come through. However, the inference of a shutdown is handed out by theatre men locally. The demands which the theatre men are making are in line with similar demands being placed from unions all over the country in an attempt to have the salary slashes which the producers visited upon their own on both coasts.

**Musicians Okay 20% Off**  
With picture and vaudeville theatres yet to hear from the stage hands (No. 1) and the New York operators (No. 306), the musicians have taken the first step in granting relief in the present crisis through a readjustment of scales in all houses playing stage attractions. Under agreement reached with the theatre, taking in those of a deluxe character such as Capitol, Paramount and Radio City houses as well as all vaudeville theatres, a 20% cut is being asked. At first the indications were that the musicians would refuse a cut, with same advance information in stage hand and operator quarters.

Following their negotiations with the legit interests, with which No. 1, has had many conferences during the past week, the stage hands have not considered the situation as it confronts the vaude and picture theatres. At headquarters of No. 1 it was stated matter of a readjustment scale with the picture-vaude people, if to be granted, would be taken up after union had finished with the legit.

The operators so far have merely discussed the question of a cut among themselves, and have not placed the matter before the executive board for consideration. When it became known last week that resentment existed in some quarters against a cut, talk arose of the possibility of closing down Broadway picture houses as a protest measure until the current emergency is over.

## Distribri Amenable To Play Ball with Houses in Recvrship

A few readjustments having been made already between distributors and theatres in receivership, film product and service is being rapidly placed in the hands of theatres. Eventually all houses, not affected by receivership or bankruptcy, are expected to ask for readjusted rates in line with current business possibilities so far as film rentals have been reached only with receivers.

At first tackling the rent readjustments with landlords. During the past week or so the matter of film service readjustments has been taken up seriously by receivers, with notable progress reported.

Executives are being considerably willing so far to sit down with receivers or operators to discuss possible rental readjustment on product. Final action through branch or division managers of contributors is up to the home offices of such distribri.

In view of the effort to reorganize houses that are in receivership or bankruptcy, distribri are so far not being taking any arbitrary attitude when new deals are asked for.

## F-WC Given Extension

Los Angeles, March 13. Because its complicated bankruptcy schedule was not ready in ten days allowed, Fox West Coast was granted another 10-day extension to file the list of assets and liabilities.

Samuel W. McNabb, referee, is giving the circuit until March 13.

## SAM HART'S NEW GORE

Sam Hart, secretary to Herschel Stuart, has been appointed manager of estate on the Keith building, Washington, D. C., appointment made by Louis Cohen, RKO realty head.

## EACH PAR THEATRE TO HAVE ITS OWN OP. CO.

The Paramount Publix subsidiary setup is being spread out to take in corporations, formed over one or more theatres, usually one, for the purpose of placing operations entirely on their own. In the separation of theatres, a new corporation has been formed to cover the Paramount, New York, typical of divestment in other parts of the country where Publix is breaking up family ties. The Paramount is now incorporated in New York state as the Hercules Theatre Corp. It has always been a part of the Continent Theatres Corp. which also includes the Paramount, Brooklyn. The New York Criterion, also operated by Publix, is in still another corporation, Celtic Theatres.

Through the formation of the Hercules company to hold and operate the New York Par, leaving the Brooklyn Par in the old Crescent company, each of the 161 are left on its own. One cannot drop it on its own, nor does one have to support the other.

Separation of the New York and Brooklyn Pars as corporations has been preceded and is being followed by similar segregation in other parts of the country by Publix as a precautionary measure in protection of theatres whose receipts and assets should not be jeopardized.

It may be that eventually those houses which cannot continue under their own power will merge where a fall by the wayside. When and if they should do that, they will not be carrying healthily-operated theatres along with them under new corporation setups.

## Ariz. 10% Tax Vetoed

Hollywood, March 13. Arizona House of Representatives would not uphold Senate in taxing theatres and other luxuries 10% in addition to federal tax. Effort was made to force passage of a 5% tax in House, which was also defeated by that body, meaning that Arizona gets no state theatre tax for two years.

## Silent Pic Xperiment

Boston, March 13. George Kraaka is experimenting with all-entire program of two features, the first time he ever made a double bill. His films for the Fine Arts currently are 'Potamkin' and 'Mechanics of the Human Brain.' Effort is fully tenacious refection. George is admitting mutual accompaniment and asking for opinions from patrons.

## May Drop Coast Hays Office

## Also Savings on Dues—Would Make Possible Direct Eastern Supervision

Elimination of the Coast branch of the Hays office is an eventuality under the present economy drive by the major companies. The matter of limiting the MPDAA expense by cutting off the coast branch has been officially proposed and is being seriously considered. Additionally certain it that production will have their annual dues reduced.

The economy wave now surging through the industry is to be made universal throughout all branches. Through such much of savings will occur through such elimination of the Coast branch isn't given.

There's an angle also that with the Coast branch eliminated, it might be possible to put supervision of the Coast studios more under eastern direction, an object long sought.

With the Producers Association having no available funds, the Academy will have to find a new source for its \$3,750 allowance received monthly from the former for March. Members will have to dig. Academy employees are talking the same cut as the producers' workers.

## Making It Easy

A writer at Metro, assigned Novello's "Parade" was told to read the adaptations of the story made by other writers. He called the script department for copies of the other scribes' work.

Ten different adaptations were dumped on his desk.

## 1 Month After \$1.10 Showing, 'Cav' at 55c Grind Prices

Minneapolis, March 13. The death knell for roadshowing pictures is believed sounded with the releasing of 'Cavalcade' April 16, approximately one month after it played the Lyceum here at \$1.10 top. The film goes into the State in the Loop April 14 at regular 55c prices.

Ads during the roadshow engagement announced 'Cavalcade' would not be seen at any other theatre in Minnesota "this season." When J. J. Friedl, Publix division manager, learned of the general release of 'Cavalcade' in the territory April 18, he declined to book it in any of his Minneapolis houses as a road attraction at advanced prices.

## Cohen, Reaky Expert, Sought by Receiver

Receivers for Publix Enterprises, Par theatres subd now in bankruptcy, are considering employing a consultant in accordance with the agreement made between the receivers and the creditors' committee headed by S. A. Lynch. Among the names which are under consideration is Louis Cohen.

Cohen is really head for RKO and works with Irving Trust's representatives, since that bank also is receiver for RKO.

Recommendation of Cohen looks to have come from theatre people affiliated with the creditors' committee. Cohen ranks high among theatre real estate men, as being one especially qualified through his keen knowledge of operating policies besides his values. RKO drafted Cohen from Fox West Coast after Sid Kent approved his going over. Cohen at one time was also identified with Par and knows that situation.

Probably the most demanded executive in the biz, Cohen at various times has done special work for nearly all companies and is responsible for pulling Universal out of its one-time theatre jam, saving that company millions.

## Turn Back B&P's 7

## Operation of the Bratler & Polack theatres will continue under RKO until full supervision of which would have the seven theatres, which go to make up the RKO Theatres Operating Co., turned back to the former owners.

The group includes the Pickwick, Greenwich, Conn., which was shut down Thursday (9). Other theatres are mostly in Jersey towns.

The RKO Theatres Operating company went into bankruptcy around two weeks ago, with Irving Trust as receiver.

## Alderman MacDowell

John C. MacDowell, secretary of the New York stage hands union, No. 1 and a resident of Queens, L. I., has been announced as alderman for the 1st Aldermanic district of Queens. With endorsement of the Plateau Democratic Club and other organizations, he will go into the next primaries for candidacy.

## Going Places

By Cecelia Ager

### Miss Hepburn's Stance

Katharine Hepburn strides through 'Christopher Strong' as if the world were hers. Her assurance no less than her grace than the flap hordes destined to follow in her clean walk, in this, her second picture, Miss Hepburn is ready to take command. Authority smashes through every expression; her little speech, 'Have a cigarette' is an order; her smallest gesture an imperious decree. Direct, poised, arrogant, her voice harshly forceful, Miss Hepburn compels yielding to her completely modern charm, crushes the usual resentment engendered by anyone so utterly self-confident, because she is so distinctive and because something within her seems to tell her what to do. She gives a convincing illusion of intelligence blended with emotional depth; she is completely satisfied to let her own self be as interesting to evoke antagonism any more important than feeling irritation. She acts as if the world were her system and it is.

Her hair, which she wears in a naturally fascinating; it no longer bemuses itself painting her mouth in the lush undulating curves of a tragedy mask. Her lips are thinner, her smile to themselves, free of any necessary exaggeration. Her personal style triumphs in the flying clothes, jodhpurs, turtle neck sweater and hugs, casual leather shoes, and a hat which is in a very feminine black velvet suit, too, with a flat round collar of ermine edged with ermine tails high at her neck, and a quaint matching scarf. She is suitably dressed in a long white prince evening coat buttoned straight up the front from the hem to a little high turnover collar.

Billie Burke is sympathetically helpless, her voice quavers pitifully at Miss Hepburn's invasion of her home. Helen Chandler smokes cigarettes, wears ermine cape sidewalks, goes earnestly on treasure hunts, but she still looks a very nice, very quiet, very conventional young lady.

### Nancy's Grown Up

Nancy Carroll is a woman now, 'The Woman Accused,' accused, by the story, of murder; self-accused, on the Paramount screen, of inaptitude with evening clothes, overgenerosity with make-up and unutterable stupidity in registering heavy stark emotion. Miss Carroll gets along better being just a child.

She is cast as an actress so successful she lives in an apartment house, she is a mainstay, a serious, earnest but whose bedroom, just the same, is festooned seductively with satin and chiffon draperies tried and true. Since pictures' release, Miss Carroll has been set on with a verve that has made her her figure is not too well equipped for this revealing type of garment. Be they of gold paillettes, satin, or more, she does not make an effort to earn their hope of balancing shoulder mass against derriere, evening dresses don't award Miss Carroll the flattery her very pretty face deserves.

The same problem is encountered by Miss Carroll in bathing suits, although white rubber diving flippers point out the refreshing excellence of the features. Her clothes are the thing for her, suits, and dresses with jaunty little jackets.

### Hales Are Back

The Chester Hales Girls come back to their old undulating grounds, the Capitol, this week, as sinuous, as faintly daring as of yore. Maybe their little blue and red make-up is a little more accurate than ever. They are so of one mind that they can throw themselves about as abandoned sycophants to the 'Hungarian Rhapody' and in despite the confusion of their violently painted skirts and the unmaginative triple spot lighting they dance under, still maintain a pattern.

The more strenuous strains of 'Manhattan Serenade' knocks them flat on their backs along two flights of stairs that converge center stage. In skin colored and fitting leotards, made matching with curved designs, they then languorously execute a leg, knee and thigh drill dramatically posed against a black background. Arranged so

geometrically, rose lights picking them out sculpturally from the black. The Chester Hales Girls have to remember all of a piece what to do next, for the slightest hesitation, so revealingly lighted, would take on the appearance of a mistake. None of the thorough is their training, forgets, Edith Barstow, whose toe taps on a staircase combine two arduous stunts in one, dresses daintily in fresh white with a bright little skirt of black lace fitted neatly to her slender young figure, and about her blonde bobbed locks she wears a pink satin ribbon. Marie Kio is a luxuriously tattered waltz dancer in ombre yellow to orange chiffon velvet rags.

### But No Quakes

Everybody in the Hales Hall this week is simply crazy about California. The ballet corps likes to think of itself as an apple orchard away-gently under 'California Skies.' The Hales dancing troupe, the Spirit of the Orange, Patricia Bowman fancies herself one of California's feathered friends. The stage girls itself to an orange grove with silencing, demonstrating a waltz, staggered ramps ascending the sides of the auditorium serve as resting places for baskets of electrically lighted citrus fruit. In the Ballet. Ebbes dancing neatly in brown and yellow sports clothes, personally California youth. All together they make up a happy picture of the Hales dancing troupe that came from long swings of California orange juice.

Before this well-meaning, if at times incoherent, tribute to the Golden State, the Hales troupe, the Rozzyettes are busy showing the differences between 'Dances Old and New.' The ballet corps likes the old dances, like to prouette about as they do in the past. The Rozzyettes, making pretty figures with their dainty white shepherd crooks. The Rozzyettes align themselves with the new dances, which they find interesting, more like the gold and black costumes. It seems, from the lighting and skin color of their brief trunks, that the Rozzyettes are trusting only to the long black silk trunks that hang from their high-waisted gold satin bodices. Their close-fitting gold helmets are equipped with three long round spikes in case.

### Styles Change, but Not Slang

Some girls are chased by madmen, some by giant monkeys—Diana Wynyard flees from War in 'Men Must Fight,' first the good World War, in which she's a nurse, than a horrid future one that's going to break along about 1940, when her husband is killed. She is also and when women's clothes are going to look very different from their current silhouette.

Whether it be war, it always finds Miss Wynyard's world. In 'Cavalcade' she suffered exquisitely in the detailed turberlows of the Victorian fashions. In 'Men Must Fight' again she's sad but most interesting in the garments which, it's Adrian's hunch, will be top of the mode seven years hence.

Adrian believes, according to his costume designs for Miss Wynyard, Ruth Selwyn and Hedda Hopper, that what the gale will be wearing next is a stylized version of what she wore in 'Men Must Fight.' His prophecies, the most creative and original prophecies in 'Men Must Fight,' predict a tunic silhouette flared at the knees, banded or belted at the waist, with a high collar that soar upwards on the wings of a bird. He sees the return of jabots, blouses not afraid to be honestly frilly, and a return to the old-fashioned, old-fashioned broadcloth as the smart material for suits, narrow turnover collars faced with linerette touches or wide shallow reverses that will show the outlines of the body, that, briefly his considerate heart, is going to take care of the ladies whose figures may not be all they were in the past. He at least needs Miss Wynyard's world. It's a lady, since her preoccupation with War is now somewhat monotonous, and he immeasurably assists Ruth Selwyn in the part of the outline of the picture's dialog holds she accomplished. Grandmothers in 1940, as portrayed by Miss Robson, will still be making (Continued on page 40)



42D STREET

(With Songs) Warner production and release. Features Warner Baxter, Bebe Daniels, George Brent, Diana Wynward, Lewis Stone, and the other...

A money picture for any type of house, and the more cosmopolitan the site the better. This means it'll be a big grosser. It's a musical, and as such rates as the 'Broadway Melody' of 1933.

Furthermore, '42d Street' looks to be something of a milestone in the use of star power. Robert Schaefer (Mrs. Al Jolson) is certain maquerelle timbre.

Everything about the production rings true. It's as authentic to the stage as the nothings of Broadway attendant to the creation, financing and ultimate mounting of a musical comedy may react in a negative reaction.

Every element is professional and convincing. Baxter as the hard-boiled singer is an actor of the first order. Ditto the Daniels assignment and George Brent as the leading man.

Miss Keeler, as the unknown who comes through and registers a hit, carries her actual cinema credits with the same degree of conviction as the pseudo-musical comedy patterns she assumes.

Not the least of the total belongs to the direction by Lloyd Bacon, who fashioned some novelties in presentation, with Buster Keaton an excellent side on the temp mountings.

The songs, already in the air via radio (Warners' music pub. subs., etc.), are a corking side in the situations and yet are destined for general favor.

Shuffle 'Off to Buffalo' likewise is a corking side, which may win in a Fanchon & Marco unit in time.

A honeymoon train breaks apart in a corking effect. The camera's camera, etc., with some fifty production extras. Girls here get some special close-up attention, and they're all looking good.

The wide screen was effectively used to this exhibition to dress up the sequences. The picture sheet is enlarged and reduced in alternation several times, making for excellent showmanship from the theatre viewpoint.

friendly Yucca opposite Miss Keeler, duets with her, and 'T're Coming to Be a Hit' with Mr. Lyric, are sophisticated, but altogether in line with this backstage script.

MUSSOLINI SPEAKS

Columbia production and release. Mostly Italian, with English subtitles. Directed by Lowell Thomas. At the RKO Palace, West 34th St., March 14, 14 minutes.

Propaganda has seldom been so entertaining. But if Columbia can excite Italians on the patriotic note, live sufficiently, the income should be whatever the Italian trade amounts to.

Record of the film's history is lively interested. In the summer of '31 Mussolini made a trip to Naples to celebrate the anniversary of his march on Rome.

Mussolini speaks is cleverly handled for this sort of thing. It Duce speaks in his native Italian and Lowell Thomas interprets.

Thomas' Italian is cleverly handled for this sort of thing. It Duce speaks in his native Italian and Lowell Thomas interprets.

POZOR

(Shame) (Russian Made) Amkino Corp. (U.S.S.R.) distribution of Sosuzkino talker production made in Russia.

Dull, actionless, drab Soviet talker, of very limited appeal and interest, even for the USSR sympathizers or students.

On the home grounds, in Russia, 'Variety's' Moscow correspondent, Eugene Lyons, read into 'Shame' a lot of meanings which escape the average 'Variety' mugg.

For purposes of b. o. bally mid-attention is called to Vladimir Gardin's resemblance to Jannings, further reflected in his slow moving histrionics.

'The Shame' title has nought of the archly sexed with many titles suggest, but refers to the plume at Gardin's floppo with the exact metric system measurement of a bridge.

For purposes of b. o. bally mid-attention is called to Vladimir Gardin's resemblance to Jannings, further reflected in his slow moving histrionics.

Miniature Revues

'42nd Street' (WB). Musical and a clinic for big gross in an average picture.

'Mussolini Speaks' (Col). Propaganda for Italy with a heavy Italian nabe ought to go for it.

'Christopher Strong' (Radio). Up and coming Katharine Hepburn does a very attractive job.

'Woman Accused' (Star). Ten authors wrote this party and the 14 adapted it, and still it's just an elongated and somewhat tiresome collection of clips about Italy.

'Hertha's Awakening' (Hertha). Formula western. Rates for the multiple changes and probably can't stand alone more than two days in such spots.

'Midnight Warning' (Mayfair). Good indie production of a familiar story. Off the usual mystery patterns.

'The Fighting Champ' (Monogram). Raging title for Bette Davis against a western background. Doubtful value.

'Men Are Such Fools' (Radio). Stale and unappealing in the same old acting and production. Not a grosser for most spots.

'Obey the Law' (Col). Oke for the nabes.

Christopher Strong

RKO-Radio production and release. Stars Katharine Hepburn. Directed by Dorothy Arzner. Running time, 75 mins.

This is Katharine Hepburn's second venture and her first starring venture. Point of high interest to the trade was whether she would repeat her initial smash impression in 'Bill of Divorcement'.

The people in this picture are merely glamorous stage puppets; they're not real people at all. Picture is a peculiar compromise between an effort to produce a class subject and a desire to reach for the cinema generalist.

Star role, that of an English aviatrix, is a sort of step-sister to the ingenue part of 'Divorcement' so far as it's a girl who has been in a sort of sort of tomboy; but there the family resemblance ceases.

The new picture is overloaded with playwright device that is just that, a device, which may be said to be, the aviatrix, picks her dramatic moment of sorrowful reticence to break the world's attitude against her.

Stage is abundantly supplied with similar moments, action studied mainly for footlight effect. Sometimes Miss Hepburn coaxes to an

illusion, but the others seldom get a chance to break through the story's artificiality. So they make themselves as graceful an agreeable as the circumstances permit.

Billie Burke has grown camera wise since her first picture and manages to make a creditable engaging role of an old-fashioned matron with much skill.

Physical production is exceedingly well managed, and the camera work is notable in a day when fine photography is taken for granted.

Hertha's Awakening

Ufa production and Leo Brecher release. Supervision, Bruno Duddy; direction, Gertrude Lampson. Running time, 75 mins.

New York censors took this ordinary German talker two weeks and blew it up into boxoffice importance.

Case is more or less unprecedented in New York because the distributor, after being rejected by the censors for three days it was finally given complete freedom of circulation.

But the story is what the censors didn't like. It's a story about a girl who meets a boy who she falls for, and so becomes talked about. She finally decides to have the child, despite that the father disposes her.

But the story is what the censors didn't like. It's a story about a girl who meets a boy who she falls for, and so becomes talked about. She finally decides to have the child, despite that the father disposes her.

Picture unfolds some good acting by new screen people, but would not hold up so well as the picture because of being too slow. But it has a certain amount of femme appeal.

'Christopher Strong' (Radio). Femme interest in the new Katharine Hepburn provides a city audience for a negative title and artificial meandering story.

'42nd Street' (WB). Backstage Cinderella brought up to date amidst entertaining personalities, contemporary talk and eye-ful production. A good show for the ladies.

'The Woman Accused' (Far). Old fashioned meller wheezing in hand-some new clothes. No names the gale yearn for, but its substance will intrigue them moderately.

'Men Must Fight' (M-G). Without the excuse of timeliness to give it current interest, war-peace, harangue depends on Diana Wynward for matrons only.

MEN MUST FIGHT

Metro production and release. Directed by Charles Brabin. Stars Diana Wynward, Lewis Stone, and the other...

The intentions were good but the result is just an echo, and not a very loud one. An anti-war preaching, 'Men Must Fight' tells nothing that 'What Price Glory' and so many other pictures since 'Glory' have told, nor does it close its argument as forcefully as have most of the others.

There's much more to be said about and against war, but 'Men Must Fight' does not say it. It travels familiar lanes of reasoning and philosophy and while its argument is sound it is never moving.

Beyond a laugh here and there from a comedy grandmother, this picture departs from formula and their reading of trite lines and familiar humanitarian pleas almost makes the chatter shine anew. But only almost.

The mother is the leading pacifist - she's the wife of the Secretary of State. He goes pacifist when the American flag is raised, but then she and son remain pacifist. From then on it's a battle for the women, whose cry is against the sacrifice of their sons, and it ends when Mrs. Secretary's son breaks the apron strings and goes off to the war with the other soldiers.

Much is made of the added horror of wars to come, if they shall come. There is talk of 15,000 men wiped out at once by gas bombs, and some practical illustrating in form of an air raid on New York.

As far as Miss Wynward and the other love affair of this English actress is concerned, 'Men Must Fight' leaves the question in the air. In 'Cavalcade' she played a similar but much more effective role. 'Men Must Fight' will not advance her standing. It shows up too clearly her native accent, which never blends with the part of an American nurse and later the wife of a U. S. cabinet member.

Stone looks strange in a brown wig during the early part of the picture. He wears a wig that is his own white hair later and then he's himself. May Robson, with all the laugh lines, cops every scene's laughs.

The Woman's Angle

'Christopher Strong' (Radio). Femme interest in the new Katharine Hepburn provides a city audience for a negative title and artificial meandering story.

'42nd Street' (WB). Backstage Cinderella brought up to date amidst entertaining personalities, contemporary talk and eye-ful production. A good show for the ladies.

'The Woman Accused' (Far). Old fashioned meller wheezing in hand-some new clothes. No names the gale yearn for, but its substance will intrigue them moderately.

'Men Must Fight' (M-G). Without the excuse of timeliness to give it current interest, war-peace, harangue depends on Diana Wynward for matrons only.

WOMAN ACCUSED

Paramount production and release. Directed by George C. Stone. Adaptation and story by...

It took 100 pretty well-known authors to turn out the story for 'Woman Accused'...

Undoubtedly Paramount brought rights to the 10-author story rather because of the explosive possibilities...

Nancy Carroll, Cary Grant and John Hailiday, co-featured, are not singly or together anything more than of spring warmth as box office...

Fluently reel after confession has been obtained, deals with the boy friend's thrashing of a gangster witness whose retractions clear the girl.

Man They Couldn't Arrest

Gainsborough production and Gaumont release. Directed by George King. Adaptation and story by...

Unbelievably inept yarn made into a hopelessly bad picture. Nothing to commend it from any standpoint.

Book story built around a mysterious inventor who has a radio set with which he can listen in on any conversation...

Heritage of the Desert

Paramount production and release. From novel by Zana Grey. Directed by Henry King. Adaptation and story by...

At the right b. o. scale and with stage support this film could prove okay secondary entertainment for theater houses. Otherwise it would sell it. Looks risky to spot this one alone more than a couple of days.

Another is where the hero is shot through the back, but jumps out of the couple of hours or so later and races off on his horse to save the day.

Used for only fairly amusing comedy effect.

When Randolph Scott as the hero starts 'men are such fools'...

MIDNIGHT WARNING

Westco production and Mayfair release. Written by William Boyd. Directed by...

Based on a pretty familiar story, Mayfair has here made a generally intelligent development that will intelligently suspense and interest even where the idea is known.

Idea started in 1833 when it was bruited about that a woman visitor to the Columbian fair had died in her Chicago hotel of the bubonic plague...

Production is always adequate and frequently costly, but the mob director's final effort is the best. The more intimate scenes are better handled...

Und Es Leuchtet Die Pussta

German-Made. Berlin, March 1. Ufa picture and release. Based on the novel by...

Due to exchange restrictions Ufa had \$100,000 of capital frozen in Hungary. In order to have the money work it was decided to make a picture in Hungary...

Marion, das Gehört Sich Nicht

German-Made. (With Songs). Berlin, March 1. Itala Film production and Siegmund Monopoli release...

A picture well received at its opening and promising good average and containing a lot of things where the shooting takes place. Eddie Garr's impersonation of Chevalier carries. And it's allowed to run in full.

MEN ARE SUCH FOOLS

Jefferson production and RKO-Radio release. Directed by George C. Stone. Adaptation and story by...

Some good acting and generally good mounting with nice photography. However, will require unusually strong support as a solo in the middle B division and the thin layer of a double bill if used above that.

There is old, and here it's development, a feature that gains some interest in the telling. It hits the clute at the finish like a jolt jumper, and doesn't make the landing.

Production is always adequate and frequently costly, but the mob director's final effort is the best. The more intimate scenes are better handled...

OBEY THE LAW

Columbia production and release. Directed by Benjamin Stoloff. Harry Saxon story adapted by Arthur Caesar...

Good and clean entertainment to assure family and neighborhood peace. Not a bad picture for the key houses on the top second runs.

Marion, das Gehört Sich Nicht

German-Made. (With Songs). Berlin, March 1. Itala Film production and Siegmund Monopoli release...

A picture well received at its opening and promising good average and containing a lot of things where the shooting takes place. Eddie Garr's impersonation of Chevalier carries. And it's allowed to run in full.

Marion, comes to the young man appeals, as when the studio the next morning and is the model for the picture 'Susanne in the Bath'...

He tries to sell the pictures of his own evening wear and during the day is an art dealer. He tries to sell the pictures of his own evening wear and during the day is an art dealer.

GOOD COMPANIONS

London, Feb. 28. Gaumont-British production and release. Based on the novel by...

Opinion differed rather widely as to the merits of this unusual picture, but in the opinion of this department it should be a natural fit for the company...

FIGHTING CHAMP

Trem Carr production and Monogram release. Directed by George C. Stone. Adaptation and story by...

Major deals with a concert party that's going to fame and fortune, helped by the stray people who fit across the canvas...

Keim Tag Ohme Dich

German-Made. Berlin, March 6. Phobus Tomlin production and release. Directed by Hans Bahrdt...

Keim Tag Ohme Dich

Picture by a small company, intended to be a parody and containing Rene Claire, but turned out to be a poor imitation...

Seven Out at Metro

Hollywood, March 13. Six writers and one director off the Metro payroll. They are Frank Adams, Madeline Rutherford, Craig Taylor, Towne, Graham Baker, Robert Johnson and Alexander Lettich.

La Donna D'rina Notte

(Lady of the Night) (FRENCH MADE) (Italian Version). Naples production. Portale release in U. S. Directed by...

As Italian talkers go this one is pretty good. It, at least, has produced something almost unheard of in talkers of this language.

FIGHTING CHAMP

Trem Carr production and Monogram release. Directed by George C. Stone. Adaptation and story by...

Keim Tag Ohme Dich

Major deals with a concert party that's going to fame and fortune, helped by the stray people who fit across the canvas...

Saunders on Flying Yarn

Hollywood, March 13. John Monk Saunders goes to Radio's writing department to do a feature for an international commercial aviation...

Keim Tag Ohme Dich

Picture by a small company, intended to be a parody and containing Rene Claire, but turned out to be a poor imitation...

Seven Out at Metro

Hollywood, March 13. Six writers and one director off the Metro payroll. They are Frank Adams, Madeline Rutherford, Craig Taylor, Towne, Graham Baker, Robert Johnson and Alexander Lettich.

FOSTER SPOTTED, TAKES CUT

Culver City, Mar. 13. The chaste Foster has been signed for the post of 'Dinner at Eight' at Metro.

McGuinness on 'Fury'

Hollywood, Mar. 13. James K. McGuinness gets the adaptation and dialoging of 'Fury' as his first assignment on his Metro writing contract.



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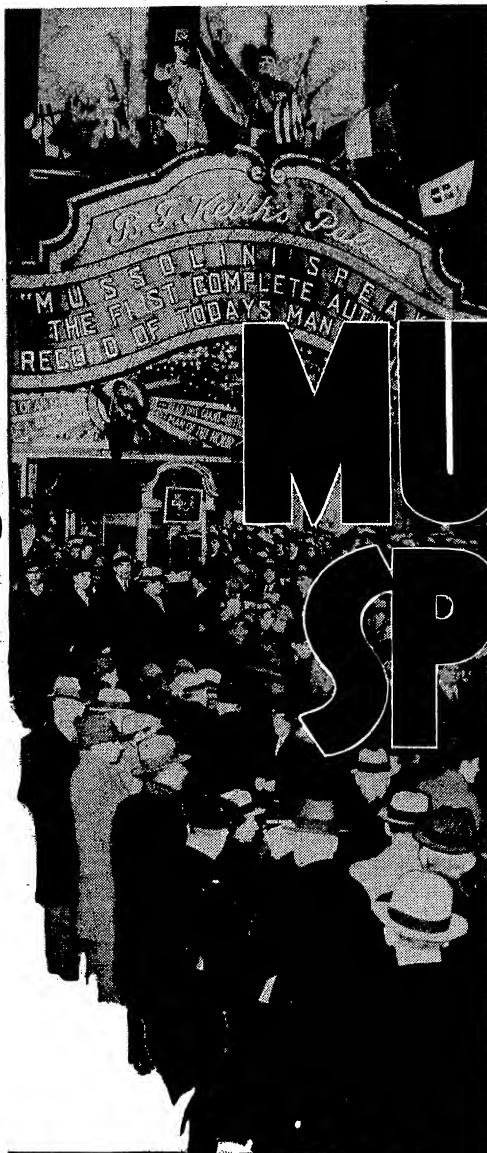
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*"Cannot resist a surge of patriotic feeling"*

NEW YORK TIMES - MARCH 13

**CROWDS STAMPEDE  
RKO PALACE N.Y. to  
RECORD BUSINESS**



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## Europe Leads U. S. in Film Houses, Commerce Dept. Survey Shows

Washington, March 13. Europe leads the world today in the number of picture houses open, or wired, although the United States has a larger percentage of wired houses than any other section of the world. U. S., taken as one country, with Europe, Latin America, et cetera, disintegrated into separate entities, of course, is far out in front. The according to the newest figures for 1932, made available through a special report by N. D. Golden, assistant chief of the motion picture division, U. S. Department of Commerce.

According to the survey, the world is split up into six units—Europe, U. S., Latin America, Far East, Canada, Africa and Near East. The rank just that way, too, in the matter of picture houses the figures reading:

Europe	30,623
United States	19,042
Latin America	15,646
Far East	4,904
Canada	1,100
Near East (Africa included)	691

In the matter of wired houses the lineup remains the same, except in the third rank, where Europe is ahead of Latin America. Here the figures read:

Europe	17,822
United States	13,009
Far East	2,146
Latin America	1,359
Canada	777
Near East	379

Russia's Wired Ratio  
The separate figures for each of the European countries have several surprising angles, most important of which is that Russia is ahead on percentage of wired houses, only 200 of that country's 3,200 theatres being unwired. England also is almost completely wired. Only 4,350 houses being equipped only for silent use.

In the matter of picture theatres Europe lines up: Germany, 5,071; England, 4,350; France, 3,900; Russia, 3,200; Spain, 3,600; Italy, 2,500; Czechoslovakia, 1,900; Sweden, 1,100; Poland, 800; Austria, 800; Belgium, 750; Hungary, 500; Portugal, 400; Rumania, 300; Switzerland, 325; Yugoslavia, 300; Denmark, 300; Netherlands, 253; Norway, 235; Finland, 220; Bulgaria, 145; Greece, 100; Estonia, 85; Turkey, 69; Latvia, Lithuania, 77.

In the switch to wired houses most surprising feature is the backwardness of Spain, although the ranks all down the line are within reach of the European lead away from Germany now also.

Wired house figures are: England, 4,228; Germany, 3,700; Russia, 3,000; France, 1,450; Italy, 1,000; Sweden, 750; Czechoslovakia, 640; Spain, 600; Austria, 435; Belgium, 250; Netherlands, 233; Switzerland, 200; Denmark, 200; Hungary, 193; Rumania, 165; Yugoslavia, 160; Poland, 110; Bulgaria, 109; Norway, 107; Portugal, 88; Greece, 70; Latvia, 66; Lithuania, 66; Estonia, 39; Turkey, 37.

Argentina is the best equipped of the Latin American countries, having also the largest number of theatres. In the Far East, Australia is the leader. In the number of theatres with 1,500 compared to Japan's 1,485. But 1,050 of the Australian houses are wired and Japan has only 216 wired houses. In the Near East South Africa, which has the most although Egypt has the greatest percentage of wired theatres.

**Brazil Wants Producer For Epic of the Amazon**  
Hollywood, March 13. Back from Brazil, Raul Roulien claims to have brought with him a contract for a reputable producer who will make an epic of the Amazon.

Fox Spanish player says the producer who takes the offer will be given transportation, police and medical protection, technical advisers and official aid.

**Brussels Music Back**  
Brussels, March 2. The Agora Cinema, Brussels, under the same direction as the Plaza and the Select, has re-engaged the orchestra it discharged when talkies and sound films replaced silent. The musicians perform at each scene, between the showing of the feature film and the news reel.

## LONDON BANS 'SOULS'

British Author and Actor Don't Save Par's Feature

London, March 13. 'Island of Lost Souls' (Par) has been rejected in toto by the British censors because it is considered too horrible.

Considerable of a blow to Paramount, because the picture was made from an H. G. Wells story and features Charles Laughton, both British.

## Cantor's 'Kid' Slighted Mex, So Gets Banned

Mexico City, March 9.

'Kid From Spain' is the first foreign film to get the federal government's taboo this year. Ministry of Foreign Relations announces that it has forbidden Cantor's comedy to enter or be exhibited in any part of Mexico.

Reason given is that authorities deem picture 'slights Spanish as well as Mexican customs. Censorship law which went into effect a year ago prohibits banning for any picture that ridicules nations friendly to Mexico as well as this republic itself.

'Zombie' had a narrow escape from sharing 'Kid's' fate. Italian legion here petitioned the federal government to prohibit showings of the picture on the ground that it smears the island republic, its people, customs, etc. Local censors viewed the subject a second time and oked it.

## Paris Critics Huffed Over 'Fugitive' Slight

Paris, March 3. Warners has a problem here again, this time because of insistence on doing 'away with paper for 'I Am a Fugitive,' at the Apollo on percentage.

Warners told the theatre, so the story goes, that no paper would be accepted and insisted on a percentage for every seat occupied paid for or not. Theatre management immediately cut out pass privileges even for newspapermen and critics. Critics in France are generally taken care of at a special press showing, with the Warner excuse being that if the writing lads didn't see the picture at this time it was their fault. Paper lads burned.

## BUSSES FOR LATE FANS

Paris, March 13. Haik Theatres have managed a toup with the Autobus companies for their late showings at the Rex and Olympia theatres. Both houses, on the boulevards, break at about 1:30. Paris-street cars and busses do not run after midnight.

Under the new tieup the autobus companies will have special busses in front of both theatres for final break-up every night, these busses marked for the various gates of Paris.

## Hitler Misses Something?

Berlin, March 3. 'Blutendes Deutschland' (Bloody Germany), a highly nationalistic talker, has been barred for general release here, despite the Nazi regime being in.

Picture can be shown only in private performances, according to the ruling.

## Blasted Home

Hollywood, March 13. Jimmy Campbell, British music publisher and songwriter, and his wife Betty, a highly nationalistic talker, has been barred for general release here, despite the Nazi regime being in.

## Dutch Tobis \$400,000 Bankruptcy Creditor

The Hague, March 3. Receiver published a list of creditors in failure of Netherlands Ultraphone Co., total liabilities \$34,000, with assets \$300.

The Kuchenmeister bankruptcy list also published by receiver. Creditors total amounts to \$600,000, not estimated as yet. Several banks were creditors of this concern: Dresdner Bank, Lipmann & Co., Oppenheim & Co., Spandauer Bank & Credito Italiano, while the International Tobis Co. at Amsterdam is the principal creditor with total of over \$400,000. German tax-collector also figures in the list under 'Finanzamt, Berlin,' with over \$2,000.

## AUSTRALIA ADOPTS 300% DUTY INCREASE

Sydney, March 13. Government here today passed a new duty on negatives and soft positives used for duping. New rate is one shilling (about 16 cents) per foot, which is an increase of about 300%.

Under the new regulation, black and white positives come in on an unadvised duty charge, except when imported for duping purposes. Also if only one positive is imported, it is classed as a negative.

Distributors of pictures here, immediately on receipt of the new regulations, began organizing for a wide protest. Move has been more or less expected for some time, but came as a surprise, nevertheless, because of the severity.

## Turkish Native Film Hangs Up Run Record

Constantinople, March 1. 'Karim Beni Aldatiras,' second talker ever in this country, has completed a four week run here to good business and is doing well in subsequent run which it was made by Ipek and is a musical comedy. Four week run is a new all-time high for Turkey.

Picture is called by critics spunky naive and hopeless from the standpoint of comparison with modern product from the States, or Central Europe, but the language thing is giving it considerable local appeal.

## Frenchan for 'Sweet'

London, March 13. British and Dominion is importing Fernand Grovy from Paris for the lead in 'Bitter Sweet'.

## Fox Remaking Spanish Pic for Domestic Trade

Westwood, March 13. Satisfactory business reported by the Fox on the Spanish musical, 'The Last Man on Earth,' has decided the studio to make the story in English. Louis King will probably direct the domestic version, with John Stone supervising.

The Span version was produced a few months ago with Raul Roulien and Rosita Moreno.

## Liquidate German Cos.

Berlin, March 3. Ligafilm Company has been formed, with a number of head-quarters, to handle the pictures and properties of Reichliga Film and Heros Film. Latter two companies went into receivership recently, with new entity to handle whatever assets there are or may be brought in.

New company has a capitalization of about \$15,000.

## QUOTA CO. EXPANDING

London, March 4. The Twickenham Film Co., of which Julius Hagen is the head, is quietly framing a new \$125,000 issue, which will be underwritten by the city underwriting house, Twickenham Films, a quota film concern releasing through W. & F. Films, a Gaumont-British subsidiary. Object of getting new bankroll will probably to launch out independently.

Issue is not yet settled, but if materializing, will take place end of March.

## Jungle Film, Siamese Nobleman, U. S. Film Promoter, All in World Mixup

**EISENSTEIN ACTIVE**  
Russian Preparing Historic Subject On Haitian Negro Leader

Moscow, Feb. 18. Career of Toussaint L'Ouverture, Negro hero of the Haitian insurrection at the end of the 18th century, is the theme of a scenario being worked out by Serge Eisenstein here for early production. Eisenstein is basing his version on 'The Black Consul' by Alexander Dumas.

Since his return from America Eisenstein has bustled himself with a dozen different enterprises, including a comedy, participation in the Institute of Cinematography, lectures on America and Mexico, carnivals for holiday occasions and a lot of other things.

## Monogram Goes After PDC on Distrib Deal

London, March 13. Monogram Pictures Co. of New York, N. Y., has issued a first writ against Reginald Smith and his Producers' Distributing Corporation, claiming \$17,500. Papers were prepared by Arthur Levy. Amount actually owing Monogram to date is \$48,000 for advanced royalties plus \$9,000 for show copies and other prints.

Writ is a result of P. D. C. defaulting in fulfillment of contractual obligations. Smith went to New York last summer and signed up the Monogram product for England for two years. Almost immediately afterwards Monogram claimed default and Smith switched to Majestic pictures.

No defense has been filed as yet, but it must be filed by Wednesday (15). Immediately after it became apparent to Monogram that P. D. C. had defaulted, steps were taken to sue on the contract to hand pictures in Britain with the result that B. I. P. undertook that function.

## Brussels Riot Grews Jeannette MacDonald

Brussels, March 2. Jeannette MacDonald is in Brussels for a few days to inaugurate Van Stalle brothers' proprietorship of Alhambra theatre which they have taken over from M. Leon Vissers.

Miss MacDonald's arrival at the South Station here caused a riot and traffic hold-up. 5,000 gathered to greet her and hundreds of them lost hats, handbags and other things. Star was smuggled out of station by a side entrance and placed in a fast car for the Astoria to which she was followed by a fleet of press taxis.

## French Third Choice In New Dutch Cinema

Rotterdam, March 3. Theatre Lumiere, for pictures and vaude, has opened here. 'Big Turn-out' of celebrities for Arts gave a small subsidy to a group of players to produce it. Now, however, situation changed and burmometer vetoed the play.

## Ban Subsidized Film

The Hague, March 1. In connection with the mutiny of Dutch navy in Far East, there is hullabaloo over production of a red play, 'The Sailors of Cattaro.' Before the mutiny started Amsterdam Alderman for Arts gave a small subsidy to a group of players to produce it. Now, however, situation changed and burmometer vetoed the play.

## LACHMANN BACK TO FRANCE

Harry Lachmann, on the coast for Fox, will be sent to France by that company within the next couple of months. He's to direct at least one picture there.

Lachmann was in Paris and London for Paramount before joining Fox on this side.

London, March 13.

Deportation proceedings may be started on reported representations, by Slaughter & May, London solicitors representing American and Siamese interests, against Harry Schenk, an American, in view of the latter's passport having been cancelled by the U. S. Government. Cancellation of the passport is stated to have been ordered following appeal made to the State Department at Washington by representatives of Phra Abhahvong, Siamese nobleman who is suing Schenk in the States charging fraud.

Abhahvong who is related to the King of Siam alleges Schenk took him over for something like \$8,000 in connection with a film deal involving a jungle picture which the Siamese nobleman claims is his own and not Schenk's.

Schenk was questioned last week with the docking of the Aquitania on which the American sailed, while representatives of the Siamese were working in New York for Schenk, in the hopes of retrieving the film negative.

The negative is stated to have been taken out of the U. S. by Schenk and, was shown aboard the Aquitania.

Showing of the film aboard ship is stated to have been the tipoff to the State Department authorities who were aiding in this search for Schenk.

Negative which Schenk brought over is believed to be a duplicate of one which lies in the vaults of the laboratory of the Consolidated Film at Fort Lee, New Jersey and which has been rep. by Abhahvong's legal reps.

## Warning Film Back

Main aim of the latter is to retrieve the picture which the Siamese is stated to have made over a period of seven years depicting native wild life and the habits of the forest have at various times tried to book in on a releasing deal for the picture in the States with Fox now reported to have concluded such a deal.

Original hookup between Harry Schenk and Abhahvong is stated to have come through Hollywood sources, when Abhahvong sent a rep. over to hook up with some film man on a U. S. showing.

Later, Abhahvong sent over \$5,000 it is alleged, to clinch the deal with Harry Schenk, on the reported misrepresentation that the name of the film family of the same name. After that he invited Harry Schenk to visit him in Siam. There Harry Schenk, with the assistance of Abhahvong to the King of Siam.

In American circles, according to local reports, Schenk is stated to have some connection with the 18 mm. film status in the film biz is not known.

## Par 'Canning' Picture's Songs for Foreign Mart

Paramount is making a series of electrical transcriptions of the music from 'College Humor' for the foreign market.

Same thing was done with 'Big Broadcast' and worked out well in Germany, France and other spots.

## Roundabout Stardom

'L'Affaire Est Dans Le Sac' (Pathe-Natan) starring an American girl, will be used for first time in New York. Miss Hays, known in New York legit circles, went over to Paris for a vacation and was grabbed for the picture because of her excellent singing.

Picture was given a first showing here under the auspices of the Film Society and is now being prepared for general release.

## BELGIAN CHAIN BUYS

Brussels, March 2.

Trocadero Cinema, Antwerp, has been acquired by Crosly Film, Brussels, which has a string of theatres in Belgium, and closed for repairs and re-decoration.

House is being wired by Western Electric.

## Dark House Goes Foreign

Indianapolis, March 13. Ohio theatre, downtown pic house, which has been closed this season, reopened Saturday (11) with a polky new show, 'Water Campell, originator of a German hour over radio station WFILM.

Spot will use foreign.

**"PICK UP" WILL MAKE "BAD GIRL" LOOK LIKE SWEET SUE FROM KEOKUK!**



**VINA  
DELMAR'S  
"PICK UP"**

**SYLVIA  
SIDNEY  
GEORGE  
RAFT**

**Got a sleepy box-office?  
Watch it pick up and  
snap into life with a line  
of ticket-buyers as long  
as a barber's dream!**

**Raft! Sidney! Ace Box-  
Office Stars. Teamed in  
a daring drama of a  
girl who was cold...  
hungry...and ripe for a  
pick up!**

*A* **B. P. SCHULBERG** PRODUCTION

*A Paramount Picture*  
DIRECTED BY MARION GERING

# EXPLORATION

By Epes W. Sargent

### Just Frosted

Lincoln, Neb.  
Although this gag was never used due to inclement weather at the George M. Cohan Theatre, the State theatre here had a nice job worked up for exploiting "Private Jones." He planned to appear in a 1318 sheet out front of his theatre, hemmed in by a pile of potatoes, which he was to peel steadily during a show house playing on the angle. The potatoes he had figured to get by offering three adult adm. (\$1.00) per box to the State theatre. He planned to sell 50 boxes, but the potatoes were to be given to charitable agencies for distribution. Having contacted the press on the charity angle, he was able to get assurance of notice in news columns. Everything was set, and along comes Old Man Winter with three inches of snow, a twenty-mile wind and the bank holiday.

### Upright Sixes

RKO has worked out a new gag for "King Kong" to give stress to the height of the monster. It's a 6-sheet, but with the sheets posted the reverse of the usual way. The result is a poster twice as high as the width. This is the proper proportion to give full emphasis to the monster's height. Since the height exceeds width to dwarf the figure. It's a bright idea, and while there are no boards around to fit the poster, it's a No. 1 wow for blank walls and other spots, not to mention the value of the sheet for cutouts for the marquee and atop the buildings along the main street, the poster exceeding ten feet in height. And it is especially priced at '9c. a sheet.

It's one of the features of the district press campaign to be gotten out since Hector's mother was a pup herself. Flashy colors on a page 22 inches long by 12 wide with back page streamer in colors that will come out great for a lobby display. And there's a double article page that will be just as useful.

Letterpress gives useful suggestion and lists names of the necessary inclusions including the jigsaw puzzle that already is a knockout. It's a credit to S. Barrett McCormick and his co-workers.

### Not Hot

Manager had the bright idea of getting out a shopping guide that not only would carry the ad free but perhaps net him a little profit. He promoted the merchants and they all came out as a result that he was able to turn out a nice looking eight-page paper for a month.

But collections were poor and the newspaper shut down on all free publicity, holding that the guide was a proposition that the manager is figuring it's a double loss.

The stunt is all right in the cities where there is no local sheet, but it's opposition to newspapers, and it does not pay. The venture takes away the money from the papers. Good only where rates are so high and distribution so widespread that the merchants can't afford to go into the daily papers.

### Getting Practice

Looking for something different for "20,000 Years in Sing Sing" a manager promoted the loan of half a dozen hammers and his announced a stone breaking contest. A vacant lot near the theatre. Prize was \$100 and entries limited to boys of 16 or over to keep the youngsters out who might have pounded their thumbs.

They were given rocks of approximately the same size and started at a signal. Five minutes were allowed each team and the contest had produced the greatest number of pieces in that time was eligible for the finals.

### Kiddin' on Square

One manager is out \$2.50 on a set of throwaways he made all ready to toss out on March 4. He had worked it in another town four years ago and felt that he would repeat it. He headed with the big black type statement that "Four months after Roosevelt's inauguration every bank in the country will be closed." Don't get it. The bottom was the reminder that four months from March 4 is July 4. Figured that it would become a municipal joke and that the doctors would be shown everywhere.

Two days before, the state declared a bank holiday and the cashier of the local bank, to whom he had shown an advance poster, phoned over an urgent request to can the ad. Figured that it might offer a lot of good done by the advertiser. He had a copy of the ad. He burned the bills and put out instead a bill headed, "If you ain't got no money, come around anyway" with an offer to accept I. O. U's.

### Progressive Poster

Here's one way to capitalize interest since it is not possible to kill them off. Mount a one-sheet on combboard and jig it up in pieces not too small. Cut the number of pieces and divide by the number of days you intend to do an advance. Outline the puzzle by each side and add pieces to a board, or give if you do not wish to make the looks of the poster. Add a few pieces, but hold back the bits which will give away the title and the main feature of the poster until the last few days.

Place in the lobby or better, some prominent window, and add the other pieces late at night, so there will be something fresh to look at each morning. Just now the poster will command plenty of attention at small cost.

But less showy way is to cut the puzzle with shears into the proper shapes and paste them on to a solid sheet of combboard. It is important to paste the board and not the back of the poster. Pasting the latter causes the paper to get out of shape and it is not possible to make a neat join.

Jigs of thin cardboard may be made in the shape of a sheet of strong paper is pasted to the back to counteract the pull which results in curling.

### Get a Nine

Ball teams have gone south for training, which is a sign to get busy about a ball team to support the campaign to keep the boys out or to play the usual sandlot games. If the team bears the theatre name they should be taken care of. The boys can win a game more often than now and then.

Best gag is to sponsor an eight-man team recruited from the schools, if there are a sufficient number, or from stores, factories or other places. Get them a director of the season, laying out the schedules, keeping the official scores and in other ways supervising.

Payoff is partly a commission on ticket sales to the club members, but also in their own necessary equipment. Right now this should be easy with the newspapers and the campaign to keep the boys out of gangs and interested in healthful amusements. With the newspapers helping, the advertising value is strong.

### Stag Show Hops

Des Moines.  
Bill Mick, manager of the paragon, where Mae West's "She Done Him Wrong" show week, held a special preview of the picture for men only one night last week.

The midnight show was entirely stag, with the men allowed to smoke during the show and afterwards treated to a meal and a real Dutch supper at a bar in the foyer. Invitations went to a selected list of 100 men from the paragon, with the supper provided by advertisers, the word of mouth and exploited slogan, "You may blush, but you'll like it," has the show being shushed plenty, and at little cost.

### That No Bull Met

St. Paul.  
Art Steagall, RKO's assistant manager, is chucking to himself after buying a 1,040-pound beef cow, on margin, and then selling on a bull ranch market.

Art bought the cow on the hoof, paying market price, with return privilege for advertising. It for the cow from the paragon, the fund price to be at prevailing market figures.

The market upped sufficiently to give Steagall four bits profit—for the beast lost weight, having a car during the bally stage. Art kept the cow for four days and then cashed it in at 2c per pound, pocketing \$120.

### Boosted Churches

Minneapolis.  
The first local instance of show-houses here boosting their opposition occurred last week when the streets of all loop and a carried trailers urging patrons to attend church services on two days.

The church's exploitation campaign in connection with a "go to church" drive. Theatres throughout the city co-operated in the drive.

### Check the Pooch

Checking babies and baby carriages isn't new, but the Plaza Theatre, M. Y., offers a free kennel service as part of an appeal for business. Meaning that the pup can be brought to the theatre and checked, and the owner is allowed to chew up the furniture. Only other dog check idea was suggested by a western manager, who permitted his patrons to bring their dogs into the theatre, but the dog section where the dogs needed cover.

Offer is made in a nicely printed eight-page booklet covering the manifold features of the campaign in a fashion to sell it to the class patronage and in competition with the Little Theatre, which has done the latter was built and the old Plaza torn down, the latter house had the cream of the fashionable trade. Offer seems to be an effort to wean them back.

### Indie House Exploiting

Hollywood.  
Ted Cunningham, manager of the Mirror, just turned back to the owners, Strong & Wilson, non-theatre operating concern, by Westland Theatres, is plugging the house with the slogan, "Buy Independent." Message to public readers, "The Mirror theatre is now operated independently; it has no connection with any circuit or chain of theatres, and is providing free parking after 6 P. M."

## BEHIND the KEYS

Tacoma.  
Former Fox Rialto given a message, preparatory to reopening under the name of the Hamrick or H. T. Moore, one of the owners of the building. Reported house was a 15c grid. Its location is in the lap of the Hamrick Music Box with two steps from entrance to either house.

Los Angeles.  
William Glackman, manager R-W Capping (R-W), and M. E. Higer, manager Alhambra (R-W), there, have been switched.

Denver.  
C. T. Perrin, Sterling manager, goes to the Utah division, and R. R. Adams, America manager, goes to the Denver division. Perrin at his old job as publicity director, succeeding R. E. Raub, G. S. Sweeten, Denver theatre treasurer, also for the R-W. Adams, former M. A. H. Vincent, Rex manager at Greeley, will also manage the

### Every Night Gift Night

San Diego, March 13.  
Victory, neighborhood indie, going the limit on giveaways, with different items daily throughout the week.

Started Sunday mat with candy and ice cream for children; free cosmetics Monday night; 5c kid mat Tuesday; children's mat Wednesday night; country store night Thursday; pass with each purchased admission Friday, and used auto Saturday. House also accepts tickets given with a brand of flour.

Policy is double bills with three changes weekly.

### That's Old, Too

Recent story of the midwestern exhibitor who for the no bull stunt and made a profit on the best remains of Edgar Hart's annual Easter stunt of the rooster that crowed from the paragon, the fund price to be at prevailing market figures.

That's still a good stunt, if you have not used it. Idea is rooster in a cage near the box office. "We can crow about our Easter program." And the point is that the rooster is a stunt, it is worked by having a hen in another cage, where the rooster could see her and the passer-by could not. Rooster was tried to proposition her and not thinking about the program, at all. It was the come-on which provided Hart with his breakfast egg.

### Local Radio Film

Albany, N. Y.  
Midnight performance at the Strand attracted a audience estimated at 2,700. It was called "WOKO Hollywood Night" in celebration of the second anniversary of the radio station. In addition to regular features a picture, "This Thing Called Radio" was shown.

Film showed the entire process of radio broadcasting, including the WOKO studio staff in action and how a program is broadcast, disclosed the control and regulation of sound and other mechanics of "effects." Harold Smith, manager of the studio, and performers of the station appeared personally. Program was also broadcast over WOKO. Some of the guests, including state officials, spoke through loud speakers from the audience. Stunt was publicized in the papers weeks in advance.

### Jazzing Morale

Academy of Music, N. Y.  
Skouras opened house, not only run a pep trailer on the screen, but it sent out a form letter to its large mailing list urging courage and confidence in the city's morale. The letter in form of script or other currency substitute legally adopted.

Incidentally, urged the theatre for relaxation, but the bulk of the text was directed at the morale of its patrons.

### Exploitation To Real

Hollywood.  
Warners received permission from city Zoning Board, 111 Hollywood Blvd. 42d St. for the run of the company's musical of that name at their local deluxer. When put up, the signs were fastened immediately over the Hollywood Blvd. name on the street signs, but local authorities demanded that this be changed.

Let 'Em Lie  
Every little while someone comes out with a new system of filing away ideas. Some of these systems of them contain 40 or 50 subdivisions under which stunts are supposed to be filed.

Most ideas are capable of being used in more than a single context. They are not dead, but they are just as good in a store window or can even be converted to street use, but once it is sunk in the lobby file it's dead to all but the lobby angle.

In the same way a contest can be worked through the house or through a newspaper, or it can be laid off to a church or other organization if it is kept out in the open.

The best system is to paste things in big volume books and then go through the books looking for a suggestion to fit. Does not take much more time and it assuredly is more successful.

This writer, for a time, worked from this idea—or was supposed to be the most valuable tool in existence. In making out manuals from the tinker folders it was often necessary to discard the material as it was too highly specialized to be generally useful.

A wonderful thing in some ways, but filing can be carried to an excess.

### Long on 'Oliver'

Albany.  
The Harmanus Blecker Hall put on a heavy publicity campaign to advertise "Oliver Twist" about two weeks in advance, tying up with newspapers and merchants of the city. On Friday night (March 10) a special entertainment was given, in which state and city officials, including Lt. Gov. Gray and Mayor Thacher took part. The affair was presided over by Mayor Thacher, Ray Johnson, president of Monogram, also was there.

A nine-minute program was put over on the radio, the show of the theatre with Jim Healey, known as the "Times-Union" aircaster, announcing.

The Hall started its campaign with an "Oliver Twist" jigsaw puzzle, contest, giving prizes to winners. Merchants in their tieup with the theatre went so far as to advertise Oliver Twist suits for boys and to announce that the boy most resembled the Duke Merdstone, given a suit free and be screened by a Hollywood photographer and given consideration as a movie title.

Working for 'E. Lyons' manager of the Grand, New York City Metro exploiter got throwaways in nine bus stations of the Interurban and the Grand, printed by the theatre and not only on the showing times of the picture, but the bus schedules, which would permit the theatre to show the picture at which would get him to the theatre in time for the start of one of the showings.

There were not time tables with the picture ad on the back, but a more direct approach hooking the theatre to the show. The picture with the schedules sometimes prepared by circuses, and with the same intent.

Bus people were glad to co-operate since business for the theatre meant business for them.

### Naming 'Topaze'

'Topaze' didn't mean much to the people who frequent the Academy of Music, N. Y., and to them John Barrymore did not mean much more. In spite of the fact that the house is directly across from the former theatre, the name was perhaps because of that, 'Topaze' was not described as a simpson who beat the political grafters.

They thought of the programs that "Topaze, the Gentleman Crook" was coming. And they know general crowd did not mind it, so the picture got a better chance. No trouble over Mae West, who followed. They know her down there, but "Topaze" was something else again.

Mike Simmons Does It  
Mike Simmons is the first press agent to hook in to a regular crossword puzzle. RKO recently brought out its own advertising jig on "King Kong" and the press agent was to follow in that train, but the strewer of six-syllable words went into the crossword puzzle as a regular weekly puzzle issue. He hooked the Viking company, of Boston, to reproduction of a scene from the book which was used as its regular weekly two-bit puzzle for March 5 incident with the re-

(Continued on page 16)

**SHE HOLDS THE WORLD'S RECORD FOR PUBLICITY!**



# BETTE DAVIS

The "42nd Street Special" Made Her Famous—

# "EX-LADY"

**Will Make Her a Sensation!**

FAMOUS QUOTATIONS

**"WARNER BROS.**  
Are Turning Out the Best  
Product of the Season."

—*"The National Exhibitor"*

With Gene Raymond •  
Monroe Owsley • Frank  
McHugh • Claire Dodd  
Directed by Robert Florey  
VIAGRAM, INC., DISTRIBUTORS



# COOL

## CONCESSIONS IF TWIN BILLS END

### Distributors' Counter Proposals to Naming of O'Reilly as N. Y. Dictator, Who Asks for Round Table Meeting with Sales Heads Through Hays Office

### CITE FEDERAL BAN

A new medium of relationship between the independent exhibitor and the major industry got on its way to a test over the weekend. Following distributor consideration of exhibitor demands for rebates on rentals during the emergency and slashes commensurate with those effected in personnel payrolls, as well as wide consideration to exhibitors in his organization, the industry spokesmen defined this as their tentative program:

- (1). Approval and promise of circuit operation if the Indies are sincere in their stand against double features. With this also comes the assurance that there can be no occasion for worry about a picture shortage during '32-'34.
- (2). Unless a dictator is possessed of a power of attorney, which makes him virtually a booking agent for exhibitors in his organization, he will not be recognized as other than an unofficial representative of such exhibits.
- (3). In view of the fact that Indies are so divergent in their views and demands, and devoid of one authoritative channel of national expression, branch managers, versed in the box office situation in their territories, must, instead of the media through which the various organizations may effect contact.
- (4). Because individual box office cases differ, even in times like these, the best results will be realized by individual negotiations with the branch manager rather than in group.

### No '32-'33 Adjustment

(5). There will be no general re-adjustment of '32-'33 contracts, many of which do not expire until late in the fall. There may, however, if cases warrant them, be rebates on flat rentals contracts during the period of the national moratorium. Straight percentage deals, however, entitle the exhibitor to no such consideration because the distributor loses in proportion with the exhibitor's loss.

### Question Central Idea

Major spokesmen familiar with the intricacies of central booking look upon it favorably, but doubt whether the average indie organization contemplates it. They would gather the type of bookers necessary to make it a success. They cite Detroit as probably the only city in which the central medium has been successful. They say O'Reilly, however, that if the average indie has a notion such a medium will enable boxoffices to reduce rentals and percentage, he had better abandon such projects.

So far as the demands of certain organizations to have their dictators meet with sales heads, spokesmen do not regard this feasible for several reasons. First, collective action on film prices is regarded as a dangerous subject, federally. And, also they argue, no one dictator could speak for all of the country's Indies.

After watching a score of exhibitor mass meetings throughout the country during the past week go through aimless debate over the members of the Theatre Owners Chamber of Commerce concluding last Friday suddenly made a surprise move. The New York group empowered Charles Hays to assume complete dictatorship of their properties during the emergency that this week he is vesting himself with power of attorney over

### Chevalier Perturbed

Hollywood, March 13. Maurice Chevalier is worried. He's becoming so Americanized that he is losing his French accent, which he considers his greatest asset. It has reached a point where he now has to put the accent on.

house leases and film and contractual relationships.

**Blames Bankers**  
In opening the session, O'Reilly attacked the semi-moratorium stand of the major industry, declared to be inspired by two banking interests. These, he said, want to collect as fast as possible so as to be in a position to meet a showdown with their own people. That situation, O'Reilly qualified, can only be the case unless the cuts are reflected at the theatre through reduced rentals.

Both troubles are the New York exhibitors' second problem. The speaker told of a merger of Empire and Local 308 that, if it went through as designated, would cause such a difference in scale the cost of the average booth would mount. Defending Empire, which he is credited with having promoted during the war against Kaplan, O'Reilly said that a consolidation could only result in 308 repudiating Empire contracts.

In answer to his question to the boys as to the ways and means, Lou Blumenthal offered the dictator resolution.

Walter Reade warned the exhibitors to be pushed out for food. He told them flatly, however, that they couldn't expect to get a reduction in present rentals, but to wait for the new contracts and refuse to accept restrictive price clauses. On the union end, Reade said the only way to meet the union situation was with "muscle for muscle."

During some mild heckling of the chair and himself which followed, Reade spoke of a new day in the business; that exhibitors couldn't expect producers to sell at a loss, and that the exhib should gear himself strictly according to the available cash. It was here that Reade injected his pet idea of central booking by buying. Such things as delayed relief and postponement of payment are out entirely, he warned.

Even in the face of admitted box-office uncertainty, Allied representatives who were sprinkled throughout the room didn't overlook a chance to play politics. As a result, Julius Charno, Allied invited New York to join with it today (Tuesday).

O'Reilly as quickly met the maneuvering of the latter by warning his president, Samuelson, to call on him and, despite the protest of Charno of Allied's meeting today, indicated he would call the N.Y.C. meeting at the same time to hear his first report as dictator.

Efforts by several of the more affluent exhibs, including Reade, to null the session into the belief that the same time this time were a part of the question got a rise from O'Reilly. He finally told them that if they manage to pull through under present dictators, they will never forget and prices will soar with the new sales season.

Following a unanimous vote making him dictator, O'Reilly warned exhibitors that those who couldn't stand the gap financially would get any relief in lower rentals. He announced that he and his committee would call upon the exhibitors in an effort to have him summon major sales heads to a round table during the week.

O'Reilly's net idea late yesterday (Monday) that at this time 80% of the membership of the Theatre Owners Chamber of Commerce had vested in him complete power of attorney to represent them in rental adjustments.

At the same time O'Reilly made known that he has selected as aides Lee Ochs, Louis Frisch, A. H. Schwartz, Ben Sherman, William Brandt, Jack Springer, L. F. Blumenthal and Sam Hays. O'Reilly will hold his first meeting with the committee this morning (Tuesday). He will then move for a session with producers on the subject of rental relief.

## Layoffs, Switching Pix Follow the Cuts In Pittsburgh Area

Pittsburgh, Mar. 13. First week of moratorium here found business fair enough, everything considered, and not half as bad as expected. However, the retrenchment in distribution and exhibitor centers is causing plenty of concern in some quarters. National cuts agreed upon by majors went into effect here Friday, with Metro and Paramount calling its salesmen in from the road and laying them off for at least eight weeks.

Metro, in addition, has cancelled its next three releases at the Penn, 'White Sister,' 'Rasputin' and 'Today We Live,' with house forced to substitute instead during the 'Must Fight and a Par picture, 'Pick Up!' Warners not laying off its exchange men, but are using them in the territory as film checkers. Talk of wide salary slashes in theatre districts also rattle with some definite information expected almost immediately.

Stags hands and operators have been asked to take a 25% temporary cut, but they haven't come to any agreement yet, with stagehands expected to counter with an offer to take a 10% reduction if circuits will sign an agreement at that figure for next year. Theatres, however, intend to turn down this proposition. Theatres kept up for the most part their advertising budgets in the dailies last week, another surprising thing.

### Saenger Realty Revr

New Orleans, March 13. E. V. Richards has been appointed receiver for the Saenger Realty Co., Inc. Concern owes \$1,000,000.

### Florence Lake Ends Tour

Hollywood, March 13. Florence Lake returned yesterday (12) from a vaude tour in the east with her Bluebird Armanet. She will go into the last of this year's series of Radio's 'Average Man,' comedies, featuring Edgar Kennedy.

### Frisco's 42%, Proj.

San Francisco, March 13. Projectionists will accept a 42% cut this week and next in all houses. The hope is for permanent reduction but held unlikely.

## Inside Stuff—Pictures

The feelings of Warner Bros. are deeply hurt and the operators' union, 308, is in an apologetic mood, as the result of a flopping of a special preview of 'Grand Hotel' at the Hollywood Theatre on Wednesday night (8) before a \$7.70 Park avenue audience. Two operators sent up to run the show discovered improper carbons too late and the show made anything but a good impression upon the blue-blooded charity audience invited. The special preview was by arrangement with Mrs. Charles H. Hays, chairman of the Woman's Organization for National Prohibition Reform.

Harry M. Warner personally was peeved at 308's carelessness and Harry Sherman, president, personally called upon Warners yesterday (Monday) to offer his regrets for the unfortunate projection. That was the last word on anything else at the way the show was run off before those Park avenues is that it did anything but increase their respect for motion pictures. When in unreeing the shorts it appeared the booth was improperly manned, Warners wanted to refund but Mrs. Sablin's group would not acquiesce.

Newspaper story from Berlin that Vicki Baum was among the group of prominent German writers whom Hitler regarded as enemies and would not allow in Germany, was poo-pooed by Miss Baum in Hollywood. Author of 'Grand Hotel,' who is Austrian, took out her first papers in Berlin and intends to become an American citizen.

Hitler's enmity toward Miss Baum is believed to have been aroused by her novel, 'Secret Sentence,' published in Germany about seven years ago. Characters in the book were like members of Hitler's secret societies, and this is believed to have burned the Nazi leader as she didn't treat them too fondly. Writer was with the U.S. newspaper syndicate and magazine syndicate for many years, which opposed Hitler politically.

Paramount letting the Riatio on Broadway go to Arthur Mayer on an indie operation, with a booking privilege on Par second run, has left a feeling with RKO that the movie is under cover with Mayer in the project. That's because RKO holds a contract to split Par second choice films with Loew's in New York territory and under such a condition Loew's could have stopped Par bookings in the Riatio.

Rumpus caused when it was learned that Par, following Mayer's de-

## No Beer Gardens in or With Film Houses Is Chicago Exhibs View

### Pill Did It

Hollywood, March 13. Warner sound staff labored for a day trying to get an imitation of a golf ball passing a mlike for the Bobby Jones series. Flywater, branches of trees and even O. B. Keeler's vocal imitation were all tried to no avail. Finally they found something that gave the right effect. It was a golf ball, driven past the mlike. —From 'Variety's' Hollywood Bulletin.

## 218 Fox Midland, Rocky Mt. Houses Voluntarily Bkpt

Kansas City, March 13. The Fox Rocky Mountain Theatre Co. and the Fox Midland Theatre Co., operating 218 houses in the central states, filed voluntary petitions in bankruptcy in the Federal District Court, signed by Elmer C. Rhoden, v. p. and district manager for this district.

Herbert V. Jones, of Kansas City, has been appointed temporary receiver, his bond fixed at \$200,000.

Leases negotiated in the boom days, when rentals were high, combined with necessary drastic reductions in admittance prices, given as the cause.

Assets of the two companies represent an investment of \$12,000,000, and liabilities \$3,000,000, according to a statement issued by the attorneys for the companies.

The Fox Midland chain consists of 14 theatres in Kansas City and Iowa, and three in Missouri, Kansas, and Colorado.

The Rocky Mountain company operates in Nebraska, Montana, Colorado, Idaho, Wyoming and Western Kansas.

### Sarah Y. Mason at Radio

Hollywood, Mar. 13. Sarah Y. Mason has been engaged by RKO studios to do the treatment on 'Emergency Call.' It's an action picture, which Davey Lewis will produce.

Chicago, March 13. Architects have been asked for tentative opinions in several instances here regarding possibilities of beer garden adjuncts, or annexes, to local theatres. It is believed that expansion in this direction has been seriously considered by several important sources. From reports most of the speculation has been away from straight pictures and toward a policy of musical comedy, vaudeville, burlesque, etc.

Picture circuits in general apparently have no enthusiasm for the prospect of beer gardens, which is, of course, far from demonstrated with beer itself still unannounced and grave question as to the conditions under which it may be sold. It has been pointed out that the Chicago theatre has an enormous and mostly unused basement under the lobby part of the theatre which would be ideal in many respects for the proposed beer garden. The first opened house considered some such utilization of the space, but it was dropped as there was no means of ingress and egress except through the theatre. It is believed the Balabans would veto without consideration any beer garden suggestion.

Exhibitors are inclined to feel that beer and films do not mix at all, finally, and it would be unwise to attempt an alliance. Some of the reports center around legitimate houses, where such a worldly connection would seem less incongruous.

## Beer as Sesame

(Continued from page 1)

structure, acoustics, stages and high ceilings. The boxoffices, too, dovetail with the idea of beer on a showman's scale.

Those interested figure that for a matter of \$1,000 a fair sized film theatre can be converted into a foam garden of singing waiters, floor show, table d'hôte, bar (if desired) and maybe pictures, too, as in the old County Island places. And the little turnstile at the door can be utilized to check admissions in case potential consumers merely come in to watch the performance. The gilt on the walls, the orchestra pit and most of the theatre's trimmings can all be used, as is believed, and particularly the marquee with bulbs burning 'Beer! Beer! Beer!' as the attraction which needs no weekly change in booking or special exploitation. The \$10,000 conversion cost is estimated for the remodeling of a 1,600-seat house. The smaller the house, of course, the less the cost.

The success of brau houses, mostly serving near-foam, is credited with lending the beer-theatre plan its greatest impetus.

Even these pessimistic perspective there are but few main streets in the country at present which have not got at least one dark picture spot. And in the neighborhoods have been used in Superior court by 13 creditors, through William D. Nell, to recover \$25,800.

Hughes, Dietrich, the Caddo Co., Hughes Telephone Co. and Hughes Industries Co., Ltd., are named defendants in the suit asserting that a false credit standing was set up for Multicolor, which went into bankruptcy a year ago.

## CREDITORS HIT HUGHES WITH FRAUD CHARGES

Los Angeles, March 13. Alleging that they perpetrated a fraudulent scheme in the administration of Multicolor and circulated false reports in order to get credit, Howard Hughes and Noah Dietrich have been sued in Superior court by 13 creditors, through William D. Nell, to recover \$25,800.



# BANKS OPEN!

**CONFIDENCE RESTORED!**

America is around "that corner" and  
America is going to spend!

# " " KING KONG "

heads the parade of hit pictures that start the new deal in show business!...  
With no money last week "King Kong" played to 189,402 paid admissions  
at Radio City . . . Imagine what's going to happen NOW with more than  
11 billion dollars of actual money in circulation! . . . Continuing indefinitely  
at Radio City—opening in 25 key cities this week and next.

**COOPER-SCHOEDSACK PRODUCTION** DAVID O. SELZNICK  
EXECUTIVE PRODUCER **RKO RADIO PICTURE**

# SO-CLEVE. NABES GUILTERED

## Make Theatres Self-Sustaining Under New Cuts; Then Pay Off Staff

While not applying the 25 and 50% salary reductions of the industry to all theatres of chains arbitrarily, the ability to maintain present scales rests with the theatre individually, with pay-off in accordance with house receipts. In virtually every situation, chains are avoiding default on rent, wanting to pay off landlords first. What's left goes toward operating overhead, including film rental, salaries, etc.

It has been indicated plainly enough in chain quarters on top of the 25-50% scale, that every effort is being made to avoid liquidation, which would be inevitable if rent were not taken care of and staff expense readjusted in line with average receipts.

### % of Cuts Depends

In paying off help out of grosses under the individual self-sustaining plan, reductions for managers and staffs may equal or exceed the 25-50% nicks imposed by the industry on studios, distribution and home office chain personnel. It is explained that all depends on what the theatre take in. Home offices are not supplying funds to meet any deficits, recalling checks in some cases which had already gone out so that they can be readjusted to conform with receipts.

This occurred with the Paramount, New York, which issued checks in full on Thursday (9) and the next day recalled all of them, and orders the landlord was to be paid first in full, with balance to be apportioned or owed. Peculiarly enough the landlord is Paramount itself, through a subsidiary.

Whatever cuts are to be enforced in theatres, where necessary, will become a matter of local jurisdiction rather than as a blanket order from home offices, it is stated.

## Hochreich Wants Ciggy Outfit to Angel Him

Hollywood, March 13. David R. Hochreich, here promoting an independent producing-distributing company, is trying to interest Lucky Strike to partly finance the project by using theatres to advertise the fags.

Hochreich is attempting to get 3,000 theatres that are now dark to co-operate in the plan, the tobacco people paying the houses for the privilege of issuing passes. The free admissions would be handed out by Lucky Strike to purchasers of cigarettes, charging off the cost to advertising and promotion. Tobacco company would later reimburse the picture organization.

Hochreich was former general manager for General Talking Pictures.

## Turning Back 27?

Syracuse, March 13. Headquarters of Central New York Theatre Corp. here was still without confirmation of Skouras' decision for return of 27 update theatres to the Gloverville Corporation.

Telephone communication with Skouras' offices indicated that no date for transfer of control had been set.

## TPE's Bkptcy. Schedules.

Bankruptcy schedules filed by the trustee for Talking Pictures Epic, Inc., in the U. S. District court of New York, discloses \$152,257 in liabilities and \$46,246 in assets.

Topping the list of creditors is the Mc Johnson African Expedition Corp. with \$41,534. Among others carried in the liability column are Consolidated Film Industries, Inc., \$2,855; Duart Film Lab., \$2,284, and RCA Photophone, \$2,169. Accounts outstanding amount to \$33,686 make up the main item in the assets division.

## New Roxy's Realigned Scale May Aid Old Roxy

Shifting of the policy and the scale at the RKO Roxy, as contemplated week of March 24, looks likely to change the entire Broadway b. o. scale picture. House is to run at 25 and 35c daytime which puts that post in the same category with Loew's State and the old Roxy. Only difference being that the old Roxy scales at 35c at night, also with the RKO Roxy and the State top at 55c weekdays.

This may ease the film booking situation for the old Roxy and the possibility is that the majors who will not sell the old Roxy any product may open up and do so in view of the different b. o. situation.

The RKO Roxy move may prompt the other first runs on Broadway to a reduction in scale, just as the Paramount's scale reduction sent the rest of the houses moving.

## Publix Claims Feld, Chatkin Resigned; Their \$91,000 Suit

Milton Feld and Dave Chatkin in a motion for summary judgment, claim they were summarily dismissed by Publix Theatres Corp. and their contracts violated. Publix's defense is that both Feld and Chatkin resigned, with Publix in possession of their written resignations.

Since leaving Publix, both Feld and Chatkin have been with Sam Katz in contemplation of organizing a producing company and theatre chain.

In their individual suits against Publix, Feld asks for \$51,000, Chatkin \$40,799.

## Publix, Denver, Rcvr Cuts, Unionists Walk

Denver, March 13. Motion picture operators, stagehands and studio artists are on strike at the Denver and Paramount, both Publix houses. Wilbur Newton, receiver for Mountain States Theatre Corp., put into effect wage reductions of from \$22 to \$24 a week, and to cut the number of men, but the unions refused to accept. Receiver wanted to run with one man in both on a shift as against two formerly, and with one stage hand between the two houses, as against one each, and the unions balked.

Union organizer still staying at Denver, but playing only for trailers.

Harry Huffman has filed demands with State Industrial Commission asking for reductions for operators at four theatres in the RKO-Huffman pool and his two neighborhood houses. Scales represent mostly a reduction of about 30%, and stipulates that the operators be asked: Eideaves, \$25; Bluebird, \$35, one man each; Taber, \$50 each for two men, 3 now; Aladdin, \$50 each, 2 men, 4 now; Rinto \$50 each, 2 men, 3 now; Cyclone \$50 each, 2 men and \$40 for one assistant for presentations, 4 now. In the last four houses Huffman asks the right to designate the men, and asks that the private phones be taken out of the booths at the Aladdin or Orpheum.

Union men in some of the other Colorado towns have accepted the wage cuts of the Publix receiver. Publix closed the America at Colorado Springs and the Sterling at Greeley for the bank holiday.

## MOST DRASTIC UNION UKASE

### Indie Exhibs Demand 25% Cuts for Union Labor and Film-Exchanges Bank and Unionists Charge Theatre Men with Ill Faith in Entire Matter

### OTHER KEY TROUBLES

Cleveland, March 13. Eighty neighborhood houses shut down indefinitely Saturday night (11) leaving only a dozen theatres open in the entire town, and union booth operators and film exchanges refused to take a 25% cut.

Decision to close all of its houses, for the first time in Cleveland's theatrical history, was made by local exhibitors' association after a week of futile conferences and desperate attempts to get operator's and exchange costs reduced temporarily.

E. M. Schwartz, prez of association, at first proposed that exhibitors pay 50% cash both for film rentals and operators' wages, with an agreement to pay up the other 50% as soon as his picked up.

Both booth men who average \$117.90 per week's shift for team of two and \$158 in small downtown houses, and distributors turned down the proposal. The offer was brought to a head by bank holiday, freezing up all theatres' cash resources, so exhibs withdrew original offer and demanded a drastic salary slash.

Subsequent order to darken all nabes, until a compromise was effected, has paralyzed show business here and thrown at least 2,000 picture men out of work. That also includes film exchange employees.

Only one nabe held out, and that one was in hands of a receiver, who claimed he didn't have proper authority to close the house.

### Chains Mark Time

Although RKO, WNY and Loew's promised to contingently keep their 12 first-run and suburban houses open, all three major circuits have asked musicians, stage hands and both men to take a 25% slash until Sept. 1, when their present contract ends.

H. M. Addison, local district manager of Loew houses that have been hit by Metro's edict of a 50% cut for employees, said that would go dark only if union refused to comply with request for reductions. RKO theatres will remain open, according to J. J. Franklin, district manager, as long as rival chains operate.

Nabe exhibs yanked their ads out of papers, substituting a quarter page ad announcement to public in which they detailed their grief and kicks against union rates, captioned: 'Why Cleveland neighborhood movie houses are compelled to close,' signed by Ernest Schwartz, president of Cleveland Motion Picture Exhibitors Association.

Replying to accusations of exhibs, Harland Holmden, both men's union agent, said present difficulty with Cleveland indie theatre owners was that they were taking unscrupulous means to penalize labor.

Holmden also claimed exhibs arbitrarily withheld 50% of operators' salaries under a pretext of a deferred pay-off plan, but that owners didn't intend returning the money. Also that many of the managers who were willing at first to give booth men the entire salaries and held back only after hearing of association's ukase to pay but 50% of amount due. Union held further protested that a good majority of houses are doing good biz on a cash basis and that owners are trying to take advantage of public sympathy and present economic situation, although booth men recently took a 17% cut.

Detroit, March 13. Anything may happen in the

## At Least 25% Major Co. Carryovers Into '34 Means Quick Curtailment To Double Bills Thru Film Shortage

### Hoofers-Cops

Los Angeles, March 13. Flinn O'Malley, former L. A. cop and member of the Policeman's Quartet, is now a dancing teacher in San Diego. Billy Ritchie, former Hollywood dancing teacher, is now a member of the Beverly Hills police force.

—From Variety's Hollywood Bulletin.

squabble between Publix and the union crafts, especially the musicians. N. M. Flatt, division director for Public Michigan, theatre, asked the unions for a 50% cut to bring the net down to present conditions and grosses. The musicians offered a reduction from \$35 to \$70. Negotiations are still on.

It is understood the men working are agreeable to cut, but can't without sanction of the board. A committee representing the musicians in the Michigan are understood to have carried a request for permission to cut to the board with the board refusing.

### Syracuse's 25% Demand

Syracuse, March 13. As result of the extended bank holiday in Syracuse chain houses, acting collectively, requested immediate cuts of 25% in wage scales effective for the theatrical crafts. Closing for indefinite period is threatened as an alternative. Request followed a 15% slash in Albany. Unions meet tonight and tomorrow.

Loew's State set back play dates of "Rasputin," "White Sister" and "Today We Live," and for next several weeks will stay return engagements of pictures shown previously on exclusive run basis.

### New Haven, March 13.

About 75 representatives of nabe houses throughout the state met here last week to discuss a plan to close until economic conditions improve. Theatre owners could not agree on whether to close entirely or part time. A committee appointed was expected to reach a definite decision Tuesday (14).

Plan affects 17 local houses and a total of about 130 throughout Conn. Presently about 60 of the 240 state nabes are dark.

Owners claim they are operating at a constant loss due to film rental contracts entered into a year ago when admission prices were higher. Distributors look upon the threatened closing as an attempt to force a reduction.

### Cleveland, March 13.

After taking the Hippodrome off RKO's hands and running it in the red for a month with a 10-cent grind policy, William Elson closed the house, saying he was through experimenting in Cleveland.

Hipp, with Regis Duddy as manager and Foster Schell as assistant, got off to a good start under new ownership, but was snowed under by bank holiday. Elson leaving to concentrate on chain of second-runners in St. Paul and Minneapolis.

Shut-down of hipp also put the skids on A. M. Newman's foreign picture policy at Terminal, which went dark for two days and then reopened with a second-run grind policy.

### Mason City, Ia., March 13.

Three theatres operated by the Blank interests here, under management of Tom Arthur, have been closed and will stay shut as long as the bank holiday endures.

Objection of projectionists to further pay cuts and demands that they be paid in cash, caused the remainder in check, caused the action to be taken, along with conditions in banking circles.

The 1933-'34 production period will be composed of at least 25% carry-overs which were sold, but from all indications will not be delivered, under '32-'33 contracts.

The industry's attitude, because of the moratorium, may increase that percentage further, under the present idea of holding back product.

This, the first official check-up of all the major producers, will be the key at the same time to a number of box office complaints and worries. In importance, however, it is regarded as a natural nod to double feature bills throughout most of the country. Continuance of the dual policy in houses would be only those willing to resurrect old material or play strictly laudable filler.

The majors as a whole are delivering 75 features less than they announced for '32-'33, according to the current official count and comparison, provides substantiation for picture shortage predictions for now and August. It also accounts for the recent intensive bookings which certain of the better indie and foreign-made pictures have been getting in key centers as well as neighborhoods.

### '31 Only, New Low

With the new total of around 310 features, the '32-'33 season will go down as the major's minimum production output to date.

No strategic, such as a deliberate cutting to hasten the death of duos, or lack of finances or further efforts to economize, figure in the major companies doing this piece of surgery on its announced schedule of 385 features.

Studio shakeups are partially blamed. The personnel upheavals in Fox, Paramount and Radio delayed schedules, along with the general uncertainty caused by the depression.

Carry-overs, it is declared by district spokesmen, will not interfere with the industry's adoption of the uniform contract. Exhibs who have on their books any of the pictures which will not be released can have their present contract form changed to uniformity, if they desire.

## COAST INDIES PROMOTE SHUT EDICT, C.O.D. OUT

### Los Angeles, March 13.

Mayor Porter was to have conferred with the indie theatre owners in a move for a legal edict that all houses be closed during the quake scare in this city. The Mayor couldn't be reached, however, being tied up in rescue work around Long Beach.

The exhibs claimed the scare made it futile for them to interfere. From the trade angle it would be a protection to them on C.O.D.'s. Charlie Skouras of Fox-West Coast was in accord with the idea.

## C. P. R. After Theatre

Canadian Pacific R. R. has made an offer to take over the Vancouver, B. C. theatre from RKO. Matter has been turned over to the Orpheum (Canadian) board.

What the R. R. will do with the theatre hasn't been made known but it won't do for a roundhouse.

## OAKLAND DEAL OFF

San Francisco, March 13. Joe Blumenfeld and Charles Carroll, operators of the American, Oakland, has taken the Rock in same city from Leon Kutner and will put in new equipment before reopening.

Kutner had a deal on for the legit Fulton in Oakland, but it's apparently off, as Kutner is in Dante Sanatorium in Frisco.

# THE REPORTER

TO-DAY'S FILM NEWS TOMORROW

## 'GABRIEL' A SENSATION

### Greatest Piece of Theatrical Property Industry Has Ever Known. Will be Talk of World

By W. R. WILKERSON

The Metro-Goldwyn-Mayer production of "Gabriel Over The White House" will probably go down in the history of motion pictures as the most sensational piece of film entertainment the world has ever known and, as such, will attract more people to the box offices of America's theatres than any motion picture of the present age.

Not only will "Gabriel" attract patrons to the box office, not only will it please those patrons, not only will it net MGM more money than any picture it has ever had since talkies came into being, but it should bear a message to the American people that may put an end to the great problems that confront our nation today by showing them how a President of the United States handled the situation and the marvelous results he attained.

Inasmuch as this publication is used as a medium of disseminating information on the activities of the motion picture industry, this report will confine itself to "Gabriel Over The White House" as a show, an entertainment, a box office bonanza—the greatest, in the estimation of this reporter, that has ever been offered in any branch of the amusement business.

The story of "Gabriel" is the story of present day America—unemployment, starvation, racketeering, debt repudiations by foreign Governments. Into this picture walks a new President of the United States. A party President, a politician given to making promises to voters without any thought of ever fulfilling them. The picture opens at his inauguration.

The new President's first meeting with his cabinet unveils a cabinet doing and thinking of everything but to attack the nation's problems at hand. That meeting starts and ends with the boys okaying a man for the British Embassy. The president's first meeting with the news correspondents reveals the same old story—prosperity around the corner and no corner in sight.

A mysterious young woman enters the scene—and the White House. She is the president's confidential secretary, hopeful, prayerful for 'Jud' Hammond to DO something for an America on the brink of dissolution. He dissembles.

Then an accident—a mysterious coma which suffuses the president's consciousness for weeks. He emerges, suddenly alive to all the country's ills. He strips the red tape of political party government away from the remedies. When government offi-

cial protest, he chucks them out unceremoniously. When unemployed millions threaten the White House, he enlists them under military discipline, begins to revolve the wheels of industry as in the war—without a cent of profit to anyone this time. Congress tries to interfere to protect party bulwarks: He has to threaten martial law to force it to adjourn sine die. Then, alone and single-handed, he proceeds to eliminate the troubles of an America which is basically sound. Gangsters who try to hamper his immediate solution of the liquor problem are court-martialed by the U. S. Army—shot beneath the Statue of Liberty by a firing squad.

The war debt problem threatens the peace of the world. He holds a debt conference on the deck of a dreadnaught, shows off the U. S. Navy and gives the world an ultimatum—cut out war, and armaments of fabulous cost, balance budgets all over the world—or the U. S. will start a navy program which will COMPEL peace throughout the world, because anybody will be afraid to start a war. Thus he accomplishes disarmament, world solutions of problems by the simple device of eliminating the jealousies which prompt martial competition.

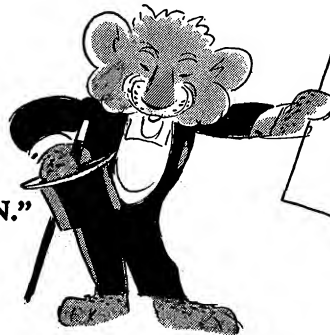
The Covenant of Revelations from God to Man, accomplishes the final ending of the story must be seen, not described. All of this with a simplicity which baffles description.

What will happen when this picture is first shown in any theatre in any town in America? A first performance gathering will rush out to tell all who will listen of the astounding nature of this film entertainment. If the newspapers have not heard about it up until this time, they will rush to print with laudatory comment on the entertainment, write editorials about the message it bears, and will give it more free space, MORE EDITORIAL SPACE, than has ever been given a picture before.

Credit for the production of "Gabriel" goes first to the anonymous author of the novel, then to Walter Wanger, the new MGM-producer (this being his first picture there) for having the courage to make the picture, to Carey Wilson for his fine script, to Gregory LaCava for his unusually fine direction, to Walter Huston for the greatest performance we have seen for some time, to Karen Morley and Franchot Tone for excellent acting, and to Metro-Goldwyn-Mayer for producing it.

Mr. Exhibitor, rush, do not walk, to your nearest MGM exchange and arrange for the booking of "Gabriel." Act quickly or your competitor will beat you to it. The house that gets it will get the best money-maker of this and many other years.

"MY CARD,  
GENTLEMEN."



M-G-M  
Not for just a DAY  
Not for just a YEAR  
But ALWAYS

# No Production Shut-Down

(Continued from page 5)

6% deductions from salaries for the next eight weeks.

RKO with six pictures ready was almost a la Metro, while Harry Dohn of Columbia was clamoring to continue production regardless. But even though Metro was of the same frame of mind, L. B. Mayer was reported chiding Cohn not to kick over the traces, but to go along with the others, if they decide to shut down.

That Metro decided, however, to continue its production was the culmination of the series of deadlock conferences all through the past week, over the weekend and continuing today.

With that, the IATSE and Federated Crafts, a sub-union in studio trade matters, had decided to present a united front on the proposition of slicing union labor scales.

Eal Roach, in the midst of it, figured it didn't make any difference one way or the other if a Laurel and Hardy or a Pitta-Todd comedy went into work pronto, and so decided not to reopen the studio.

Metro is in pretty good shape with "White Sliver," Gabriel, "Man of the Male" (Novarro), enough to carry them through April 7. With "Fog of My Heart," "Reunion in Vienna," "Maid on Broadway," "Service" and "Ambulance Chaser" almost ready, it's sufficient to carry them through May.

The Coast, embracing every phase of production, wasn't inclined to meet the situation half way.

Primarily the technical crafts, through the element of local autonomy on union jurisdiction, are standing in the way.

The creative artists—embracing players, directors and authors—have sundry other worries about their contracts. That's been the cause for a series of mass meetings ever since word came out of the east that the industry must, for eight weeks at least, halve its collective salaries. It meant an \$800,000 weekly payroll saving, or \$6,000,000 for the eight-week semi-moratorium on walking the ghost.

### Academy a Hotbed

As is detailed herewith, every branch in any wise engaged in production in Hollywood has its reasons for stalling full acceptance. The contract element is the main one.

The Academy of Motion Picture Arts and Sciences as the common parliamentary seat for all Hollywood problems has been the hotbed of studio-studio discussions involving all the five branches which the Academy embraces, and a few others besides. For, along with the executives, players, writers, directors and technicians, the unions and the talent agents came into the picture in one form or another.

A deadlock had ended every session of the various meetings by the sundry branches in Hollywood, and the same thing culminated yesterday's sessions.

In the east the executives at first were bitter about Hollywood's unwillingness to "play ball" and decided to study the situation involving collective ultimatum, that they'd shut down the studios if the crafts and the arts didn't co-operate. In the same breath this was qualified by a realization of the fact that the studios—the fountain head of the industry—can't be sacrificed. Film has to be produced constantly.

The scene of the Hollywood furry is detailed in the following dispatches.

### 14-Point Plan

With the Academy's submission of the 14-point plan, this briefly meant (1), a mass meeting on Monday; (2), studios to open Tuesday; (3), standstill on wages; (4), eight week limit on cuts expiring April 30; (5), contract people have choice of using old or signing new waiver; (6), freelance cut adjustment around 60%; (7), IATSE agreement to get same deal; (8), other technical help to get same deal; (9), emergenc; committee having auditing power; (11), studios to drop out before eight

weeks if audits justify; (12), individuals may keep present waivers, if preferred. The agreement hinges upon majority acceptance as mass meetings which 85% have agreed to decide, otherwise (14), full pay to date of closing.

The Academy, by emergency committee of the Academy, but the Academy felt they had not enough and were trying to exact other points from producers.

The Academy had agreed with producers that when they issued a bulletin Monday a. m. they would advise members to sign for studio reopening. This indication, however, did not appear on the emergency bulletin that was being passed out to all studio employees at their meetings Monday afternoon.

The producers' meeting was burned up over Academy's bulletin. Understood they want to hold it out, saying the Academy in their so-called 14 points inserted certain clauses which producers did not agree to. Producers claim they did not agree to allow auditing of their books; also they did not agree to call mass meetings weekly for emergency purposes of determining under what conditions they go on.

Producers claim the Academy emergency committee took too much with the 14-point plan. The meeting is now very much jumbled up, and some of the men who attended Sunday sessions were being called to task for permitting the Academy to insert things into their bulletin.

### Soundmen's Say

Soundmen's union issued the following statement to "Variety": "Studios took complete advantage of the financial difficulties to demand cuts; also took advantage of panic among employees."

They say that several majors closed their studios and others are faced with impossibility of continuing profitably under existing contract costs; therefore shutdown threat means little to unions.

Agents want to see what went through intensive production for next eight weeks would be followed by shutdown anyhow.

Unions were willing to take notes cashable later without interest, but insisted on full pay.

They also argue that unions worked eight months yearly, under normal conditions, and five months yearly during the past two years, and had no extra contracts. They also claim that the industry is not in a position to demand cuts. Alleged consensus of union opinion that had producers been less hasty and arbitrary, and had they requested co-operative assistance, every aid would have been given, but that unions will not meekly accept or be stampeded into breaking down what they have worked years to build up. All unions issued bulletins to members but failed to attend to the needs of all studio mass meetings, since their wage is not affected.

After midnight Monday morning the Emergency committee of the Academy was to attend to the matter to submit to the producers later today with new standard waiver that is to be okayed by producers, then presented by letter to their employees at noon mass meetings. Plans called for studios to open Tuesday. New standard waiver was limited to eight weeks.

Contract people had a choice whether to accept half pay for this week, or to accept without reimbursement for four weeks.

Freelance cuts to be adjusted and I.A.T.S.E. union arbitration for technical help to be decided on in the afternoon. Technical help to be included in same agreement with I.A.T.S.E. The last proviso would cover the Federated Crafts and producers have indicated they accept cut along with others. Clerical help cut decision would be pending, following Monday meeting.

Emergency committee to be given auditing powers over all studio books. Some studios to drop out before eight week period expires if sufficient of the Emergency committee refuse to accept. Studios that want studios to agree that if any of them reach average intake, as of February this year, or before the bank holiday should, they should accept 100%. Individuals may keep present waivers if they prefer. Emergency committee to be in daily session with producers. While agreement outlined was to hinge on acceptance of it by 85% of employees attending mass meetings. If propositions were not accepted, full pay be given all those

whether signing waivers or not, as of Saturday March (11). Waiver to be drawn in to be for eight weeks, as started Monday, Mar. 6, and to be consecutive as of that date, for 50% for eight continuous weeks, and four weeks without salary, and for freelance people to be 20% cut of aggregate salary of 20 weeks emolument. The waiver was represented at Sunday's session, W. R. Sheehan, who had attended other meetings, not there this time. This is the only studio to date to have it. (Fox committee consists of Spencer Tracey, Will Rogers, Janet Gaylor, players: Sonya Levien, Edwin Burke, David Nichols, writers: Frank Lloyd, John G. Blystone, Raoul Walsh, directors: They were appointed in order that Sheehan might acquaint contractors through their what's going on.)

Similar to meetings of other branches, the Technicians' branch of the Academy ran into confusion at its session Saturday night, adjourning at 11:30. They were not approving anything, this branch showed opposition to general cut, wanting to substitute sliding scale arrangement so that lower priced workers would not be so heavily affected. Sixty percent of the members of this branch hold union cards and are members of those unions voting to strike. They meet again Thursday.

### The Agents

Agents vainly tried to get some sort of understanding on waiver proposition with the Academy and producers but the producers refused to meet with them. The Academy referred them to emergency committee which listened but did not act on their suggestions.

Academy committee, headed by Fred Barker, Walter W. Sawyer, Philip Berg, Charles E. Feldman and William Morris, Jr., were told Saturday night that committee would meet with them Monday. This was not done, with agents squawking and saying they would insist on use of standard waiver, that they would draw up, and that all studios would have the right to continue contract extra four weeks upon its expiration, in lieu of sacrifices made.

Agents were also busy Saturday night, with unions advising all clients not to sign any waivers, if they had already not done so. Agents also claimed this is opportunity to get a new contract brought in as branch of Academy, and are working zealously to put over the idea for industry recognition.

They say Monday saw no production at any of the major studios following the declaration of a holiday on Saturday (11), in order that each studio might have meetings of employees who had agreed to take the cuts. Meets were for the purpose of further votes in view of the decision to pay full salaries for the next eight weeks. Crafts involved in the IATSE agreement. Status of the latter is to be threshed out at conferences between Pat Casey and W. C. Ercot in New York within the next few weeks.

For the past four days Hollywood has been hectic with meetings of producers, unions, Academy groups and others involved in the matter. These were brought to a climax Saturday morning when all unions unanimously voted to call out a strike unless the producers agreed to rescind their orders for a cut. That vote followed the unanimous vote of all individual locals of the IATSE and the Federated Crafts. Producers were given until 1 p. m. Saturday to announce their decision to be to walkout, with word given by signals from airplanes flying over the studios. The aviators waited, but got no signals, and the producers were in session all day Saturday until late in the evening. The Academy's emergency committee has been in virtual continuous session with the producers, since Friday, the last of their meets occupying the greater part of Sunday.

Following the Saturday morning ultimatum, producers from the unions, three locals included in the International agreement, the electricians, carpenters and joiners, and musicians, agreed to accept the offer to work for the next three weeks on full salary and await a decision as to future status; that decision to be made at a New York meeting of the unions, headed by Barthelmeis, an International unions' committee. Soon after this, an IATSE group consisting of cameramen, soundmen, studio technicians, laboratory men, and others, signed a similar agreement. This brought about a split in the union ranks and was used as ammunition by the Academy emergency committee. Union split was with the Federated Crafts of 11 unions representing 16 crafts, although not recognized by the studios, which has reached a pact Saturday to work hand in glove with the IATSE and with both reported agreeing not to settle until all points had been reached.

Academy group's view is pointed out, was that the 50% was to be applicable on the understanding that everyone from excess down, took it.

Emergency committee resented making an exception for one group. Finally the producers agreed with their committee that those accepting eight weeks at half price, would get it for a continuous eight weeks, regardless of whether employment is continuous during that period. This voids the present agreements, signed last week of cuts to be applicable where the employee works three weeks at half price, and is then laid off during the closing eight weeks of cuts to be additional five weeks after the layoff.

Producers agreed further that freelance players would be cut only on an average of employment during a year estimated at 20 weeks, and that they would be working during the eight weeks period, about 20%.

Opposition, however, came to this plan Sunday night, by agents who claim such a proposition is unfair to contractors in view of the amount per picture paid certain high priced freelancers, with Leasing night work at what is an ample getting \$60,000 per picture. Argument is that high priced people like these should take the full 50% with the others.

Producers agreed that union workers eventually were to take a cut and any status reached should be retroactive to them, for the past week. Sunday night Charles Lesing, president of the Federated Crafts, stated his group of unions would not go to work under any circumstances and has called a mass meeting for tonight (Monday), of all the members of his unions with all outside studio workers invited to attend.

### Actors Anti-Everything

Stormiest meeting of any of the Academy branches was held by the actors at the Writers' club Friday night (10). Session was strictly anti-everything and especially the new standard waiver. Academy board of directors and the actors' executive committee. Latter had asked for endorsement of Walter Weston as representative and Lawrence Grant as alternate. The negotiations held by the producers. Directors board wanted approval of their resolution okaying the cuts. Weston was asked only after much bickering and after being voted against once. Actors finally wound up by endorsing the board's initial resolution, accepting the producers' offer. A joint meeting of the Academy board was not voted on.

### Non-Member On Committee

Selected to act as an advisory committee on the new contract were Lewis Stone, who twice refused to accept the post of representative; Robert Emmet O'Connor, Wallace Berry, Alan Dinehart and Charles Slichter, who was asked only after much bickering and after being voted against once. Actors finally wound up by endorsing the board's initial resolution, accepting the producers' offer. A joint meeting of the Academy board was not voted on.

### Even Quake-Proof

Called to meet at the Knights of Columbus hall the union men moved out of this place pronto when it was found that the building had been injured by the earthquake and it was estimated that the walls had been moved an inch and a half from their original position. The adjourned to the American Legion.

### It Was Immediately Announced

at this gathering that there'd be no speech-making because of the excitement of the meeting. The business was the passing of the resolutions. A few minutes after the meeting started a tremor was felt and a number of the cameramen and technicians who had adjourned to the American Legion called for them not to get panicky. A second and more severe shock, lasting several seconds and causing a few men to fall, this had no effect on the union men.

### Federated Crafts Amenable

Union of Federated Crafts, made up of six minor divisions of technical workers, and not generally recognized by the studios, voted unanimously Friday night (10) to fall in line with the other unions. Meeting (Continued on page 40)

head, where the executive committee had to go Thursday in order to persuade him to accept the post, subject to the approval of the actors' division as a whole.

One of the most straightforward of the speakers, telling the assemblage that he was out of pictures and had no bones to pick or eggs to roll, but that any cut, no matter for any length of time should be accepted rather than allow the studios to close down. Because, Gilbert insisted, if the studios are to close down, no one could foretell how long it would be before they would resume.

### Freelancers Not Considered

Status of the freelance players under the 50% cut rule was one of the chief topics of the meeting, with many of the freelance and smaller role players wanting to know where they stand if the slash is made. They were particularly concerned with whether the cut will apply to them during the eight weeks and if it will continue to be pro-rated against their salaries to make up the difference in the extra fringes. No satisfaction was given them by the leaders of the meeting beyond what had been contained in the resolution, which did not take freelance into consideration. Chief worry of the free-lancers was that if they conceded to a 50% cut now, they would have a great deal of difficulty in getting back to their regular salaries after the cuts are rescinded. They pointed out that their wages have been achieved only after years of struggle.

### Special Meet Panicked

Special Academy emergency meeting at the Hotel broke up Friday night (10) when a quake crumbled the ceiling in the room with the plans in attendance retreating in haste. The meeting had been called by the Chinese to finish the meeting. Resolution was drafted, but not acted on, wherein the salary cut will not continue after eight weeks unless the meeting is held to continue. Continuation proves it necessary. Cut must not be retroactive, starting as of Monday (13).

New contract form covering the cut was drafted by the special committee and submitted to the producers to supersede the agreement already signed by those who took the cut. The meeting was engaged to go over the books and accounts of the studios to ascertain the condition of each studio on a day-by-day basis. Who is to pay for the printing of the contract?

Committee consisted of William K. Howard, for the directors; Howard J. Green, writers; B. P. Slichter, for actors; J. Theodore Reed, technicians; and others. Not yet been appointed to attend this meeting, although Walter Huston is slated to represent the actors' branch.

Others at the meeting as members of the sub-committees of the various branches were Al Cohn, John Cromwell, Harry Zanuck, O. H. F. Glasser, Conrad Nagel, James Cagney, Charles Barry, Frank Capra, Donald Crisp, Fred Niblo and Lawrence Grant.

### Cameramen Nix the Cuts

Camerasmen of the IATSE, voted unanimously Friday night (10) to reject the 50% cut and in resolutions voted to refuse to work rather than submit. Cameramen have passed a resolution offering to work for promissory notes or any other form of exchange on pictures already started. This was similar to action taken by the other IATSE branches, but not affiliated with the Federated Crafts.

Around 650 of the full membership of over 700 attended the session.

Called to meet at the Knights of Columbus hall the union men moved out of this place pronto when it was found that the building had been injured by the earthquake and it was estimated that the walls had been moved an inch and a half from their original position. The adjourned to the American Legion.

It was immediately announced at this gathering that there'd be no speech-making because of the excitement of the meeting. The business was the passing of the resolutions. A few minutes after the meeting started a tremor was felt and a number of the cameramen and technicians who had adjourned to the American Legion called for them not to get panicky. A second and more severe shock, lasting several seconds and causing a few men to fall, this had no effect on the union men.

### Federated Crafts Amenable

Union of Federated Crafts, made up of six minor divisions of technical workers, and not generally recognized by the studios, voted unanimously Friday night (10) to fall in line with the other unions. Meeting (Continued on page 40)

# Friedman, with Turned Back Tower, St. Paul, Takes Aggressive Stand

St. Paul, March 13.

Things theatrical are finally happening in this burg, long the sorry end of the show biz's cherished chestnut that the two worst weeks in show business are Christmas and Holy Week.

About the only top house running consistently in the black, the dime any time' Garrick, has been setting the pace, playing to packed houses practically all day (10:30 a. m. to 11:30 p. m.) every day. With 1,100 seats, customers use 'em all.

Such has been the picture, but now—indications are that, with intelligent overhauling of the local situation, things won't be quite so one-sided.

Of first importance is Public's throwing up the 25-year lease of the 1,004-seat Tower. The lease has been running only seven years.

Thought He Retired  
Joseph Friedman started the Tower in 1921, proclaiming the fact that he was the only independent house in the loop, and the natives sportingly gave him a play, which, with good pictures, became such a play that Tower soon became a thorn in the Public hide.

By 1928, however, Public sustained heavy sheffing had Joe running for cover. His film fare became weaker and weaker, as it became harder and harder to buy, Joe

soft-pedaled his 'only independent downtown theatre' advertising, became almost docile. But Public's heavy artillery won the day and in 1928 a lease was signed, taking the house out of Joe's hands.

On Wednesday (15) the Tower comes back to Friedman. Tentative plans call for a switch from the present split-week to a full. Change of managers is a foregone conclusion, with Friedman withholding the new name for the time being. The present price scale of 35c top will be maintained, with a promise of picture fare superior to the program stuff recently.

Opposah houses fear that with Joe back on the firing line the town will be bust wide open.

Public's disintegration here is further emphasized by the fact that there are more ex-ces around town than managers. Nabe house managers are petitioning their home offices for permission to take over their house leases themselves, assuming individual responsibility, and, incidentally, getting away from sharing the brutal home office nut.

Picking Their Spots  
Consensus is that the home office will feel rebuffed at cutting drift from nabe houses in the red, but will not let loose of those still in the black.

Welcome news to St. Paul's long-suffering foreign picture enthusiasts who have been tracking the 12

dreary miles to Minneapolis in all kinds of weather is the other major change on the St. Paul theatrical horizon.

Walter A. Steffes, owner of the World, Mill City foreign film spot, is opening the Shubert March 26 on a policy similar to the World's. The old Shubert is being remodeled so that the interior will look as much as possible like the ultra and successful World. Seating capacity will be 325, compared to the World's 300.

Like the World, the new project will have logos at six bits per head, balance of house at 50c, according to Charles H. Darrell, general manager. Name change from Shubert to World-Shubert is contemplated. Pictures, however, will not be carried over from the Minneapolis house, says Darrell, since St. Paul's foreign element is preponderantly German; Minneapolis running heavy on the Svensks.

## Morgan Ames in Iowa

Chicago, March 13.

Morgan Ames has resigned as assistant district director for RKO here. He has taken over the Iowa theatre, Cedar Rapids, Iowa, and has moved to that city. Ames made a deal with the landlord, formerly doing business with RKO. Will operate straight pictures.

## RKO Shutters 2

To reduce an overswearing situation in Schenectady, RKO shut down the Plaza, Friday, (10). On the same date RKO also ordered the Hippodrome, Cleveland, to go dark.

# That '42d Street' Special

By Harold M. Bone

New Haven, March 10.

Scene: Aboard the Warner Bros. Special en route from New Haven.

Time: Starting at 8:15 a. m.  
What a layout! The dream of every publicity man come true, \$1,000,000 worth of some of the grandest exploitation that ever flashed across the horizon of show business laid right in your lap and nothing to do but sit back and take it—and like it.

The army of hard-working press agents that lie awake nights trying to figure some way to rope in a single celeb for a personal appearance to help plug whatever they happen to be press-agenting, must have turned green with envy on viewing the flock of them that make up the personnel of the wandering 'Special.' Newspaper bait all over the place and enough fan-interest material to keep the scribes whose stuff matters, in wordage for days to come.

And here's what goes on aboard this merry-go-round they call the '42d Street Special.' If you happen to be a reporter in search of a story, you drop into a chair alongside Lyle Talbot in the car made over to represent Malibu Beach. Talbot is sunning himself under one of those California sun-ray lights and you chew the rag with him about things and stuff. Talbot seems a pretty regular guy. Made

a quick jump upward in film circles, but hasn't let it stampede him. Gives all the credit to lucky breaks.

Talbot turns you over to Tom Mix, who, as the president of the picture of a cowboy suit, spurs a new New York tabloid newspaper, Good old Tom Mix. This ballyhoo is just a lot of hokum to him and he's simply making money as about fed up with the film racket for the present and says when he gets back to the Coast he expects to organize a tour of South America and Australia with his vaude act of eight people and his horses. Tom burns up. If you suggest he is planning a 'personal appearance' tour. The cowboy claims he gives the fans something for their jack besides just a look at him.

At this point in the conversation Leo Carrillo barges in from the picture to put on a short sitch with the car porter. Carrillo looks like the proverbial bandbox extraction, even to the buttonholeled carnation. But you soon find that under the poppy exterior lies a heart of pure gold, and when it comes to intelligent conversation, he has a comeback for almost anything you care to hurl at him.

By this time the train hits Bridgeport and Preston Poster shows up in spottish attire and heads for the observation platform to take a look at Eleanor Holm, struggles through the platform crowd and sinks wearily into a seat, looking bored to death. Maybe they got her out of bed too early. Eleanor is happily snuggled up in the recent salary shaving edict, but she ends up by agreeing that life is like that anyway. Just as you are about to inquire if there is any truth to the story that Junior Laemmle's first remark on seeing Eleanor arrive in Hollywood was 'Aye tank eye go Holm now,' the mob breaks between you and that's the last you sees of Eleanor.

The fans outside set up a howl for Joe E. Brown and, being one of those accommodating souls Joe gets out of bed, he goes to the scene. Ted Healy by appearing on the platform in his carpet slippers—plus an overcoat. By request, Joe takes a show which which can be heard all over the freight yards, and the 'Special' is once more on its way.

You ease down the line to where Glenda Farrell is trying to be comfortable on the arm of Leo Carrillo's beach chair. It can't be done, so you break in on the conversation just to take the lady's mind off the awkward position and you learn, somewhat to your surprise, that Glenda is anything but the wicker-cracking, fast-talking femme gumshoe or slobbie type that the screen makes her out to be. As a matter of fact, she admits, in well-measured and modulated tones, that when it comes to originating new ideas or subtle type that the screen makes her out to be. As a matter of fact, she admits, in well-measured and modulated tones, that when it comes to originating new ideas or subtle type that the screen makes her out to be. As a matter of fact, she admits, in well-measured and modulated tones, that when it comes to originating new ideas or subtle type that the screen makes her out to be.

At South Norwalk the train pauses long enough for representatives of a Norwalk hat factory to present Tom Mix with a 10-gallon lid. With a few hundred of these already in stock, this is something Tom needs about as much as Durant needs a more generous hunk of schnoz, but the presentation all makes up a pretty picture and is one more notch in the press agent's gun handle.

And so it goes all along the line. A grand hullabaloo at each stop, with the same surging mobs followed by the same mixture of threats and bribes, distributed about 60-50 among the celebs aboard.

Finally you alight from the train and battle through the throng toward a friendly tunnel. Someone in the mob gets a flash of your pan and yells, 'There goes Joe E. Brown.' Your face reddens, you turn up your nose collar and beat it for the nearest mirror just to assure yourself that the guy back there in the crowd needs a new set of choppers.

Owes 6G; Ows \$250

Los Angeles, March 13.

In a list of liabilities accompanying his petition for bankruptcy, George D. Baxter, actor, names the following creditors: Robert Montgomery, \$250; Melvyn Douglas, \$100; Morris Small, \$300; William Morris office, \$30; Charles Beyer, \$35; 'The Cast' \$75; 'General Directory,' \$100; Edward Arnold, \$100; Ralph Murphy, \$100; Sam H. Harris, \$250, and Ian Keith, \$450.

He listed assets of \$260.

# Gloom Takes A Holiday

## CAPITOL, N. Y.

New York, March 3.

A strong three-act stage show, not the least of which are Milton Berle and Arthur Tracy (the 'Street Singer') plus a pretty fair flicker in 'Clear All Wires' (Metro-Lee Tracy) should account for sufficient ticket to offset any moratorium on the b.o.

Berle with about 10 weeks penciled in for his Cap run if he holds up—and looks as if he will—and Tracy are dwarfed economically by Pearl's socko \$4,500 for his end of it. It's gonna be tough for some of those radio acts when the depression blows over.

RELATIVELY BERLE'S LAFF SCORE ECLIPSED THE REST OF THE SHOW.

BERLE'S INITIAL CLICK WELL EVIDENCED HIS STABILITY FOR HOLDOVER M.C'ING. This comedian with his hybrid routine is more active than ever. Any professional captiousness about the Senator Murphys delivery (although that goes back to Cliff Gordon and his of his politico observations must go by the board considering the sum total of his laugh score. THE MATERIAL ITSELF ISN'T BORROWED, AND SINCE THE BURDEN OF INTRA-SHOW BIZ'S COMMENT HAS BEEN ALONG THOSE LINES THAT, TOO, BELONGS WITH THE MORATORIUM. His 'Thinking of Lincoln' and 'Parade of the Presidents' are in line with the billing. 'Roosevelt's Ambassador of Good-Will.' That's topical enough.

Pearl may be drawing 'em, but the rest of the show is entertaining the customers—and Berle and Tracy won't exactly keep 'em away either. 'Abel.

'Variety,' March 7, 1933

Starts TODAY

The woman of 1940 hurling defiance to the world! A new view-point on mother love! Women refusing to be babies so that men cannot start wars!

A startling idea for a picture!

# MEN MUST FIGHT

—for Women

with DIANA WYNARD  
Phillips Holmes—Lewis Stone  
A Metro-Goldwyn-Mayer Picture

We just had to hold him over another week

# MILTON BERLE

with EDDY DUCHIN and CENTRAL PARK CASINO ORCHESTRA

MISS BARSTOW  
WILLIAM MORRISON

Admission: 35c, 50c, 75c, 1.00

Edgy Duchin

# BING CROSBY

Radio's Singing Sensation

RETAINED FOR  
2nd WEEK (MARCH 10)

BOOKED FOR  
RETURN ENGAGEMENT  
MARCH 31

CAPITOL, NEW YORK

MANAGEMENT  
CHARLES MORRISON

# MORRISON-WINKLER

CORP.

PARK CENTRAL HOTEL, NEW YORK



# Inside Stuff—Pictures

(Continued from page 21)

parture from Par as advertising chief, was willing to let Mayer book the Mae West film, 'She Done Him Wrong,' into the Rialto at a 25c top, after the picture had had a twice-over week and one week alternately at the Broadway Par at first-run prices.

Probably the record minimum cost for covering such an event as the Presidential inauguration by newsreels was hung up by Pathe. Negative cost stood Pathe under \$1,000, with 6,087 negative feet actually shot.

The Pathe clip was shown in California, on Sunday, next day after the Saturday inauguration (4), which may be another record for fast exhibition work. Pathe tied in with the 17-hour air service which waited for the Pathe reels to arrive from Washington, Saturday, and landed them at Glendale, California, the Sunday following at 3:30 p. m.

Universal once owned the screen rights to 'Marie,' French-Hungarian talker which is creating considerable stir on the Continent. Story was written by Inna Fulop, who is on the editorial staff of the Hungarian daily in New York. Three years ago she sold the yarn to U, who wanted it for Mary Philbin, but changed his mind and shelved it. Paul Fejos, working for U at the time on the coast, bought the story from U about a year ago and got Oaso, in Paris, to allow him to make it, with Budapest chosen as the production locale.

Chicago money to the extent of \$150,000 is ready for the erection of a large sound studio as an attraction for the World's Fair, opening June 1. A condition to providing the necessary cash is that two major producers must agree to bring in picture-making units as the attraction. Two companies could u studio players, if wanted, or others, just so long as they went through motions of making a picture as a draw for the public which will patronize the fair.

Par's 'Heritage of the Desert,' current at the old Roxy, had some customers squawking about having previously seen the film at Staten Island. Theatre was compelled to give some refunds to the squeakers. Picture was sold to the old Roxy by Par as a first run. Matter has been put up to the Par people for adjustment by the old Roxy management which is headed by Receiver Howard Cullinan.

Judge John P. Cohalan and Gerald Griffin, president of the Catholic Actors' Guild, have not become members of the board of E. M. Glucksmann's shorts producing company, Mentone, which plans a series of shorts in partnership with the Guild. Both as officers of the C. A. G. drew up the contract between the Guild and Mentone, under which a percentage of proceeds from shorts will be turned over to the Guild's charity fund.

Regardless of who the studios or public think started the craze for femme pants, there is a group of women's clothes manufacturers in Los Angeles who are crediting Marlene Dietrich with temporarily relieving the unemployment situation in their industry.

Dress factories were preparing to shut down when the pants' panic started. Instead of closing they took on extra help to meet the sudden demand for women for slacks and trousers.

Fox studio tieup with French Line on the preview of 'Pleasure Cruise' didn't cost the former anything. John Miles of the publicity staff had the idea and together with Feryl Stett and the Line on the latter playing host to 200 people at dinner and dance following the preview. Publicity and word-of-mouth figured as an aid in attracting travelers to Europe directly from the Pacific coast.

Chicago circuits during the early days of the banking moratorium with everything up in the air and no authentic dope on its duration talked about the possibility of shutting down all houses for a week or so. Idea evidently didn't get far as those who wanted to close shuddered at the prospect of those that would stay open getting all the business.

Letters are making the rounds of all possible picture distributors in New York offering to sell American rights to 'Atlantide,' German film. Letters are from Paris and signed by a Fred Wingardh. Two of the letters were addressed to the certified agents for the film on this side, the French would-be agent forgetting to cross them off his list.

Ticket holdouts for the Italian contingent for the 'Mussolini Speaks' reserved-seat premiere at the Palace, New York, miffed the press and trade bunch.

Columbia tied in with the Italian press and diplomatic contingent, and also threw a shindig on the Italian liner Rex.

Newsreel theatres are finding the audience matter a problem. Where at first it was figured regular customers could be trained to drop in weekly, and where at the start this was true, certain of the reel execs figure that today not more than 5% of payees are regular attendees.

Film execs who want to stand in with the administration are learning how to do the right thing, politically and diplomatically.

The capital's 'front men' for the picture execs have always been on a private payroll, some retained for as low as \$75 per week.

Although the United States didn't take any too well to the episodic film idea of 'If I Had a Million,' the results from abroad are very favorable. All European spots went for it, especially commenting on the method of presentation.

Executives of Balaban and Katz in Chicago were drawing only \$25 a week during the bank holiday. This applied to John, Barney and Dave Balaban, Walter Immerman, Elmer Upton, and all the district managers and principal execs.

Difference between the status of pictures during the war and in present times is explained thusly by industry execs: In the event of war the picture theatre becomes a necessity and is regarded by the government as such. In times like these—well, the people are first and the banks are second.

Lots of hinterland towns have been cashing in with 'for adults only' ballyhoos on the exhibition of Mae West's 'She Done Him Wrong.' The word-of-mouth has now percolated into the backwoods and the old folks, particularly the men, turn out for 'Wrong' to good grosses.

'Soviets on Parade' is not territorially distributed, as reported. It was bought for U. S. distribution by Kienmatrade and has been owned by them from the beginning, that company handling all its own distribution.

Paramount Publix wants to reopen the Criterion, New York, as a foreign picture theatre, but will not do so until the rent is brought under \$1,400.

Eugene Lyons' review from Moscow in 'Variety' of the Russian talker 'Shame' is being used in daily paper quotes by the Cameo, New York. That's a long hop for a favorable notice.

The Shuberts will reopen the Winter Garden on Broadway again as a 55c picture grind, date depending on film obtainable.

## A Ripley

Hartford, Conn., March 13. A patron walked up to the booth of a Middletown, N. Y., theatre and, asking for a ticket, presented the cashier a \$2.50 gold piece. The girl had never seen one and called the manager into consultation. He looked at it awhile and then advised the girl to give the patron a ticket and \$3 in change. Why he did it is a local mystery.

## Exhibit Test Suit

Pasadena, March 13. Police court trial of George L. Haines, of the Park theatre, charged with a violation of the Pasadena motion picture ordinance requiring a permit to be obtained 10 days prior to the showing of a picture was postponed indefinitely last Friday (10).

Meeting will be held today (Monday) between Pasadena exhibitors, the prosecuting attorney and one member of the censor board presumably George Schuler, in the hope of revising the ordinance to eliminate or at least to modify the onerous permit clause.

On outcome of this meeting will depend the reopening or dropping of the charges against Haines.

# Intimate Type of Pit Band Shows Now Favored for Smaller Deluxers

## Globe, B'way, Bombed

An echo of union reprisals in the prolonged tussle between New York operators' union No. 306 and Empire State occurred last week with damage to the Globe, where a bomb blew up in the top of the house near the booth after closing hours. House is operated independently as a film grind by Harry Brandt and employs Empire operators. About two months ago a bomb was discovered in the theatre unexploded. Fuse had gone out before reaching explosive.

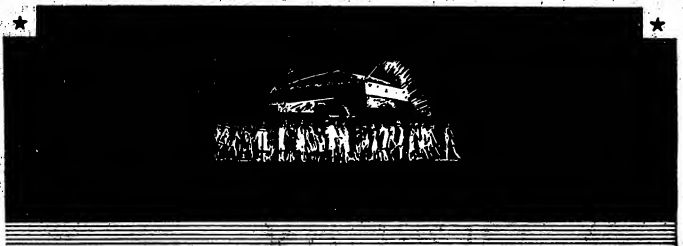
## Syracuse Burglars

Syracuse, March 13. Two burglars secured \$342 by cracking the Empire stronghold. Two attempts to enter Keith's were foiled last night.

Business generally off, but in face of that Keith's playing '42 Street' claimed new boxoffice records for Saturday and Sunday with 11,672 and 7,900 admissions respectively.

Minneapolis, March 13. Salvation of de luxe operations lies in pit shows in conjunction with screen entertainment, in the opinion of J. J. Friedl, Publix division director here. Under the changed economic conditions and the necessity of holding costs down to a minimum, elaborate stage shows are prohibitive in cost, he declares. Friedl's ideas submitted to Publix officials in the home office advocate a less pretentious but more intimate type of show in the larger film houses.

Elaborate stage shows are out of the question for deluxers in other than the largest cities, Friedl contends, because the amount of business necessary to support them is not available week in and week out. He favors pit shows with bands, etc., as a means to eliminate considerable of the cost now involved in stage shows, including stage hands, et al. As a compensation for their less pretentiousness, the intimacy between performers and audience is visualized.



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# CALENDAR OF CURRENT RELEASES

**Studios:** Pathe Studios, Culver City, Cal. **Allied** Offices: 729 Seventh Ave., New York, N. Y.

**Cowboy Counselor.** The Foot Gibson poses as a lawyer. Dir. George M. Y. Ford. 68 mins. Rel. Oct. 15.

**Eleventh Commandment.** From the play by Brandon Fleming. Marian Marsh, The. Von Edtz, Alan Hais. Dir. Geo. Beilford. 64 mins. Rel. Feb. 20.

**Intruder.** The Monte Blue, Lila Lee. Dir. Albert Ray. 63 mins. Rel. Jan. 25.

**Master of the House.** Success and romance in a steel mill. Reginald Nugent, Lila Lee, V. Farrell MacDonald, Virginia Sale. Dir. Chester M. Franklin. 65 mins. Rel. Nov. 15.

**Officer 13.** Motorcycle officer exposes racketeers. Monte Blue, Lila Lee, Seena Owen, Mickey McGuire, Jackie Searle. Dir. George Meilford. 63 mins. Rel. Dec. 18.

**Parlous Romance.** A famous stage play. Lew Cody, Marian Shilling, Gilchrist Blain. Dir. Chester M. Franklin. 76 mins. Rel. Oct. 1. Rev. Oct. 18.

**Chesterfield** Offices: 1540 Broadway, New York, N. Y.

**Forgotten.** Original. Story of a forgotten man. June Clyde, Wm. Collier, Jr., Natalie Moorhead. Dir. Rich. Thorpe. 65 mins. Rel. Feb. 15.

**King Murder.** The. From the novel. Conway Tearle, Natalie Moorhead. Robt. King. Dir. Rich. Thorpe. 64 mins. Rel. Sept. 26.

**Slightly Married.** Comedy drama. Evelyn Knapp, Walter Byrnes, Marie Prevost. Dir. Richard Thorpe. Time, 65 mins. Rel. Nov. 15.

**Strange People.** Mystery melodrama. John Darrow, Gloria Shea, Hale Hamilton. Dir. Rich. Thorpe. 65 mins. Rel. Jan. 15.

**Women Won't Tell.** Romantic drama. Sarah Padden, Otis Harlan. Dir. Rich. Thorpe. 65 mins. Rel. Dec. 15.

**Studios:** Gower at Sunset. **Columbia** Offices: 729 Seventh Ave., New York, N. Y.

**Alr Hoopster.** Thrilling story of the adventure and romance of a 1933 girl who fearlessly flies across the continent in passenger ships. Evelyn Knapp, James Murray. Dir. Frank Capra. 81 mins. Rel. Jan. 24.

**Bitter Tea of General Yen.** Romance and adventures of an American girl caught in the maelstrom of Shanghai. Barbara Stanwyck, Neil Astner, Walter Connolly. Dir. Frank Capra. 81 mins. Rel. Jan. 17.

**Child of Manhattan.** Stage play by Preston Sturges. Romance of the dime-a-dance. Nancy Carroll, John Boles. Dir. Eddie Buzzell. 73 mins. Rel. Feb. 4.

**Decision.** Story of the wrestling game and its aftermath. Leo Carrillo, Thelma Todd, Dickie Moore. Dir. Lew Seiler. 67 mins. Rel. Nov. 4.

**End of the Trail.** The. A U. S. cavalry officer, who is court martialed, and redeems himself. Tim McCoy, Luana Walters. Dir. D. Ross Lederman. 64 mins. Rel. Dec. 8.

**Last Man.** The. An outlaws on the high seas. Chas. Bickford, Constance Cummings. Dir. Howard Higgin. Time, 65 mins. Rel. Aug. 31.

**Men Against Women.** Man's strength against woman's wiles. Jack Holt, Lillian Mills. Dir. Irving Cummings. Time, 68 mins. Rel. Nov. 15.

**Man in Action.** Original outdoor drama. Tim McCoy. Dir. Geo. Meilford. 67 mins. Rel. Jan. 20.

**Merik 18.** Pald. Original story of motorboat racing. Wm. Collier, Jr., Joan March. Dir. D. Ross Lederman. 69 mins. Rel. Nov. 15.

**No More Credits.** A millionaires who is regenerated by the new American spirit. Carole Lombard, Lyle Talbot, Walter Connolly, Louise Clouser Hale. Dir. Walter Lang. 74 mins. Rel. Nov. 25.

**Obey the Law.** Original of a slayer mark who turned firebrand. Leo Carrillo, Lola Wilson. Dir. Benj. Stuber. 69 mins. Rel. Feb. 20.

**Silent Men.** Tim McCoy western original. Florence Britton. Dir. D. Ross Lederman. 68 mins. Rel. Feb. 10.

**So This is Africa.** Original. Wheeler and Woley go to Africa with some tame lions. Raquel Torres. Dir. Eddie Kline. 67 mins. Rel. Feb. 24.

**State Trooper.** Original. Story of a war between two gamblers. Regis Toomey, Egan Gray, Barbara Weeks, Ray Hatton. Dir. D. Ross Lederman. 68 mins. Rel. Feb. 10.

**That's My Boy.** Football story off the usual lines. Rich. Cromwell, Dorothy Jordan, Mae Marsh. Dir. R. W. Nis. Time, 71 mins. Rel. Oct. 6.

**This Sporting Age.** Revenge on the polo field. Jack Holt, Evelyn Knapp. Dir. A. R. Hays. 67 mins. Rel. Sept. 15.

**Treason.** Original. Kansas after the civil war. Buck Jones, Shirley Grey. Dir. Geo. B. Seitz. 62 mins. Rel. Feb. 10.

**Vanity Street.** Girl breaks a window to get into love. Dick Gridge. Time, 67 mins. Rel. Oct. 15.

**Virtue.** A street walker who goes straight. Carole Lombard, Pat O'Brien. Dir. Edw. Buzzell. 73 mins. Rel. Oct. 25.

**Washington Merry-Go-Round.** Political satire. Leo Tracy, Constance Cummings. Dir. Jas. Cruze. Time, 75 mins. Rel. Oct. 15.

**Western Code.** Original. Western. Dir. J. P. McCarthy. 58 mins. Rel. Sept. 15.

**White Eagle.** Buck Jones as an Indian pony express rider. Jones, Barbara Weeks. Dir. Lambert Hillary. Time, 65 mins. Rel. Oct. 7.

**Studios:** Burbank, Calif. **First National** Offices: 321 W. 44th St., New York, N. Y.

**Blonde Johnson.** The female Public Enemy No. 1. Joan Blondell, Chester Morris. Dir. Frank Capra. 67 mins. Rel. Feb. 25.

**Cabin in the Cotton.** A social study of the poor whites. Rich. Barthelmess, Dorothy Jordan, Bette Davis. Dir. Michael Curtiz. Time, 79 mins. Rel. Oct. 15.

**Central Airport.** A triangle in the aviation game. Richard Barthelmess and Sally Eilers. Dir. William A. Wellman. Rel. April 15.

**Central Park.** Western cowboy hunts bandits in a New York park. Joan Blondell, Wallace Ford, Guy Kibbee. Dir. John Adair. Time, 55 mins. Rel. Dec. 10.

**Craze.** The. How one couple resisted the panic. Ruth Chatterton, Geo. Brent. Dir. Wm. A. Wellman. Time, 55 mins. Rel. Oct. 6.

**Employee's Entrance.** Original. Love in a Dept. Store. Warren William, Loretta Young, Alice White. Dir. Roy Del Ruth. 74 mins. Rel. Feb. 11.

**Frisco Jenny.** A burlesque on the popular bridge pad. Paul Lukas, Loretta Young, Frank McHugh, Glenda Farrell. Dir. William Dieterle. 67 mins. Rel. March 18.

**Life Begins.** The. A hand-drawn maternity story from a stage play. Loretta Young, Eddie Linden. Dir. Jas. Flood and Elliott Nugent. Time, 72 mins. Rel. Oct. 15.

**Match King.** The. A romance of the Swedish famine. Warren William, Lill Damita. Dir. Howard Bretherton-Wm. Keighley. 79 mins. Rel. Dec. 31.

**Miner Reader.** The. A hand-drawn as a new racket. Warren William and Constance Cummings. Dir. Hoy Del Ruth. Rel. April 1.

**Silver Dollar.** Silver boom days in Cal. Edw. G. Robinson. Dir. Alfred E. Green. 59 mins. Rel. Dec. 27.

**The Call It Sin.** Kansas girl breaks N. Y. show life. Loretta Young, Geo. Brent, David Manners. Dir. Thornton Freeland. Time, 70 mins. Rel. Nov. 5.

**Three on a Matchless.** Three schoolgirls have adventures. Joan Blondell, Warren William, Ann Dvorak, Bette Davis. Dir. Mervyn LeRoy. Time, 65 mins. Rel. Oct. 23.

**Tiger Zita Joahn.** Rich. Arlen. Dir. Howard Hagan. 79 mins. Rel. Sept. 27.

**Twenty Thousand Years in Sing Sing.** Visualization of Warden Lewis' book. Spencer Tracy, Bette Davis. Dir. Michael Curtiz. 78 mins. Rel. Jan. 31.

**You Said a Mouthful.** Joe Brown swims to Catalina. Joe E. Brown, Ginger Rogers. Dir. Lloyd Bacon. Time, 70 mins. Rel. Nov. 25.

**Studios:** Fox Hills, Hollywood, Cal. **Fox** Offices: 850 Seventh Ave., New York, N. Y.

**Adorable.** Original. With music. Janet Gaynor, Henry Garat. Dir. Wm. Dieterle. Rel. April 25.

**After the Ball.** British love at a diplomatic ball. Esther Ralston, Basil Rathbone. Dir. Milton Rosmer. 68 mins. Rel. Mar. 17.

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Listing is given when release dates are definitely set. Titles are retained for six months. Managers who receive service subscription to that point should send a copy of the calendar for reference.

The running time is given here as presumably that of the projection room showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletions. Running time in the reviews as given in 'Variety' carry the actual time clocked in the theatre after passage by the New York state censorship, since pictures are reviewed only on actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct. Even though official. To obtain the fullest picture 'Variety' will appreciate the co-operation of all managers who may note discrepancies.

## Hollywood

(Continued from page 6)

as business manager of foreigns, and Max Golden as business manager of the unit.

Harry Behn's story, 'Honor,' being adapted by Jules Furthman at Metro.

Leo Blitnick arrives here April 1 to start a one-year term for Sam Goldwyn.

Another Metro Air Pic Thomson Burtis adapting another air pic for Metro. This one by John Kent Saunders.

Gene Markey and Kathryn Scala of the Metro payroll after completion of 'Norm' script. Both return to Warners, where they are under contract, May 15.

Warners has purchased 'Beside,' originally by Harvey Thew and mainly set for Warren William. It revolves around a fake doctor.

Edith Fitzgerald's first Columbia writing assignment is adaptation of 'Brief Moment.'

Story of 'Kingfish' Long William Rankin, who sold Warners on the idea of doing a story based on the life of Senator Huey Long, is in Washington confering with the latter on 'The Kingfish,' designed for Edward G. Robinson.

Sol Wurtzel will produce 'Arizona to Broadway,' by William Counselman and Henry Johnson, should Wm. Rogers, who claimed the story paralleled his career, object to the revamp of the yarn.

Harry Sauber's original, 'Girls We Meet,' has been bought by Fox for Sol Wurtzel production.

Nilsen Opening in Play 'Hedda Gabler,' with Anna Q. Nilsson, opened (15) at the Music Box, Hollywood.

Byron Morgan, and not Louis Seize, resigned, will adapt 'Flying Circus' for Radio.

Contract between Hal Roach and Lillian Mills, well known professionally as Patricia Moore, and now before the Superior court for approval, stipulates a raise in salary from \$35 to \$150 a week in five years.

French Line, after direct travel business between the coast and Europe, donated everything to Fox for latter's preview of 'Pleasure Cruise' starring 'Winnipeg' at San Pedro. Line figures it a good publicity gag.

W. H. (Bud) Lollifer, F-W-C tax expert, has announced his candidacy for the L. A. board of education.

Coast Revivals 'The Good Fairy' will be presented by the Beverly Hills Little Theatre for Professional group.

George Bernard Shaw's 'Too True to Be Good' opens the Pasadena Community playhouse (14) following a two-week run of 'Lilium.'

Educ's Two-Reelers Educational is concentrating two-reel production on its own name list, and has announced the publicity department to that studio from Metropolitan. Jack Hayes and Arnold Gillstrom transfer activities this week.

Broadway Bad. Story by Wm. R. Lipman and W. W. Pezet. Modern drama. Joan Blondell, Roger Moore, Mickey Rourke, Mickey Rourke, Mickey Rourke. Dir. Sidney Landfield. 61 mins. Rel. Feb. 24.

Call Her Savage. Tiffany Thayer's story of a half breed girl. Clara Bow, George E. Stone, Robert Taylor, John Francis Dillon. Time, 82 mins. Rel. Nov. 27.

Cavalcade. Noel Coward's pageant of British society. Diana Wynyard, Clive Brook, Gladys Cooper, Robert Taylor, Lloyd Roadhouse. length 110 mins. No release date set. Rel. Jan. 10.

Chandu the Magician. Dramatized radio broadcast. Edmund Lowe, Bela Lugosi, George E. Stone, Robert Taylor, George E. Stone. Rel. Sept. 19.

Dangerously Yours. Society thief and girl detective. Warner Baxter, Miriam Jordan, Herbert Mundin. Dir. Frank Tuttle. 74 mins. Rel. Feb. 3.

Face in the Sky. Romantic adventures of a billboard sign painter. Spencer Tracy, Marian Nixon, Stuart Erwin. Dir. Harry Lachman. Rel. Jan. 15.

First Year. The Domesday drama from a stage play. Janet Gaynor, Chas. Farrell. Dir. William K. Howard. Time, . mins. Rel. July 31.

Handle with Care. Comedy. Jan. Dunn, Boots Mallory, El Brendel. Dir. David Butler. Rel. Dec. 25.

Hot Check Girl. Mystery in a nite club. Sally Eilers, Ben Lyon, Ginger Rogers. Dir. Sidney Landfield. Time, 68 mins. Rel. Sept. 26.

Hot Paper. Flag and Quirt—with Lupe. Edmund Lowe, Wm. McLaughlin, Lupe Velaz. Dir. John Blystone. 74 mins. Rel. Jan. 15.

Humanity. Original. Physician who seeks to save his son from a woman's influence. Boots Mallory, Alex. Kirkland, Irene Ware. Dir. John Francis Dillon. 78 mins. Rel. Dec. 4.

Internal Machine. From the novel by Carl Slodoba. Drama. Genevieve Tobin, Chester Morris. Dir. Marcel Varnel. 65 mins. Rel. Feb. 10.

Me and My Gal. Comedy drama. Irene Bennett, Spencer Tracy. Dir. Raoul Walsh. Time, 78 mins. Rel. Dec. 4.

Pleasure Cruise. Play by Austen Alton. Jealous husband trails his seagoing wife. Dir. Frank Tuttle. Rel. Mar. 24.

Rackham. Football story. Victor Lagoon, Greta Nissen. Dir. Alfred Werker. Time, 63 mins. Rel. Oct. 23.

Robbers' Roost. Hunter discovers that love interferes with cattle stealing. Lloyd Young, Gene Raymond, Tom Tyler, Adele Leacy, Duke Lee. Rel. Mar. 21.

Sailor's Luck. Original. Romance of a U. S. Navy gub. Jas. Dunn, Sally Eilers, Victor Jory. Dir. Raoul Walsh. Rel. Mar. 3.

Second Hand Wife. Banker's secretary steps from his office into his heart. Tom Tyler, Jean Seelyman. Dir. Hamilton McFadden. 64 mins. Rel. Jan. 1.

Sherlock Holmes. The Conan Doyle story with a new gangster twist. Clive Brook, Miriam Jordan, Ernest Torrence. Dir. W. K. Howard. Time, 68 mins. Rel. Nov. 6.

Six Hours to Live. Murdered diplomat is revived to avenge his murder. Clive Brook, Miriam Jordan, Ernest Torrence. Dir. W. K. Howard. Time, 68 mins. Rel. Nov. 6.

Smoke Lightning. From Zane Grey's 'Canyon Walk.' Geo. O'Brien, Nell O'Day. Dir. Edward. Rel. Feb. 27.

State Fair. From the novel by Phil Stong. Love and triumph at the state fair. Janet Gaynor, Lew Ayres, Will Rogers, Louise Dresser. Dir. Erno Resnais. Rel. Dec. 15.

Tess of the Storm Country. Talk version of an old silent. Janet Gaynor, Chas. Farrell. Dir. Al. Santell. Time, 75 mins. Rel. Nov. 20.

Too Busy to Work. Talking version of 'Jubilo.' Will Rogers, Marian Nixon. Dir. Jas. Blystone. Time, 76 mins. Rel. Nov. 13.

Warrior's Husband. The. Stage play by Julian Thompson. An Amazon who has a heart. Eileen Landi, Maria Bambina, Ernest Truett, David Manners. Dir. Walter Lang. Rel. April 21.

Zoo in Budapest. Original. Mystery story in a foreign zoo and an animal. Lloyd Young, Gene Raymond, Tom Tyler, Adele Leacy, Duke Lee. Rel. Mar. 21.

## Freuler Associates

Offices: Paramount Bldg., New York, N. Y.

**Deadwood Pass.** Original. Western. Hidden treasure and government agents. Tom Tyler, Gene Raymond, Will Rogers. Dir. P. McGowan. Rel. Mar. 15.

**Fighting Gentleman.** The. A fighter who goes to the top and back again. Wm. Collier, Jr., Josephine Dunn, Fat O'Malley. Dir. Burton King. Time, 69 mins. Rel. Oct. 7.

**Forty-Niners.** The. An overland trek in pioneer days. Tom Tyler. Dir. J. P. McCarthy. 49 mins. Rel. Oct. 28.

**Gambling Sex.** The. Racing story with a society slant. Ruth Hall, Grant Tinker. Dir. Fred Newmeyer. Time, 64 mins. Rel. Nov. 21.

**Kiss of Araby.** Original. Sahara story of British army and Riff, with love and lust. Marie Abela, Walter Byron, Claire Windsor. Dir. Phil Rosen. Rel. Feb. 23.

**Penal Code.** Story of a boy's regeneration surmounting complications. Regis Toomey, Robert Ellis. Dir. George Meilford. 52 mins. Rel. Jan. 15.

**Savage Girl.** The. Big game hunters find a white jungle beauty. Rochelle Cady, Tom Tyler, Harry Myers, Adolph Milar. Dir. Harry L. Fraser. Rel. Dec. 5.

**When a Man Rides Alone.** Robin Hood of the West and some daring stage cowboys. Gene Raymond, Tom Tyler, Adele Leacy, Duke Lee. Dir. J. P. McGowan. Rel. Jan. 23.

## Majestic

Offices: 1600 Broadway, New York City

**Cruiser.** The. Drama of a crusading district attorney. Evelyn Bren, H. H. Clegg, Robert E. Carson, Robert Eason, Robert Eason, Eddie Phillips. Dir. Frank Strayer. 72 mins. Rel. Oct. 1.

**Curtain at Eight.** Rel. April 1.

**Free Love.** Rel. May 1.

**Gold.** Western drama. Jack Hoxie, Alice Day, Matthew Betz. Dynamic-Globe. Dir. Otto Brower. Time, 65 mins. Rel. Sept. 15.

**Gun Law.** Western. Jack Hoxie, Betty Boyd. Rel. Mar. 1.

**Hearts of Humanity.** Drama of New York's East Side. Jean Hersholt, Jackie Searl, J. Farrell Donald, Claudia Bell, Charles Delaney. Dir. Christy Cabanne. Time, 70 mins. Rel. Sept. 1.

**Law and Lawless.** Western drama. Jack Hoxie, Hilda Moreno, Yakima Canutt. Dynamic-Globe. Dir. Armand Schaefer. Time, 81 mins. Rel. Nov. 30.

**Outlaw Justice.** Western drama. Jack Hoxie, Dorothy Guitner, Donald Crisp. Dir. Armand Schaefer. Time, 81 mins. Rel. Oct. 1.

**Phantom Express.** The. Railroad melodramatic mystery. J. Farrell MacCallister, Eddie Phillips, Sally Langford, Robert Eason, Eddie Phillips. Dir. Christy Cabanne. Time, 70 mins. Rel. Sept. 27.

**Public Be Damned.** The. Story behind present-day conditions. Evelyn Brent, Tom Tyler, Christy Cabanne. Time, 70 mins. Rel. Oct. 1.

**Sing, Singer, Sing.** Dramatic life of a torch-singer. From the play by Wilson Collinson. Lela Hyams, Paul Lucas. Dir. Christy Cabanne. Rel. Mar. 15.

**Trouble Butcher.** Western. Jack Hoxie, Lela Chandler. Rel. April 1.

**Unwound.** The. Drama of betrayal and vengeance. Greta Nissen, Skeets Gallagher, Mary Brian, Lew Cody, Louise Fazenda, Hedda Hopper. Dir. Christy Cabanne. Time, 70 mins. Rel. Nov. 15.

**Vamoose!** The. Comedy. Lela Hyams, Tom Tyler. Rel. Oct. 15.

**George E. Stone, Maude Eburne.** Dir. Frank Strayer. Rel. Jan. 21.

**Via Pony Express.** Jack Hoxie western. Marceline Day. Dir. Lew Collin. Rel. Feb. 10.

**Woman in Chains.** The. Rel. April 1.

## Mayfair

Offices: 1600 Broadway, New York, N. Y.

**Heart Punch.** Murder story with a prize ring angle. Lloyd Hughes, Marion Sullivan, Robert Eason. Rel. Oct. 15.

**Her Mad Night.** Mother assumes guilt for a daughter's crime. Irene Rich, Conway Tearle. Dir. E. Mason Hopper. Time, 67 mins. Rel. Oct. 1.

**Malay Nights.** Original. Mother love in the tropics. Johnny Mack Brown, Dorothy Burgess. Dir. E. Mason Hopper. 83 mins. Rel. Oct. 1.

**No Living Witness.** Novelty crime story. Gilbert Roland, Noah Percy, Barbara Kent. Dir. E. Mason Hopper. Time, 72 mins. Rel. Sept. 15.

**Tangled Destinies.** Mystery in a deserted desert home. Lloyd Whitlock, Doris Hill, Glen Tryon, Vera Royce. Dir. Frank Strayer. Time, 69 mins. Rel. Sept. 1.

**Studio: Culver City, Calif. Metro** Offices: 1540 Broadway, New York, N. Y.

**Blonde of the Folies.** Self explanatory title. Marion Davies, Robt. Montgomery, Billy Dove. Dir. E. Goulding. Time, 91 mins. Rel. Aug. 13. Rev. Sept. 15. Rev. Feb. 22.

**Clear All Wires.** Picturization of the recent Broadway hit about a foreign correspondent. Lee Tracy, Benita Hume. Dir. George Hill. 78 mins. Rel. Feb. 27. Rev. Feb. 27.

**Divorce in the Family.** Jackie Cooper saves the family happiness. Jackie Cooper, Conrad Nagel, Lewis Stone, Lois Wilson. Dir. Chas. F. Riesner. Time, 78 mins. Rel. Oct. 1. Rev. Nov. 22.

**Fast Life.** Typical Haines story with a thrilling speed boat race. William Haines, Cliff Edwards, Conrad Nagel, Madge Evans. Dir. Harry Pollard. 69 mins. Rel. Oct. 1. Rev. Nov. 22.

**Flesh.** Wallace Berry as a wrestler. Karen Morley, Ricardo Cortez, Jean Harsholt. Dir. John Ford. 95 mins. Rel. Dec. 5. Rev. Dec. 13.

**Faithless.** Best girl friend of the depressive. Tallulah Bankhead, Robt. Montgomery. Dir. Barry Beaumont. 87 mins. Rel. Oct. 13. Rev. Nov. 22.

**Fast Worker.** John Gilbert as a skyscraper worker. Robert Armstrong, Mae Clarke, Muriel Kirkland. Dir. Tod Browning. Rel. March 10.

**Gabriel Over the White House.** From an anonymous novel. The U. S. under a dictator. Walter Huston, Karen Morley, Franchot Tone. Dir. Gregory La Cava. Rev. Mar. 31.

**Hell Below.** The submarine heroes of the World War. Robert Montgomery, Jimmy Durante, Madge Evans, Walter Huston. Dir. Jack Conway. March 17.

**Kongo.** Remake of the silent of the same title. Sorcery in central Africa. Walter Huston, Lupe Velez, Conrad Nagel, Virginia Bruce. Dir. Wm. W. W. Brown. Time, 81 mins. Rel. Oct. 1. Rev. Nov. 22.

**Lady Deceived.** The Based on the Broadway stage hit by Martin Brown, Irene Dunne, Phillips Holmes. Dir. Charles Brabin. Rel. Jan. 13.

**Maid of Fu Manchu.** Chinese plotter seeks the sword of Genghis Kahn. Rex Lee, Karen Morley. Dir. Chas. Brabin. 74 mins. Rel. Oct. 13. Rev. Nov. 22.

**Men Must Fight.** Picturization of the Broadway play. The war problem in 1940. Diana Wynyard, Phillips Holmes, Lewis Stone. Dir. Edgar Selwyn. Rel. March 10.

**Man on the Nile.** Ramon Novarro as an Egyptian guide. Rel. April 7.

**Outsider.** The. An unlicensed surgeon performs seeming miracles. Harold Lloyd, Joe E. Brown. Dir. E. A. Tamm. 81 mins. Rel. Oct. 13. Rev. Nov. 22.

**Pack Up Your Troubles.** Laurel and Hardy full length military comedy. Dir. Geo. M. Shaul and Raymond Carey. Time, 70 mins. Rel. Sept. 17. Rev. Oct. 4.

**Payment Deferred.** Murder story from the play of that title with Chas. Laughton in his original role. Maureen O'Sullivan, Dorothy Peterson. Dir. Loti and Mendel. Time, 81 mins. Rel. Oct. 13. Rev. Nov. 22.

**Procrastia.** P. set depression comedy with Marie Dressler and Folly Moran. Dir. Sam Wood. Time, 87 mins. Rel. Nov. 13. Rev. Nov. 30.

**Rasputin and the Empress.** John Barrymore, John G. Palfrey, John. Ethel and Lionel Barrymore. Dir. Rich. Boleslawski. Roadshow time, 133 mins. Rel. March 31. Rev. Dec. 27.

**Red Dust.** Joe E. Brown in a new team in a story of industry and China. 11. Dir. Victor Fleming. Time, 83 mins. Rel. Oct. 22. Rev. Nov. 8.

**Reunion in Vienna.** From Sherwood's stage play. Exiled royalty returns for the last time. Fred Astaire, Diana Wynyard, Otto Kruger. Dir. Sidney Franklin. Rel. April 14.

**Secret of Madame Blanche.** The Based on Martin Brown's play 'The Lady'. Irene Dunne, Phillips Holmes. Dir. Chas. Brabin. 85 mins. Rel. Feb. 3. Rev. Feb. 7.

**Smilin' Through.** Remake of the Norma Talmadge silent and Jane Cowl play. Norma Talmadge, Leslie Howard, Frederic March, C. J. Heggie. Dir. Sidney Franklin. Time, 81 mins. Rel. Oct. 13. Rev. Nov. 22.

**Son-Daughter.** The. From the play by David Belasco. Helen Hayes, Ramon Novarro, Lewis Stone, Warner Oland. Dir. Clarence Brown. 81 mins. Rel. Dec. 24. Rev. Feb. 27.

**Strange Interlude.** The famous O'Neill play. Norma Shearer, Clark Gable. Dir. Robert Z. Leonard. Time, 110 mins. Dec. 30. Rev. Sept. 6.

**Todd.** We Live and Let Live. The musical comedy. Dir. Joan Crawford, Gary Cooper. Dir. Howard Hawks. Rel. March 24.

**What! No Beer?** Buster Keaton and Jimmy Durante in the beer racket. Phillip Barry, Roscoe Ates. John Miljan. Dir. Edward Sedgwick. 61 mins. Rel. Feb. 10. Rev. Feb. 10.

**White Sister The.** Based on the famous F. Marion Crawford novel. Helen Hayes, Clark Gable. Dir. Victor Fleming. Rel. Mar. 17.

**Who Wins in the End?** The Russian revolution and its cause. In which a famous mystery writer is kidnapped and forced to plan a murder himself. Ernest Truax, Yva Merkel, Jean Harsholt. Dir. Elliott Nugent. Rel. Jan. 27.

**Studio: 6048 Sunset Blvd., Hollywood, Calif. Monogram** Offices: 723 Seventh Ave., New York, N. Y.

**Diamond Trail.** Western. Rex Bell, Dir. Harry Fraser. Rel. Dec. 30.

**Fighting Champ.** The. Western. Bob Steele, Arletta Duncan. Dir. J. P. McCarthy. Time, 64 mins. Rel. Dec. 15.

**Giri from Calgary.** The. From the comic east to stage triumphs. Fild O'Grady, Paul Kelly. Dir. Phil Whitman. Time, 64 mins. Rel. Sept. 24. Rev. Nov. 22.

**Gully of Not O'Grady?** Betty Compton, Claudia Dell. Dir. Albert Ray. 67 mins. Rel. Nov. 15.

**Klondike.** Physician who falls in a major operation makes a comeback. Frank Craven, Tom Mix, Walter Catlett. Dir. Lyle Talbot. Time, 55 mins. Rel. Aug. 30. Rev. Sept. 27.

**Lucky Larrigan.** Western. Rex Bell, Helen Foster. Dir. J. P. McCarthy. Rel. Dec. 15.

**My Mother.** From Peter B. Kyne's 'The Just Judge'. Western story of a woman who runs a gambling resort. Pauline Frederick, Claire Windsor, Tom Mix, Von Dorn. 64 mins. Rel. Dec. 15. Rev. Dec. 15.

**Strange Adventure.** Regis Toomey, June Clyde. Dir. Phil Whitman and Hampton Del Ruth. 64 mins. Rel. Feb. 14.

**Thirteenth Guest.** The. Mystery play by author 'Scarface'. Ginger Rogers, Lyle Talbot, J. Farrell McDonald, Dir. Alfred Ray. Time, 66 mins. Rel. Aug. 26. Rev. Sept. 6. (Chadwick)

**Western Limits.** Comedy. A transcontinental travel. Estelle Taylor, Edmund Burns, Gertrude Astor, Crawford Kent. Dir. Christy Cabanne. Time, 66 mins. Rel. Aug. 10. Rev. Oct. 13.

**Young Blood.** Western. Rex Bell, Tom Mix. Dir. Totman. Dir. Phil Rosen. Time, 62 mins. Rel. Nov. 5. Rev. Jan. 24.

**Studio: 5251 Marathon St., Hollywood, Calif. Paramount** Offices: 1501 Broadway, New York, N. Y.

**Big Broadcast, The.** Broadcasting story with many air stars. Stuart Erwin, Eling Crosby, Lela Hyams. Dir. Frank Tuttle. Time, 80 mins. Rel. Oct. 18. Rev. Oct. 18.

**Billion Dollar Scandal.** Based on the Teapot Dome investigation. Robt. Armstrong, Constance Tamm, Beaulieu. Dir. Harry Joe Brown. 76 mins. Rel. Jan. 6. Rev. Jan. 10.

**Blonde Venus.** Story of a stage woman's efforts to retain her child. Marlene Dietrich, Masha Adolph, Mollie Hoes. Dir. Jos. Von Sternberg. Time, 85 mins. Rel. Sept. 16. Rev. Sept. 27.

**Crime of the Century.** The. From the European stage play of same title. Jean Harsholt, Charles Ruggles, John Halliday, Verree Teasdale. Dir. Paul Sloane. Rel. Mar. 24.

**Devil Is Driving.** The. Wynne Gibson, Edmund Love, Dickie Moore. Dir. Cliff Smith. Dec. 20. Rev. Dec. 20.

**Evenings for Sale.** Comedy. A girl becomes a gigolo. Herbert Marshall, Sara Maritza, Chas. Ruggles. Dir. Stuart Walker. Time, 61 mins. Rel. Nov. 11. Rev. Nov. 11.

**Forewell to Arms.** Hemingway's novel of war on the Italian front. Helen Hayes, Gary Cooper, Adolphe Menjou. Dir. Frank Borzage. 90 mins. Rel. Jan. 13. Rev. Jan. 13.

**From Hell to Heaven.** Romance story based on play by Lawrence Hazard, with a race-racket story. Not a racing drama. Carole Lombard, Jack Oakie. Dir. Eric Kenton. Rel. Feb. 24.

**He Learned About Women.** Comedy drama. Stuart Erwin, Allison Skipworth. Dir. Lloye Corrigan. Time, 67 mins. Rel. Nov. 4.

**Hello, Everybody.** Original radio story by Fannie Hurst. Kate Smith, Randolph Scott, Fred Astaire. Dir. Seitz. Rel. Feb. 27. Rev. Jan. 31.

**Hot Saturday.** Gossip in a small town. Nancy Carroll. Dir. Wm. Seitz. Time, 72 mins. Rel. Oct. 23. Rev. Nov. 8.

**If I Had a Million.** How various persons would react to an inheritance. Gary Cooper, Helen Hayes, Charles Ruggles, Charles Laughton, Richard Arlen. Lela Hyams. Dir. Chas. Kenton. December special. Rev. Jan. 17.

**King of the Jungle.** Novelty story. Buster Crabbe, Frances Dee. Dir. Hampton Duffell. Time, 64 mins. Rel. Feb. 28.

**Lady's Profession.** A. Story by Nina Wilcox Putnam. Speakeasy prop. masquerading as riding master. Geo. Barbier, Sara Maritza. Dir. Norman MacLeod. Rel. Mar. 3.

**Lily Christine.** British made. Corinne Griffith, Colin Clive. Time, 59 mins. Rel. Feb. 17. Rev. Sept. 26.

**Luxury Liner.** From the novel by Glna Kaus. Grand Hotel on shipboard. Geo. Brent, Zita Johann, Alice White, Verree Teasdale. Dir. by Luther Mondell. Rev. Feb. 17. Rev. Feb. 17.

**Madams Butterfly.** From the opera. Sylvia Sydney, Gary Grant, Chas. Ruggles. Dir. Gearing. Rel. Dec. 30. Rev. Dec. 27.

**Madison Square.** Sporting story. Jack Oakie, Marian Nixon, Thos. Meighan. Time, 70 mins. Rel. Oct. 7. Rev. Oct. 7.

**Movie Crazy.** Harold Lloyd breaks into pictures. Constance Cummings. Dir. Clarence Brockman. Time, 94 mins. Rel. Sept. 23. Rev. Sept. 20.

**Murder in the Park.** Mystery. Fred MacMurray, Frank Mayo. Drama largely held to a zoological garden. Chas. Ruggles, Lionel Atwill, Gail Patrick. Dir. Edw. Sutherland. Rel. Mar. 17.

**Mysterious Rider.** Western. Kent Taylor. Dir. Allen. Rel. Jan. 27.

**Night After Night.** Humour to the night club. Ned West. Geo. Raft. Constance Cummings, Allison Skipworth. Dir. Archie Mayo. Time, 70 mins. Rel. Oct. 13. Rev. Nov. 22.

**Night of June 13.** Rev. Nov. 22.

**Night of June 13.** The neighbors react to a murder suspicion. Clive Brook, Lila Lee, Chas. Ruggles. Dir. Stephen Roberts. Time, 76 mins. Rel. Feb. 17. Rev. Sept. 20.

**No Man of Her Own.** From the novel 'No Bed of Her Own'. Clark Gable, Carole Lombard, Dorothy Mackall. Dir. Wesley Ruggles. December special. Rev. Jan. 3.

**Phantom President.** Political story of a presidential double. George M. Cohan, Jimmy Durante, Claudette Colbert. Time, 77 mins. Rel. Oct. 7. Rev. Oct. 7.

**Pick Up (Schuberg).** A girl of the people and a service station sheik. Sylvia Sydney, Geo. Raft. Dir. Marion Gering. Rel. Mar. 31.

**70,000 Witnesses.** Murder on the football field. Phillips Holmes, Dorothy Gribble, Fred Schuller. 70 mins. Rel. Feb. 3. Rev. Feb. 3.

**She Done Him Wrong.** Paraphrase of 'Diamond Lil'. Mae West, Cary Grant, Fred Schuller, Owen Moore. Dir. Lowell Sherman. Rel. Jan. 27. Rev. Feb. 14.

**Sign of the Cross.** The. Spectacular version of Wilson Barrett's play of Roman persecution of Christians. Fred MacMurray, Lila Lee, Lila Lee, Elissa Landi, Chas. Laughton, Dir. Cecil B. De Mille. 118 mins. Regular release Feb. 10. Rev. Dec. 6.

**Strictly Personal.** (Rogers.) Original by Wilson Minner and Robt. T. Shannon. After the film. Comedy racket. Marjorie Rhambeau, Eddie Quigg, Dorothy Jordan. Dir. Ralph Murphy. Rel. Mar. 15.

**Tonight is Ours.** Noel Coward's 'The Queen Was in the Parlor'. Claudette Colbert, Fred MacMurray, Allison Skipworth. Dir. Stuart Walker. Rel. Jan. 13. Rev. Jan. 24.

**Trouble in Paradise.** Cheating cheaters in Paris and Venice. Miriam Hopkins, Fred MacMurray, Fred Astaire. Dir. Ernest Lubitch. Time, 81 mins. Rel. Oct. 21. Rev. Nov. 15.

**Undercover Man.** Secret service beats the gangsters. Geo. Raft, Nancy Carey. Time, 74 mins. Rel. Feb. 7. Rev. Feb. 7.

**Under the Tonto Rim.** From the Zane Grey story. Dir. Stuart Erwin, Yerna Hillie, Ray Hatton. Dir. Henry Hathaway. Rel. Mar. 24.

**Wild Horse Mesa.** Zane Grey's story. Rudolph Scott, Sally Blane, Fred Kelly. Dir. Henry Hathaway. Time, 60 mins. Rel. Nov. 25. Rev. Jan. 17.

**Woman Accused.** The. From the story in 'Liberty' by ten well-known authors. Gladys George, Fred MacMurray, Nancy Carroll, Cary Grant, John Halliday. Dir. Paul Sloane. Rel. Feb. 17.

**Offices: 723 Seventh Ave., New York, N. Y.**

**Lucky Girl.** Musical comedy farce. Gene Garrard, Molly Lamont. Dir. Eugene O'Sullivan. Time, 63 mins. Rel. Sept. 1.

**Man Who Won.** The. Story of a wastrel who makes good. Henry Kendall, Heather Angel. Time, 70 mins. Dir. Norman Walker. Rel. Sept. 15. Rev. Feb. 28.

**Principal** Offices: 11 West 42d St., New York, N. Y.

**Blame the Women.** British made with Adolphe Menjou and Claude Allister. Time, 64 mins. Rel. Oct. 13. Rev. Oct. 13.

**Devil's Playground.** The. George Vanderbilt's expeditionary film. 54 mins. Rel. Jan. 1. Rev. Jan. 2.

**Jungle Giggles.** Travel. Humorous treatment of Sumatran customs. 45 mins. Rel. Jan. 1. Rev. Nov. 29.

**Studies: Hollywood, Calif. R.K.O. Pathe** Offices: R.K.O. Bldg., Radio City, N.Y.C.

**Come On, Danger.** Western. Tom Keene, J. Hyvden, Roscoe Ates. Dir. Robt. Hill. Time, 64 mins. Rel. Sept. 23.

**Studies: Hollywood, Calif. R.K.O. Radio** Offices: R.K.O. Bldg., Radio City, N.Y.C.

**Age of Consent.** The. Love and trouble for a co-ed. Dorothy Wilson. 11 and Cromwell. Dir. Gregory La Cava. Time, 63 mins. Rel. Aug. 6. Rev. Sept. 6.

**Animal Kingdom.** The. The man who could not distinguish between his wife and mistress. Leslie Howard, Ann Harding, Myrna Loy. Dir. Edw. E. Griffith. 61 mins. Rel. Dec. 3. Rev. Jan. 24.

**Bill of Divorcement.** A story of a shell-shocked war vet. By Clarence Dane. John Barrymore, Billie Burke, Katherine Hepburn. Dir. Geo. Cukor. Time, 67 mins. Rel. Dec. 3. Rev. Jan. 24.

**Bird of Paradise.** A. Famous stage play of the South Seas. Dolores Del Rio, Joel McCrea. Dir. King Vidor. Time, 82 mins. Rel. Aug. 12. Rev. Sept. 6.

**Cheyenne Kid.** Tom Keene Western. Dir. Robert Hill. 55 mins. Rel. Jan. 30.

**Conqueror.** The. A story of American depressions and their surroundings. Rich. Dix, Ann Harding, Edna May Oliver. Dir. Wm. Wellman. Time, 84 mins. Rel. Nov. 13. Rev. Nov. 22.

**Goldie Gets Married.** A comedy. Fred works the beauty contest racket. Lili Damita, Chas. Morton, Sam Hardy. 68 mins. Rel. Jan. 27.

**Great Jasper.** The. Novel by Fulton Oursler. Dix as a motorman who turns outlaw. Rich. Dix, Edna May Oliver, Edna May Oliver. Dir. J. Walter Ruben. 83 mins. Rel. Mar. 5. Rev. Feb. 21.

**Half-Naked Truth.** The. From Harry Reichenbach's memoirs of a press agent. Leo Tracy, Lupe Velez, Eugene Palette. Dir. Gregory La Cava. 76 mins. Rel. Dec. 16. Rev. Dec. 16.

**Hell's Highway.** The horrors of a convict camp. Richard Dix, Tom Brown. Dir. Edward Langford. Time, 62 mins. Rel. Sept. 21. Rev. Sept. 27.

**Hold On, Tight.** A comedy. The comedy play about the convict eleven. Dir. Norman Taurog. Time, 66 mins. Rel. Sept. 2. Rev. Aug. 22.

**King Kong Original.** A 50-foot ape is captured in the wilds and creates havoc in New York. Directed by Merian C. Cooper. 75 mins. Rel. Mar. 7.

**Little Orphan Annie.** Based on the cartoon. Mital Green, Ed. Kennedy. Dir. John Robertson. Time, 61 mins. Rel. Nov. 4. Rev. Dec. 27.

**Men Are Right.** Gloria Blott in the picture stunt men. Bill Boyd, Wm. Gargan, Dorothy Wilson. Dir. Merian C. Cooper. 70 mins. Rel. Feb. 8. Rev. Feb. 17.

**Monkey Paw.** The. W. W. Jacobs mystery story of a hoodooed charm. C. Aubrey Smith, John Simpson, Louise Carter. Dir. Wesley Ruggles. 56 mins. Rel. Jan. 13.

**Most Dangerous Game.** The. Island revenge who hunts human beings for sport. Tom Mix, Helen Gahagan Douglas. Dir. E. Schodschack. Time, 63 mins. Rel. Sept. 9. Rev. Nov. 22.

**No Other Woman.** Steel worker who rises to affluence and drags his wife into the life of a playboy. Richard Dix, Edna May Oliver. Dir. J. Walter Ruben. Rel. Jan. 6. Rev. Jan. 21.

**Our Betters.** From Maughan's play. English high society. Constance Bennett, Albert Roland. Dir. Geo. Cukor. 90 mins. Rel. Mar. 31. Rev. Feb. 28.

**Past of Mary Holmes.** The. Destitute opera singer unwittingly accuses her past lover. Richard Dix, Edna May Oliver, Skeets Gallagher. Dir. Harlan Thompson. Slavo Vorkapich. Rev. Jan. 21.

**Penguin Pool Murder.** The. The murder mystery. Mae Aronson, Bob Arratt, George E. Stone, James Gleason. Dir. Geo. Aronson. 69 mins. Rel. Dec. 3. Rev. Dec. 3.

**Phantom of Creatown.** The. Mystery at a week-end party. Ricardo Cortez, Katherine Morley. Dir. J. W. Ruben. Time, 77 mins. Rel. Oct. 14. Rev. Oct. 14.

**Rockabye.** Sentimental mother-love story. Rev. Nov. 22. Rev. Dec. 6.

**Sailor's Girl.** Comedy. Time, 70 mins. Rel. Nov. 22. Rev. Dec. 6.

**Salute to the Marines.** Original in grade school. Olan Slocum, Vivienne Osborne, George E. Stone. Dir. Jan. Cruze. 68 mins. Rel. Feb. 10. Rev. Feb. 28.

# Unions Settle in 1 Spot; Reprisals in Chattanooga

Omaha, Neb., March 13. A walkout of barely a day's duration by stage hands and maintenance men (and operators in sympathy) at Public theatres in Omaha and Council Bluffs was adjusted on a temporary basis and the men are back on the job. Public officials had met the walkout, which occurred at 5 p. m., by putting other operators on the job and opening at 9 that evening.

By the next day, temporary agreement was reached to pay \$250 per week for all stage hands needed at the Paramount and World (Omaha) as against the \$150 per week. Theatres' first offer was \$150. Operators' wage wasn't up, but they have accepted cut from \$90 to \$87.75 weekly.

At the same time, suburban theatre owners asked operators to take a 5% cut during the banking holiday because of drop in grosses. No decision yet, but representatives promised to take it before the operators' board.

Chattanooga, March 13. Lockout of the three Valetown houses here, Tivoli, State, and Rialto (formerly Public, now operated by Wilbur Lee), has resulted in a union operators' strike has assumed serious proportions. It is reported that the government is considering intervention, as three theatres are under that jurisdiction, giving government jurisdiction.

Operators balked at a new slash which would place their salaries at \$50 a week, plus the cost of the theatres with banners. Management counters with two sandwich men to union's one, explaining their angle of situation. Radio, screen, and newspaper propaganda is being employed.

Stink-bombing is frequent, and hardly a day passes that all three houses don't smell like a polecat's seminary. After days of sloughing, local cops finally nabbed two youths, Elton Smith, 18, and James McClellan, 18, in a stink-bombing plot. They were fined \$85 and \$50, respectively, in municipal court, and bound over to the federal district court on contempt charges.

Efforts to definitely link the union with the stench have been unavailing, but detectives proved in court that the union brother-in-law of a union operator.

# Joe Leo, H. Goldenburg, Move In on Fox in Frisco

San Francisco, Mar. 12. Those hardy commuters, Joe Leo and Henry Goldenburg, are in from Los Angeles again, this time for good. They expect, and hope to have, the Fox in Frisco.

Leo, brother-in-law of William Fox, has not yet secured possession of the house, but will have to buy it plus a million from the Bank of America's holding company. Latter party's share of the theatre in which Fox also has an interest.

Policy is expected to be first run indie pic at 26c top. Goldenburg will manage for Leo, who also controls the Los Angeles in that city.

# Ohio Theatre Deals

Canton, O., March 13. The Cort Gray, for an chief, has been sold to the Hamilton Co. by the Cort Theatre Co.; Elite, in Defiance, O., sold by H. C. Henry to the Valentine Theatre Co.; Grand, the same town sold to E. Stanley by Mr. and Mrs. F. M. Miller.

The Star, at Delphos, has been sold to Lillian Schwartzgarber by E. L. Sloop, its owner; Lincoln, in Dennison, O., to William G. Gribble by Bruce M. Gibbons; Lyric, Mt. Vernon, by Harry W. Smoots to James C. Platt; Rex, in Toronto, owned and film house sold to R. T. Daniel by the State Amusement Co. and the State in Westville sold to A. D. Curfman by James M. Curl.

Bob Harvey Connects  
San Francisco, March 13. Bob Harvey, for an chief in northern California for Fox-West Coast, has been named to same post for five houses of the Levin Brothers' San Francisco theatres.

CALENDAR OF CURRENT RELEASES

Secrets of the French Police. Foreign mystery. Gwill Andre, Frank Morgan, Gregory Ratoff. Dir. Ed. Sutherland. Time, 68 mins. Rel. Dec. 2.

(Continued from page 29)

United Artists Office: 729 Seventh Ave., New York, N. Y. Cynara. Philip Murvate stage hit. Ronald Colman, Jack Francis, Phyllis Barry. Dir. King Vidor. Time, 73 mins. Rel. Dec. 23.

Universal Office: 730 Fifth Ave., New York, N. Y. Atrial to Talk. From the stage play 'Merry-Go-Round' about crooked politics. Eric Linden, Sidney Fox, Tully Marshall, Louis Calhern. Dir. Edw. L. Cahn. 74 mins. Rel. Oct. 17.

Warner Brothers Office: 321 W. 44th St., New York, N. Y. Big City. Broadway boy comes to New York for thrilling experiences. John Blondell, Eric Linden. Dir. Mervyn Le Roy. Time, 68 mins. Rel. Sept. 10.

World Wide Office: 1601 Broadway, New York, N. Y. Auction in Souls. From Eugene O'Neill's play 'Recklessness'. Conrad Nagel, Julia Hayman. Dir. Victor Sjöström. Rel. Jan. 29.

Death Kiss. The. A murder mystery with a motion picture studio background. David Manners, Adrienne Ames, John Wray, Bela Lugosi. Dir. Edwin L. Marin. Rel. Dec. 28. Rev. Jan. 31.

Miscellaneous Releases Bachelor Mother. The. (Hollywood Prod.) Original. A mother overwhelmed at the coming of her first child. Evelyn Knapp, Jan. Murray, Margaret Soddon. Dir. Chas. Hutchison. 76 mins. Rel. Jan. 3. Rev. Feb. 21.

Foreign Language Films A Nona in Liberty. (Cinecittà) With English titles. Henri Marchand, Raymond Cordy. Dir. Rene Clair. 93 mins. Rel. May.

Indie's Bally Reflex Stealing some of the thunder from arrival of Warner Bros. '42nd Street' special parade Thursday afternoon, prior to opening of pictures at 4th and 5th.

NABES BOOM AS DELUXERS OFF

During the past week many of the country's 2,300 neighborhood theatres, the total which have been able to remain open during the depression, rather than become marionettes, they literally reversed positions with the downtown theatres, for not only local patrons remained at home territory but many outsiders availed themselves of the nabes' lower admission scales.

This situation was wholly unexpected as only a month ago the industry was working up a readjustment, rather than one designed to affect the entire nation. The nabes theatre was figured eventually doomed if matters got worse.

Instead, according to exchanges all over the country, the nabes are, in most instances, in best shape to meet the film rental in cash with no clamor for notes or credit.

Mpls. Price Cuts

Minneapolis, March 13. Publix has dropped its prices to a record low of 15c at two of its large neighborhood houses here. It's the lowest night scale in the history of houses in Minneapolis.

Other Publix nabes and independent houses are holding to the present 25c night scale, except the Uptown, where 40c-admission compares with former 50c scale.

RKO Orpheum, after three weeks of pictures without vaudeville, has reversed its scale downward; and \$180 it's 40c all over instead of 50c and 35c.

Indie's Bally Reflex

Stealing some of the thunder from arrival of Warner Bros. '42nd Street' special parade Thursday afternoon, prior to opening of pictures at 4th and 5th.

Marco's Free Parking

Los Angeles, March 13. Paramount (Marco) has a deal with the Biltmore garage, to free auto parking nightly after 6:30.

Theatre Under Hammer

Waterloo, Ia., March 13. Paramount theatre building property at Water and Fifth streets brought \$175,000 on a judgment holding of \$200,427.73 against the building, when put under a sheriff's hands.

Charter's L. A. Operators

Los Angeles, March 13. Empire Theatres unit, offshoot of the eastern organization which is not affiliated with the A.P. of L., was granted a state charter and has opened an office on film row.

Eddie Bremer Reinstated

Houston, March 8. Eddie Bremer, manager of the Majestic here two years ago before the Interstate chain was taken over by RKO, has been reinstated as one of the first moves under the receivership in bankruptcy for the RKO-Southern Corp.





# Inside Stuff—Radio

There will be no free plugs for commercials from the Chicago exposition grounds this summer. NBC and Columbia have agreed between them that no exhibitor at the fair will come in for mention during the broadcasts from the spot unless it's paid according to the regular card rate.

While discussing a renewal of its contract with the NBC sales department one of the network's current customers suggested that it be given some special consideration during the fair. Account had arranged for an exhibit and it thought it wouldn't be amiss for the network to insert occasionally in the sustaining program from the fair grounds an announcement to the effect that the broadcast was coming from the customer's booth.

NBC immediately got in touch with the CBS sales department to find out whether the other chain was making any such concessions and out of the discussion came the agreement to put the fair broadcasts strictly on either a sustaining or commercial basis, with all plugs out unless paid for.

CBS sales department and the agency representing one of its cancelling accounts gave way to a series of heavy bluffs last week as the result of a boner pulled by a stenographer on the network's staff. Responsible for the cherry-hued pans was a misdirected letter.

Account involved had advised the chain through its agency of its cancellation date and had asked for an acknowledgment of the instructions. But the envelope containing the acknowledgment was addressed to an agency selling a similar product on the same network. Instead of returning the letter to the chain the recipient agency called its competitor and informed it of the mailing mistake. What caused the disturbed feeling for the web and cancelling account of its agency was the letter of acknowledgment containing information about rates, discounts, etc., supposed to be entreatous.

Broadcast from Hollywood to South America last week, as a goodwill offering of 'La Critica', Buenos Aires daily newspaper set the publication back \$15,000 on wire charges and studio expense. Program was taken from Hollywood to New York and thence to the Argentine, Bolivia, Chile, Uruguay and Paraguay.

All major film studios contributed talent for the program which ran an hour. Those appearing were Chevalier, Gary Cooper, Fredric March, Joan Crawford, Fred Astaire, Jack Cooper, Jean Harlow, John Boles and Warner Baxter. Raul Roulien, Fox Spanish player, m.c'd the period. Arrangements for the broadcast were made by Eduardo Bedoya, director and co-editor of 'La Critica', and Kenneth Gilmore, South American contact man for United Press.

Rush Hughes has a wrinkle for perfecting the daily 'News Pictorial' he does on NBC's KGO and KFI on the Coast. He's installed an Edison at the studio and records the entire quarter hour, then checks the playback for errors in timing, diction, grammar and racing. Hughes claims this process has improved the broadcast and further avers that if any radio mugg has the idea he's nothing less than colossal on the air, one hearing of himself on a dictaphone record will quickly cure.

Columbia had a couple of news field days last week between the special session of Congress and the California earthquake. On the Congressional (Continued on page 41)

## Romm Loses Suit Against CBS Over RKO Vaud Bookings

Harry Romm's suit for accounting and compensation from the CBS artist bureau's RKO vaudeville bookings was decided in favor of the network in New York Supreme Court last week. Romm had sued the RKO rep for CBS acts until the network obtained its own franchise in January, 1931.

Court recognized existence of a contract between Romm and CBS, but held that the contract was titled in 'coming its own agent since the contact mentioned no specified date.

Romm asked 6% on all CBS-RKO bookings between the time CBS received its franchise and now. Previously, as CBS' official rep, Romm had booked about \$55,000 in network acts with RKO.

## CBS' Grocery Scrip

Columbia office here paid off \$10 each on its payroll when the banks closed and was set to pay 15% this week if the moratorium wasn't lifted. In addition, through one of its broadcasters, National Tea stores, arrangements were in progress to give CBS employees National Tea scrip so that the grocery problem would be eliminated.

## Fast Lifting

Los Angeles, March 13. A new gag isn't safe very long on the Coast. Eddie Cantor used a couple on the air which turned up three hours later on a local program.

## KFWB's VAUDEVILLIANS

Hollywood, March 13. Pizino and Basco, comedy team, and Billy Elliot, all from vaude, go KFWB as regulars for the station's weekly 'Big Show'. Billy Schneider, baritone, is off the program, joining Red Kahn's band at Sebastian's Cotton Club here.

## COLUMBIA DROPS VERNON

Radio Sales, Inc., in Charge of Chi V.P. and Eastern Sales Mgr

As one of its latest economy measures Columbia has let Roger Vernon, president of Radio Sales, Inc., its spot time subsidiary, R-S firm is now left to the operation of a v.p. in Chicago and an eastern sales manager located in the New York office.

Radio Sales handles spot broadcasting matters for 11 stations owned and operated by CBS. NBC has a similar setup under Lloyd Thomas' direction, but this phase of the network's business is not separately incorporated.

## Dramatic Bit Money For Air Hasn't Budgeted

Salaries for dramatic bit players on network commercials haven't budgeted over a period of three years. They're still paying between \$40 and \$50 for half-hour shows, and from \$20 to \$30 for quarter-hour programs.

The \$10 difference invariably denotes a booking direct with the agency. Actors say they find they can make a better deal when doing business with the agency and also save the 10% deducted by the network's artists' bureau.

Agency contact also allows them a better chance to cut in on an occasional broadcast. With the chains, particularly NBC, the players decline to mention it tough to break through. Program directors make the cast selections. Most still make it a practice of assigning themselves to the dramatic programs given them to handle so as to collect the extra salary.

## Radio's Rumors?

Chicago, March 13. News flashes broadcast by radio should be repeated at least twice for maximum clarity. That is the expressed opinion of some observers, among them newspapermen. Spreading of rumors with possibly dangerous consequences can be blamed on radio's brief and sometimes not sufficiently clear news reports on important happenings.

# Ad Agencies'

Radio Excess (Associated With the Show or Performance End of Radio)

N. W. Ayr & Son, Inc. 500 Fifth Ave., N. Y. C. Douglas Coulter. Batten, Barton, Durstine & Osborne, Inc. 383 Madison Ave., N. Y. C. Roy Durstine. Arthur Pryor, Jr. Emilie L. Haley. Benton & Bowles, Inc. 444 Madison Ave., N. Y. C. E. M. Ruffner.

Blow Co., Inc. 521 Fifth Ave., N. Y. C. Milton Blow. Blackett-Sample-Hummert, Inc. 230 Park Ave., N. Y. C. Frank Hummert. George Tormey.

Blackman Co. 122 E. 42d St., N. Y. C. Douglass Stoer.

Campbell-Ewald Co. 232 Madison Ave., N. Y. C. C. Halstead Cottling.

(General Motors Bldg., Detroit). George T. Ewald.

Cecil, Warwick & Cecil, Inc. 230 Park Ave., N. Y. C. J. H. McKee.

Erwin, Wasey & Co., Inc. 420 Lexington Ave., N. Y. C. Charles Gannon.

William Esty & Co., Inc. 6 E. 46th St., N. Y. C. William Esty.

Federal Adv. Agency 444 Madison Ave., N. Y. C. Mann Hollner.

Albert Frank-Guenther Law, 70 Pine St., N. Y. C. Frank A. Arnold.

Hanff-Metzger, Inc. Paramount Bldg., N. Y. C. Louis A. Witten.

Lambert & Feasley, Inc. 400 Madison Ave., N. Y. C. Martin Horrell.

Lennen & Mitchell, Inc. 17 E. 46th St., N. Y. C. Charles A. Schenck. Ray Virden.

Robert W. Orr. Carl Lord Thomas 247 Park Ave., N. Y. C. Montague Hackett.

McCann-Erickson, Inc. 285 Madison Ave., N. Y. C. Dorothy Barstow.

Ruthrauff & Ryan, Inc. Chrysler Bldg., N. Y. C. Jack Davidson.

J. Walter Thompson Co. 420 Lexington Ave., N. Y. C. John U. Reber. Robert Colwell. Gordon Thompson.

Chas. A. K. Spencer. Herschel Williams. Nathan Tufts. Edwin Barrett.

Young & Rubicam 285 Madison Ave., N. Y. C. Hubbell Robinson.

## Solly Ward Set

Five Star Theatre's Tuesday night session on CBS, which replaces the concert on March 21, will center around Solly Ward, with Barbara Blair and Johnny Hart supporting him in the comedy passages. Hart will also share the warbling end of the half-hour program.

Joseph Bonime stays as conductor of the musical background, but the symphonic unit will give way to a dance combo.

## Roberts' Double Break

San Francisco, March 13. The Bob Roberts' got a double break in radio this week. Hubby has returned to indie KTAB as a station manager after more than a year in his own radio ad agency venture. KTAB will shortly return to Frisco after a short time in Oakland and Roberts will headquarter here. Meantime the frau, Alma LaMarr, starts with NBC under the trade name of Ann Warner, doing household chats with two sponsors already signed.

# Air Line News

By Nellie Revell

No wonder there's so much unemployment in Chicago. Jean Paul King is doing all the work.

Jean Paul King last August he has been free-lancing. Besides doing the Super-Suds with Clara, Lu' n' Bm five times a week, the Betty and Bob program five afternoons a week, he has the Carnation Contented Hour on Monday nights, is m.c. with Frank Libuse at the College Inn, and is also announcing all the chain and local dance programs broadcast from there. And doing a few local shows.

### Quiet, Please

I hate telephones, automobiles, airplanes and anything that makes noise. That includes the radio. No, I do not possess one. This wasn't Mrs. Rip Van Winkle speaking, but Frances Perkins, our new secretary of labor.

### A Definition

It now appears that the lad who first labeled them 'sustaining artists' knew his lexicon. Here's one definition of 'sustain' in the Standard Dictionary: To endure; to suffer; undergo; especially to bear as a disturbing or distressful experience.

### In Person

Helen King, WOR graphologist, recently was invited to lecture before a woman's club. After the talk she was approached by two ladies. One, scrutinizing her through a lorgnette, said: 'You're different than I thought. You sound so intelligent over the air.'

### Wile's 10 Years

A glutton for punishment is Frederick William Wile, CBS political analyst. He has been observing and reporting on the air the dolage at Washington for 10 years—an endurance record for a Capital broadcaster.

### Only Program in Lights

Fred Allen is the only radio star advertised in lights. He and the Lindy program are billed in those huge running letters on the sign across the Hudson.

### Blindfold Test

Program boards are not infallible. The other day a popular comic had an audition. Neither his name nor the fact he was playing two parts in the skit was disclosed to his unseen listeners. The board reported: 'The straight man was not bad but the comedian was lousy!'

### An Old Custom

Frank Black, NBC's head music man, endears himself to Tin Pan Alley by proving that Handel, Beethoven, Mozart, Brahms and other classic composers also lifted tunes freely. 'The old masters used to do it,' says Black, 'so why shouldn't our lads borrow a melody if they feel like it? They got to eat, too.'

### Reisman's Short

Leo Reisman has just completed a film short called 'Music a la Mode' with an augmented orchestra of 42 pieces.

### Mixed Quartet

The Metropolitan Quartet, consisting of Gladys Swarthout, Mario Chamlee, Queensa Mario and Frank Chapman, goes on the air March 18.

### Juvenile Opposition

Pete and Aline Dixon's 'Raising Junior' program now on WOR, will be opposition to the present Wheatena broadcast twice a week.

### Short Shots

Educators are urging greater use of the radio to teach children. Kids are strong for the record—it's so easy to play hooky by turning a dial. Stanley Smith, juvenile officer of screen and stage, is town on radio business.... The Morrison-Jenkins office has booked Ben Alley in vaude for the next six weeks.... NBC furnishes the orchestras for the Lucky Strike Maglo Carpet program and placed Al Goodman there last Thursday. Then Goodman selected his singers from CBS. Grace Hayes opens with E&M March 26... Zelma O'Neill will be on the Chevrolet program as guest artist March 24.... Both Paul White, CBS publicity chief, and Johnny Johnston, head of the NBC press, had the flu last week.... Irene Taylor received her notice from the Whiteman band at the end of the Biltmore engagement and now is singing with Harold Stern. Bill Stuber resigned from EBD&O and starts with Young and Rubicam this week.... Bud Alley, WEVD's crooner, scheduled for a spot on Mondays, Wednesdays and Thursdays.... Lennie Hayton will not go to the Coast with Bing Crosby.... First time he has not accompanied Crosby on any of his transcontinental jaunts.... Ethel Parker, one of the 'Big Four' of WOR's 'Playboy Club', will publish the series next fall as 'Pa and Ma'.... Bill Card now with Mort Millman.... Neeka Aldrich, daughter of Madame Aldrich, will be 'Joan of Arc' over WMCB March 18.... Louise Bernhardt, NBC contractee, on vacation in the West Indies.... Jesse Crawford to London this spring for the Metropole theatre.... Sustaining artists, the thing just around the corner is a sponsor. Al Rauh, heard on WOR, is the husband of the actress, Olive Briscoe.... Socynland Sketches is the oldest dramatic show on the air.... Secretary of the Interior Harold L. Ickes and Frederic William Wile, CBS political analyst, were fellow legmen on the old Chicago radio station.... Nellie Blue singer, went south to gain a few pounds and came back minus five. Thomas Belviso, NBC music librarian and conductor, writes the incidental music for those Warden Lawes programs.... Harold Raymond is another Wall Street broker who entered the music publishing field.... John P. Medbury's 'Magnolia' is a real 'cutout' gal tagged Artie Bell.... Victor Bredas has been Ruth Etting's accompanist three years.

## Givot-Old Gold

George Givot joins Old Gold show this Wednesday (15). Marks the second comic to be brought in to bolster Program the past three weeks has been using a black and white dialectician, billed as 'Magnolia' (Artie Bell), as a foil for John P. Medbury. Account is set to stay on CBS for the balance of its 13-week contract, which expires May 3.

## SEAL POWER SCRAMS NBC

Chicago, March 13. Seal Power will not renew when its 13 weeks expire over NBC here April 2.

Program consists of Joseph Koestner's leadership, Ambassador's quartet, nicknamed the Four Singing Cylinders, and Clarence Mung-

## KFRC's 20% Commish

### On Act's Outside Dates

San Francisco, March 13. Artists at KFRC of the Don Leo chain were handed new agreements for signature. Terms provide for 20% commission on all outside dates.

## COAST NBC DROPS 7

San Francisco, March 13. NBC has dropped seven singers and readers who had been holding but few spots a week on sustaining periods. Takes effect Saturday (18). Slips go to Dixie Marsh, Tommy Monroe, Nathan Stewart, George Eldridge, Frances Jones, George Jense and Jeannette Sholl.

# WHY ADV. AGENCIES STALL

## Big Account Uncovers Inside Splitting And Mulls Expose of Its Own Agency

Practice of splitting commissions with agents and accepting kick-backs from performers has become so solidly entrenched in the radio departments of some of the advertising agencies that performers and booking agencies have these agencies and the 'taking' personnel pretty well pegged. A blowoff from one client may come any day, and if it does come it will cost the agency an account with an advertising turnover of around \$5,000,000 a year.

But in only one such instance, say those who know the various contacts in the head of an agency party to the inside splitting up of the commercial's coin. With one or two exceptions the situation generally involves the personnel in agency radio departments who previously held booking jobs in network artists' services or similar talent selling bureaus.

With these latter buds an arrangement on the side has become a requisite to obtain a spot on one of the agency's programs, and that includes some of the highest salaries in the industry. In the stage or concert field. Few of these agency bookers are earning more than \$75 a week, though they draw up contracts running into thousands a week. The outfit is founded on the premise that should it be in its heyday as far as talent salaries are concerned, that their jobs are secure as long as the agency retains these accounts on the air and because of these circumstances they may as well reap while the reaping is good.

**Padding Discovered**  
Account that is expected to crack things wide open on its agency recently came through a 13-week campaign spending over \$400,000 in time facilities and around \$250,000 for talent. But this commercial decided it couldn't continue to carry the load of one of its sessions and instructed its agency to substitute a much cheaper show. It wasn't until after this change was effected that the account discovered that the payroll on the dropped program had undergone some stiff padding by the booker in the agency, the lead presumably resting for himself in split commissions anywhere from \$500 to \$1,000 a week as his share on this single program.

The agency booker was formerly on the payroll of the chain and involved on the booking agent end of the splitting were men who at one time or another had been of the same network. If the art booker was advised to get wasn't on the management card of these agents they were tipped accordingly and an arrangement worked out whereby a three-way split took care of everybody.

### Wedding Bells for 2

San Francisco, March 13. Two of the town's radio blues singers are taking the matrimonial route, both leaving the jobs in favor of a stove and apron.

Mona Lowe steps out of NBC April 16 for Los Angeles where she will marry Paul Ricketts, actor, production manager of KHI.

Nora Schiller left KFRC this week, also for Los Angeles, where she walked down the aisle with Irving Shulkin, trumpet player. Phil Harris' band at the Ambassador hotel.

### PROPOSE STATE STATION

Birmingham, March 13. A bill to establish a state-owned radio station was introduced in the Legislature last week. Station would be used for police and fire police and partly for entertainment.

WAPI, now a commercial station, was formerly operated by the state but was leased to Bill Pope when it could not find money to continue. In view of this opinion here is that there's not much chance of the bill passing.

### All-Inclusive

'Smilin' Ed' McConnell, of a 15-minute commercial period of hymns and such over WABC on Sundays, has found the ultimate in ad plugs. 'Thank God,' announces Smiling Ed, 'for our own little homes, and Acme quality paints, varnishes and enamels.'

## Bankless Week Did Not Upset Radio Schedules

Broadcasting, as far as NBC and CBS are concerned, came through the first week of the banking moratorium unscathed. Neither network's sales department was in receipt of a single cancellation. The loss of any panic among the air buyers was further attested by six accounts signaturing during the week for NBC contract renewals totaling around \$2,000,000. In addition a new commercial, Ingram's Shaving Cream, joined the NBC schedule. Columbia also netted a new one in Richfield Oil.

If any of the average network commercials were inclined to pull out for the time being they must have realized that they had little to gain but much to lose. Because of the progressive discounts allowed in radio advertising a temporary withdrawal from broadcasting would entail a loss to the commercial of the accumulated rebates. In other words, an account that has contracted on a 52-program basis is billed weekly according to a rate that is 20% under the basic 13-time rate and the longer it stays on the air the amount of the discount increases. By dropping out the commercial would not only lose this discount standing but it would be required to reimburse the network with all the rebates previously permitted.

Leading station representatives engaged in placing spot time broadcasts also emerged from the bankless week with business at an even keel. Although little new business was obtained, there were no cancellations prompted by the coin stringency.

### Real Silk Nixes Costly Aeroplane Commuting

Chicago, March 13. Real Silk will not require Sherman and Pratt, their comedy team, to travel to New York by aeroplane for the Sunday broadcast with Vincent Lopez. Instead, the comedians' part of program will be picked up from Chicago. This saves about \$700 traveling and other expenses weekly, and also saves the boys' digestion. They are both bad aeronautical sailors.

Trip to New York last week was the first and last.

### Young's New Job

Chicago, March 13. Bill Young has resigned as Chicago boss of Columbia phonograph to take charge of Victor's new radio disc division. He will represent the recording studios in about a month.

Relaxation of NBC's opposition to waxed radio programs opens the way for Victor, its cousin, to actually go after this type of business.

Columbia will probably send a man from the west coast to replace Young here.

## IN TICKLISH SPOT WITH OWN CLIENT

**Want Advertiser to Take Initiative in Radio Talent Decisions So That Blame for Flops Is with Client, Not Agency—Loss of Account Costly Penalty of Wrong Picking of Actors and Scripts**

### AUDITIONITIS

By Bob Landry

Chicago, March 13. Doing, or trying to do, business with an advertising agency for radio is, and probably always will be, a game of blind man's buff, in which a lucky grab and catch of the right man is more important than all the carefully-calculated plots.

Advertising agencies differ radically in aspect and outward decorum from theatrical offices. Latter are slovenly operated, noisy, full of confusion, but somehow get a lot accomplished. The ad agencies, with their ritzy externals, are inwardly far more confused in the opinion of observers from show business. Latter believe they are finally starting to understand what makes the clock tick.

Of course, there is one fundamental and vital difference between the theatrical office which usually wants a certain type of act for a certain date in a certain theatre, and the advertising agency which doesn't really know what it wants, or when, because everything it does is simply an echo of the client's distant, mysterious, and unpredictable element.

What occasions much of the disgust among theatrical people is auditionitis, a disease rampant among advertising agencies with the radio eye. Auditions are given indiscriminately. It is not too much to say that so many auditions are sometimes given for a prospective air program that in the end nobody can remember the voices of the persons tried out except vaguely. These auditions end in a bewilderment through as many as six months before the program may actually be launched.

### Hesitancy Noted

It baffles show folks when they hear of some advertiser that wishes to go radio and can't find a suitable program. They are unable to understand the seeming reluctance of the advertising agency to present ideas to the client.

The fact is all too often, that the agency makes no effort to sell the client on any particular type of show. This checking of responsibility for any possible failure of the radio program to accomplish its seasonal aim is human enough. In difficult times like these it's a tough matter to urge an advertiser to spend several hundred thousand dollars on anything so uncertain as the success of a radio program. Agencies are prone to pass the burden of decision to the advertiser on the understandable theory that a board of directors is less likely to condemn a program of its own choosing if it flops. If the period is 'sold' to the board and falls, it can engineer resentments which might cost the agency the account.

It may be truthfully said that radio entertainment causes the ad agencies more misery than newspapers, magazines, billboard brochures, and all other supplementary forms of advertising combined. Radio programs are fertile in trouble possibilities, cause friction between agency and client, and keep the agency on pins and needles. Some admit side-stepping develops among the agencies in consequence and is deemed the better part of wisdom

## Wynn Announces His Air Web as 6 Stations, 27 Clients for Start; Says 'Practically No Advertising'

### Soft Audition

Los Angeles, March 13. Top excuse for a free audition was received by the musicians local.

Quinet wanted to play a 15-minute program over KPAC so that an ill sponsor could hear it in bed.

Ed Wynn called in the newspaper boys Friday night (10), gave them a feed, and told them what a swell bunch they were. He announced he had decided to be a big help to them, that he was going to put them back in business, and incidentally he told them about himself.

'I don't want you to think I'm condescending,' Wynn told the boys. 'I've got a lot of things to say about myself tonight and when I use the word 'I' I don't want you to worry about it because it can't be helped. I have to talk about my own business.'

The news bunch reached around for another bun and Wynn continued. The speech came in the middle of the dinner.

'I'm going to start a third radio chain,' Wynn blurted, pausing for the effect of the bomb shell. 'I'm going to start a new chain on absolutely new principles. I'm going to put the theatre on the air.'

'I had said that for me butter. 'You'll say to me there is theatre on the air and I'll say to you right back again that there isn't theatre on the air. Air isn't theatre. What do you hear on the air? Performer gets started and somebody interrupts to say that his company makes the best toilet seats in the country. That's not theatre. That's not entertainment. That's advertising. And advertising belongs in the newspaper, where you boys work.'

The buns were running short. 'I'm going to throw millions of dollars of advertising right back to you boys. Excuse me for talking about myself, but that's what I'm going to do. I'm going to throw (Continued on page 36)

## U.P. TO BAN AIR NEWS IF A.P., INS AGREE

Karl A. Bickel, head of the United Press, has advised the American Newspaper Publishers' Association that his syndicate stands ready to put an absolute ban on the use of its news for broadcasting if the A.P. and I.N.S. agree.

Bickel put his organization on record in anticipation of the ANPA's convention next month when the association is slated to adopt a policy toward news broadcasting.

In his letter to the ANPA, Bickel declared that more than a year ago U.P. shut down on the network and refused them further permission to broadcast bulletins on events of great national importance. Step was taken, he averred, because the U.P. considered it to be in the best interest of its client newspapers. Associated Press continues to maintain a close watch on the news flashes broadcast by the networks. Syndicate called up both CBS and NBC Saturday and inquired where the chains got their early bulletins on the California earthquake. In either case the explanation was that they had come from the network's own affiliated stations in Los Angeles. NBC listeners got a detailed account of what happened at 11 a. m. EST when the network reversed the circuits for 15 minutes and gave the Richfield Reporter, west coast feature, a cross-country hookup to retail the latest news of the quake.

than inviting future criticism by making show business decisions which they instinctively realize are alien to them.

It is impossible for anybody to know the relationship existing at any given moment between the client and the agency. It is precisely what is most important to the prospective actors, writers, or other talent involved. Advertising agencies are, of course, polished practitioners of the arts of suavity. Try to find out something they don't want known.

### A Parable

A parable, amusing but pat, has recently been cited as that between a man with a radio program who wants to sell it and a tailor trying to sell clothes to an eccentric customer. The eccentric can't be reached direct, but he has a representative who will talk clothes. So the tailor must meet the representative. At first the representative won't even divulge the name of the principal. Nor can the tailor find out how tall or fat the eccentric is or whether he likes green, blue, gray, or black. He is simply told, 'Submit your suits' and, presumably, if one accidentally combines the right color, cut, size and price the tailor may make a sale.

It all amounts to the same set-up of the man trying to peddle a program to an advertiser.

## COWAN-STRATTON HEAD NBC THEATRE CONTACT

Revision of duties in the NBS Artists' Service relieves Ed Scheuing of booking contracts with the theatre circuits. That the artists have been split up between Ruby Cowan and Chester Stratton.

In addition to doing business with RKO, Stratton now also submits acts for Warner houses. Cowan will contact Public, Loew and Fanchon & Marco. Cowan also continues as stage producer for the network's booking office and supervisor of NBC's Monday night auditions.

Shift of Scheuing's theatre booking duties was effected by Harold Kemp, in charge of the artists' bureau.

## Shell Oil and Dobbsie Part Company March 31

San Francisco, March 13. Shell Oil has cancelled its Dobbsie (Hugh Barrett Dobbs) and his Shell Happy Hour program on the CBS-Don Lee chain, effective March 31. Gasoline company has until August on its network time and is shopping for a musical-dramatic show that probably will go on rights.

Dobbsie has been bankrolled by Shell for the past five years, starting out with a \$100,000-a-year salary which was last year cut to \$80,000.

### P. A. SUES TRACY

Arthur Tracy, while playing the New York Capitol last week, was served with a summons in a suit brought by Walter Anderson. Latter claims the warbler owes him \$317 for publicity services. Complaint describes the money as representing three weeks salary.

Debt is alleged to have been incurred while Tracy was playing a two weeks engagement in Chicago.

Radio Directory

As a convenience for readers unfamiliar with who's who in Radio, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.

New York City

NBC (Stations WJZ-WEAF)

711 Fifth Ave. Phone 5-1900
M. H. Attenborough, President
Richard C. Patterson, Jr., Executive V.P.

Department Heads

Donald G. Shaw, Eastern Sales Mgr.
Thos. E. Bellino, Music Librarian
W. J. Bionham, Purchasing Agent

CBS

(Station WABC)
485 Madison Ave.
Wickersham 2-2000
William S. Paley, President

FRED ALLEN

Management
WALTER BATCHELOR
BATH CLUB REVUE

WABC

Sunday, 9 P. M., E. S. T.

LOU KATZMAN

And His LINIT ORCHESTRA

LEON BELASCO

N.B.C. C.B.S.
Wed. 9:30, E.S.T. 12:30-1 A.M.
Woodbury Sat. 11:30-12 M.

THREE SISTERS

St. MORITZ HOTEL, N. Y.
SOLE DIRECTOR HERMAN BERNIE
1610 Broadway, New York

LEON BELASCO

N.B.C. C.B.S.
Wed. 9:30, E.S.T. 12:30-1 A.M.
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1610 Broadway, New York

THREE SISTERS

St. MORITZ HOTEL, N. Y.
SOLE DIRECTOR HERMAN BERNIE
1610 Broadway, New York

Chicago

Edwin K. Coban, Technical Dir.
Paul J. Keates, Sales Research
John J. Karol, Market Research

WOR

Bamberger Broadcasting Service, Inc.
1440 Broadway
Pennyylvania 4-8385

WINS

American Radio News Corp.
114 E. 58th St.
Edison 4-6109

WMCA-WPCH

Kniekerbocker Broadcasting Co.
Broadway at 53d St.
Edison 4-6109

WLWL

Universal Broadcasting Corp.
415 W. 59th St.
Columbus 8-7000

Chicago

Walter J. Erickson, Western Sales Mgr.
Walter Preston, Program Dir.
Frank Brown, Gen. Production Mgr.

Chicago

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Walter Preston, Program Dir.
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Frank Brown, Gen. Production Mgr.

Bank Censorship Felt

Chicago, March 13. Under what practically amounted to an executive order from Washington, a number of comedy programs had to be hastily rewritten last week to delete all gags or reference to banks, moratorium, money strings.

WGN

Drake Hotel
Superior-6109
W. E. Macfarlane, Gen. Mgr.
Quin Ryan, Station Mgr.

WIBO

Michigan-Wacker Bldg.
Anderson 5900
Albert E. Nelson, Gen. Mgr.
Lloyd G. Harris, Production Mgr.

WGES

126 N. Crawford
Van Buren 3600
Gene Dyer, Station Mgr.
Charles Lauder, Production Mgr.

Los Angeles

KHJ
(Columbia Don Lee Broadcasting System)
1170 Hollywood Blvd.
Van Nuys 7111

KFI and KECA

(NBC outposts)
Earle C. Anthony, Inc.
1099 So. Hope Street
Richmond 8111

San Francisco

NBC
(Stations KGO-KPO-KYA)
Pacific Coast Division
214 Sutter Street
Sutter 1920

Los Angeles

KHJ
(Columbia Don Lee Broadcasting System)
1170 Hollywood Blvd.
Van Nuys 7111

Los Angeles

KHJ
(Columbia Don Lee Broadcasting System)
1170 Hollywood Blvd.
Van Nuys 7111

Los Angeles

KHJ
(Columbia Don Lee Broadcasting System)
1170 Hollywood Blvd.
Van Nuys 7111

Los Angeles

KHJ
(Columbia Don Lee Broadcasting System)
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Van Nuys 7111

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Van Nuys 7111

Los Angeles

KHJ
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RADIO CHATTER

East

Danny Winn, Vermont wood chopper, now appearing weekly over WCAE, Burlington, Vt.
John Tierney, of the Burlington 'Daily News', becomes announcer for WCAE, operated by the 'News' at Burlington, Vt.

West

Don Hall trio has been pegged for a Sunday evening period on NBC.
It's a sketch with the Peter Van Steeden orchestra for Ipana toothpaste, with NBC's 'The Peter Van Steeden' Thursday night stanzas, May Usher is being contemplated for an NBC sustaining.

Los Angeles

Ben S. MacGlashan, owner.
Duke Hancock, Mgr.
Firestone Broadcasting Co.

San Francisco

641 South Spring Street
Madison 1170
Frank Roberts, President.

Los Angeles

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Madison 1170
Frank Roberts, President.

San Francisco

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641 South Spring Street
Madison 1170
Frank Roberts, President.

Los Angeles

WBCB, Canton, O., now under joint management of C. W. Hayes and N. S. Walker, who have taken an indefinite leave from NBC Chicago, to spend a month in Manhattan.

Los Angeles

Wade Booth guested for Penzold from Chicago.

Los Angeles

Tests over the new Iowa 50,000-watt, WOC-WHO, scheduled for March 19.

Los Angeles

John O. Henry, manager of KOIL, is the leading possibility for the appointment of federal radio commissioner from the fourth zone, Washington advises indicate.

Los Angeles

KSO probably the only 100-watt station to have 18 remote controls.

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### Lahr, Berle, Holtz Named Candidates For C&S New Show

Chase & Sanborn program will assume a policy similar to that of the Fleischmann Thursday night sessions after Eddie Cantor quits the coffee-roaster's payroll for picture making the end of April. Plan being mapped for the C&S Sunday night stanza calls for changing comedians every three or four weeks and a different set of warbling and dramatic talent weekly. It is also figured to have Jimmy Wallington, the announcer, handle the C&S m. c. assignment. Tentatively mentioned to follow Cantor on the coffee session for a four week stretch is Lou Holtz, with Bert Lahr and Milton Berle also in line for the spot.

### FRED RIPLEY MOVES

Cleveland, March 13. Fred R. Ripley, announcer and former newspaperman, has quit WGAR to become program director and news commentator for WSTR, Syracuse. Ripley was previously radio editor of 'Cleveland Press' and assistant manager at WGAR. Will be succeeded by Clyde Wood as production manager.

## ABE LYMAN

AND HIS  
CALIFORNIA ORCHESTRA  
Columbia Broadcasting System  
PHILLIPS DENTAL MAGNESIA  
Tues., Wed., Thurs., 8:45 to 9 P.M. E.S.T.

### COAST-TO-COAST

## W A B C

### THE GREEK AMBASSADOR of Good-Will GEORGE GIVOT

Sole Direction  
HERMAN BERNIE  
1619 Broadway, New York

### ATTENTION!! SPONSORS!! SID GARY

Radio's Versatile Baritone  
HEADLINING for LOEW  
Entire Loew Circuit to Follow  
RKO, Mary Fortin  
Low, Jessy Hyde-Wm. Morris Agency

## LEONARD HAYTON

and His  
CHESTERFIELD  
ORCHESTRA

SIX NIGHTS WEEKLY  
(Except Sundays)  
via  
Entire Columbia Network  
9 P. M. (E.S.T.)

### For Sale Positively Berle-Proof!! GAGS

A Trial Will Convince You!!  
Al Schwartz-Ivy Brecher  
"The House That Joke Built"  
Room 1011, Times Bldg., B'ry. 9-7157

### Crushing Itchy Fingers

San Francisco, March 13. Theatre managers, broadcasting studios, performers and allied theatrical members got together here last week and went thumbs down on all charity performances wherein free talent is requested. Benefit shows were running riot with everybody requested to contribute something. In cases where all proceeds go to a worthy cause, those requested to contribute will pool and decide whether or not to perform. If benefit is not 100% the request goes in the alley. Where only a percentage goes to charity, people contributing will cut their salaries in proportion to the amount of the gross to be given away. Edict got off to a swell start. First affair following the decision was the Policeman's ball. All talent was paid.

### A. P. TEST CASE MAY DECIDE DISK MATTER

Legal reps for the phonograph companies are following the progress of the court action taken by the Associated Press against KSOO, Sioux Falls, S. D., with a view to making a similar move to suppress the broadcasting of phonograph records. Position taken by the recording men is that if the court rules that the mere purchase of a newspaper does not carry with it the right to broadcast items from it over the air, the same process of law would apply to phonograph masters. Broadcasters have maintained that after a phonograph recording has been sold over the counter the owner is free to play it for whatever purpose he wishes. The barrier that the recorders have yet to overcome, regardless of the eventual decision in the A. P. case, is the music copyright angle involved. Under the license granted by ASCAP the stations are free to broadcast in any form music that is controlled by members of the society, unless it concerns numbers that are for the time being on the restricted list.

### BREAK FOR STATIONS

Birmingham Stores and Papers Argue—Shops Take to Air  
Birmingham, March 13. Fight between local department stores and the three daily papers here has the merchants turning to radio advertising. Stores are presumably after lower rates from the papers and upon meeting refusal have decided to discontinue advertising in the daily press. Trouble arose during the banking holiday when stores felt they should have some sort of relief until after the banks reopened. Apparently the newspapers thought differently. WBRG reported business a little more brisk and WAFI claims a number of contracts ready for closing. Theatres are not involved in the argument.

### Don Lee Gets Cash, Rescinds Cut Order

Los Angeles, March 13. Salary cut of 15 and 10% for employees and talent of the Don Lee Columbia chain was rescinded three days after announced. Cut was in view of the bank holiday, but also to obtain cash brought about the change of heart.

### Discing 'Growin' Up'

Hollywood, March 13. White King Soap is using discs of the serial 'Growin' Up' over several cities this week, starting this week on KFI here; KPO, San Francisco, and KSL, Salt Lake City. Serial has Gay Seabrook and Emerson Treacy in the lead parts they played in the piece over KFWB.

### NBC'S TELETYPE

San Francisco, March 13. Teletype system installed at NBC here for interstation communication between all units of the network. Ed Walker has been taken off the Morse operator's desk and moved to the traffic department, under Paul Gale, where he will edit all communications.

### L. A. Stations Lose 75-90% of Biz Thru Program Suspensions

Los Angeles, March 13. All Coast stations, particularly the smaller ones, were hard hit by the moratorium through cancellation of programs by commercial accounts. One local station lost 90% of its accounts and others lost up to 75%. These suspensions were allowed even though it involved contracts in many cases. Mostly dropping the programs were local dealers.

### HOLIDAY PUTS BACK CHI STARTING DATES

Chicago, March 13. Several postponements of radio programs about to go on the air reported because of the bank holiday. Most important was the General Tire program, with Frazier Hunt, delayed because an important race of the advertiser was marred without cash in Florida and couldn't get back here to sign the contracts. Cerecota Flour requested Sherman and Pratt to consent to a postponement in the stay of their sponsorship of the nut comics over KYW. This was agreed to. Miller Rubber set back from March 6 to March 13 the start of a series of announcements over WMAQ.

### CONTRARY WLW

Chicago NBC Accounts Are Complicated by Renege

Chicago, March 13. Question of renewals for Chappell's 'Rin Tin Tin' program and Reid Murdoch's 'Masked Tenor' are under negotiation with NBC here. Hitch reported due to WLW, Cincinnati, the inevitable thorn in NBC's epidermis, wanting to sell away from both programs. WLW is currently outbidding both shows, but wants to sell the time elsewhere for more money.

### Oppose Expansion of Canada Broadcasting

Ottawa, March 13. Chairman Ezeator Charlesworth of the Canadian Radio Commission, has answered the wide criticism on the proposed expenditure of \$1,600,000 for broadcasting this year under Government auspices by stating that the money to be utilized has been provided by radio owners of the country through the annual radio license of \$2 per receiving set. The commission has announced the purchase of broadcasting stations at Ottawa, Montreal, N. B., and Vancouver, B. C., for which a part of the money is required. Newspapers have said that there is no need for radio expansion this year even though the radio fans themselves have supplied the funds. The money could go into the general treasury to help reduce current taxes, it is claimed.

### Gabbers Warned

Instructions were handed out to the aerial commentators to use the utmost discretion in their remarks on the banking moratorium. Advice was to take extra precautions in reporting the material so that nothing they said could be interpreted as anything but optimistic. In several instances the network program departments protected themselves by reading an advance peek at the commentators' daily manuscripts.

### ACQUIRING A HUSBAND

San Francisco, March 13. Nora Schiller, singer, is leaving KERO this week to marry an advance man, Irving Shulkin, trumpeter in Phil Harris' band. Bride will remain with the Don Lee organization, working on KHJ in the southern city.

### CBS, Chicago, Drops Two

Chicago, March 13. Harriett Cruise and Norm Sherr went off the CBS sustaining payroll last week. Miss Cruise was turned to her home in Nebraska temporarily. Sherr will continue to broadcast from WBBM, where he has a couple of local commercials.

### Renewals

Centaur Co. (Fletcher's Castoria). For 13 weeks, effective April 2, a Sunday afternoon dramatic show, 'Pages of Romance' on the basic blue web (WJZ). General Foods (Diamond Crystal Salts). For 13 weeks, effective April 6, Thursday night sketches, 'Cape Diamond Light', over WJZ, WBZ, WBZA, WHAM, KDKA and WJR. Lambert Pharmaceutical Co. (Lis-taire). For 15 programs starting March 27, the Paul Wing kid program over WEAF and outlets in Schenectady, Buffalo, Cleveland and Detroit. Maxwell House Coffee Firm's showboat program goes into its third 13-week stretch April 6 over 54 NBC stations.

### DUPLICATING WESTERN PROGRAM FOR EAST

Richfield Oil's eastern program will practically use the same setup as on its western periods. Eastern debut goes on NBC and Columbia. Marks the first arrangement of the kind in network broadcasting. In the east, as in the west, shows will carry the same label, 'Richfield Country Club.' Rehner starts its eastern CBS series April 8, taking the 10-10:30 p.m. period over 16 stations. Show here will be framed around Ernest Glendinning, m. c.; Alex Morrison, golf pro; the Barthell, a male quartet and the Ernie Gaudin orchestra. On the previous Friday (31) night the same combination, with the exception of the femme waiter, will premier a half hour period over 10 NBC stations. Both contracts are for a minimum of 13 weeks.

### GOOD OLD FRANK

Trying Merrilwell Series for Kid Attention Via Disks  
Standard Brands is testing out the Frank Merrilwell fables as a kid attention puller by way of the disk route. Series of episodes have already been recorded and placed on several widely spread stations. Adaptation of the stories to network purposes depends on the reaction to the spot broadcasting tryout. If it goes chain the program will carry the Royal Gelatine label. But they don't say anything about Dick, Frank's brother. The only two guys who could throw a double curve.

### News Review Seeks Film Bit Players for Parts

Los Angeles, March 13. First concerted effort here to obtain film bit players for radio is being made by Bowman, Dute and Cummings advertising agency. Screen players are particularly wanted for the Pennzoll News Review, a weekly half-hour similar to 'March of Time'. Agency has asked co-operation through the Motion Picture Relief Fund.

### COOK'S NEW COMMERCIAL

Phil Cook returns to the networks April 3, his new paceback coming from Boris Meyer Co. Program will also carry a dance combo and plug the Ingram brand of shaving cream. Release will be over NBC's blue (WJZ) link 8:45-9 Monday and Wednesday nights. Term is for 13 weeks. Cook's last ether contact was with Quaker Oats. Arthur Levy, former picture p.a., is now printing and selling individual music manuscript paper for Hollywood studios and composers.

## RUTHETTING

GLORIFYING THE POPULAR SONG  
ON  
CHESTERFIELD Program  
COLUMBIA-COAST-TO-COAST NETWORK  
MONDAY and THURSDAY, 9 P. M. E.S.T.




### Phil Baker \$3,700 Show Most Costly from Chi; Plume for Local NBC

Chicago, March 13. Chicago NBC has high hopes that the pending Armour program which starts this Friday (17) will do much to refute the claim that important and costly radio programs can't originate in Chicago. A weekly budget of \$3,700 in Armour's backing of its own wish to create a program that will compare with Chase & Sanborn, Texaco, and other topnotchers of the east. Phil Baker is the personality around whom Armour is building its elaborate program. He was imported from New York in one of the biggest deals for a headliner ever made in and for Chicago. Baker got the permanent berth after auditions of Harry Richmond, Walter O'Keefe, George Rockwell, Phil Cook, and Julius Tannen had been held in the east. Completely new talent lineup goes on the Armour half hour along with Baker. Included are the Ambassadors, male quartet, Neal Sisters, trio, and an orchestra headed by Roy Shield. Only Amos 'n' Andy of the Chicago NBC programs are near the \$4,000 bracket in weekly expenditure. Blackface team is temporarily broadcasting from New York at present.


## GUS VAN

OLDSMOBILE PROGRAM  
WEAF "Red"  
Network  
Saturdays  
9:30 to 10 P. M.  
Now Appearing  
7th Ave., 52nd St.,  
New York City



## BURNS & ALLEN

DUMB CRACKERS  
ROBERT BURNS  
PANETELA WABC  
Every  
Friday  
Evening  
at 9:30 P. M.  
Dr. W. MORRIS AGENCY



## KIT-CAT LONDON ROY FOX BAND

B.E.C. Network Decca Records

## CHIPS BROTHERS

4 Boys  
and a Guitar  
COLUMBIA  
BROADCASTING  
SYSTEM  
Special Arrangement  
Thomas A. Swannell  
Mills Broadcasters  
777 Seventh Ave. New York  
8:15 P.M. Mon-Thurs.







# 25-50% CUT FOR ALL ACTS

## SCANDAL SHEET BLACKJACK SQUAWK

Charging he accepted a \$50 date two weeks ago at the Cosmopolitan, New York, for 50% cash and the rest in certificates, Aladdin, musician, has filed a complaint with the RKO booking office, in which he claims he has not received the advertising.

The ad, says Aladdin, was to have appeared in the scandal sheet which C. F. Zittell publishes on the side while running the Cosmopolitan.

He was booked on the part salary and part advertising basis through the RKO office by George Godfrey, Aladdin declares. His agent was Nat Sobel.

The advertising blackmail used on acts submitted by RKO agents for the Cosmopolitan was responsible in part for George Godfrey's recent dismissal from the booking floor.

Godfrey had previously been removed as the RKO booking head, but permitted to hang around the floor as the Cosmopolitan's booker.

## GARRICK, CHICAGO, GOES VAUD ON SHARE TERMS

Chicago, March 13. Garrick theatre opens Friday with vaudeville headed by Henry Santrey orchestra and Sanabria Television demonstration.

Other acts, Haze Walton, Samami Michi, Harry Foster, Welch, Betty and Burnett. Dick Hoffman of Consolidated Agency booking.

Barrio and Chicago, go vaud on sharing terms similar to legit system with agency paying salaries.

House operated by Ray West and Ralph Kettering. Stand at 35 and 45 cents.

## Big Cruise Show

Several winter cruise boats carrying professional shows are due back in New York this week, including the Mauretania, which sails again on a 12-day cruise Saturday (18). Two cruises have been cancelled, the trip of the Volendam, due out Saturday with a show, being off.

The Mauretania will carry a name show, those booked to appear including Belle Baker, Dora Mughannam, James Wolf, Leon Navarro, Barto and Mann, Joe Ray, Russell St. John, Edith Gray, Sam Boy, Zanou and Kaz, Nordstrom Sisters and Baron and Blair. As usual, a special show orchestra is also carried.

## Balto's 15-20-25 Vode

Baltimore, March 13. Sudden switch in plans (blame the banks, like everything else) brings the reopening of the Auditorium with vaudeville on Saturday (15). Original date set by Jack Levine, operator of the spot, was March 9. Policy unchanged, however, eight acts out of the Dow office, billed locally as Paramount Vaudeville, in conjunction with short film subjects. Prices 15-20-25, and kids always for a dime.

With the switch in Auditorium opening, comes the reopening of the Rivoli, former vaude spot, as straight film.

## Wayburn Girls Sail

Paris, March 3. Sixteen Ned Wayburn girls left here yesterday (2) for New York after a three-month engagement at the Rex. Mrs. Kirk McGee, captain of the girls, here with them all the time sailed back with them.

Left at the theatre new stage show purposes are the 12 Rex Appeal Girls and the 36 Mangan Tillerex.

## Anything's Net

Boston, March 13. Stan Willis, theatrical booker, wired a vaude act as follows: "Can use you next week, Boston; state lowest salary." Book came the reply—collected: "Wire okay; where do we report?"

## Bill Big Town Radio Personals 100 Miles Away for Farm Trade

Washington, March 13. Local Low exploit staff has learned valuable lesson about radio names. They're plugging 'em in the sticks now.

Low never did go in for much stuff in surrounding ruralities. Hicks wouldn't come 30 or 40 miles to see picture they could wait for on own town screens anyway. And stage names didn't interest them.

But radio is different matter. Every country store and farmhouse has radio set now. And, while Eddie Cantor was just a picture on a calendar two years ago, he's an idol now to farmhands.

Same goes for Amos 'n' Andy. Loew used hillbilly, heralds and teaser ads within 100-mile area surrounding Washington. Result is good grosses, with mud an inch thick on some of the Fords that pull up at Fox.

## Anderson Arrives, Will Stage for Music Hall

London, March 4. John Murray Anderson sails on the Bremen March 8, after an absence of nearly two years, to produce a couple of spectacles for the Radio City Music Hall. (Bremen arrived in New York yesterday (Monday).)

He will also negotiate with Eugene Leonovich to star in 'Ballarina', which he definitely intends to produce in London in the fall. Failing to get Leontovich, due to the success of '20th Century', Gloria Swanson may be given the part.

Before sailing, Anderson received an offer from Clifford Whitley to stage a presentation for the Mariene Dietrich debut in London, listed for early in May, but he will not be back in London till August.

No deal has been closed with John Murray Anderson by the Radio City people. The report was that he intended to produce a couple of shows at R. C. is accounted for by some talk which had around two months ago with Anderson's brother in New York. That at the time the R. C. folks thought there might be a chance for Anderson to come in and produce separately for the one of the two theatres, where the R. C. people wanted to buy a policy at the RKO Roxy that would be different from that at the Music Hall.

However, there is still a possibility that when Anderson docks in New York he may discuss things further with the R. C. people and it is likely that some kind of a deal may be made. He is not coming to replace anybody.

## BOW VS. EXIT DEBATE

Cleveland, March 13. 'When is a bow not a bow?' This was the cause of a backstage argument last week at the RKO Palace conducted by Billy Glason and Frank Hines, house manager.

Ruling at the Palace limits all acts to two bows. At the first show last week at the RKO Palace, Hines accused him of taking three. It seemed that Glason's first exit was regarded as a bow by the manager.

"When is an exit a bow?" asked Glason. Hines said the two-bow order came from J. J. Franklin, RKO's local division manager.

## MAJOR CIRCUITS IN AGREEMENT

Decided Yesterday (Monday) at Meeting of RKO, Loew, Warner and Paramount Heads—Will Ask Acts Cut 50% for Eight Weeks, or 25% Until Sept. 1—Agents as Official Cutters

## STARTS MARCH 23

After two years of nothing but cuts for them, vaudeville acts will be asked to cut again, this time up to 50%. It was co-jointly decided at a meeting late yesterday (Monday) between the four principal variety circuits.

Described as a 'constructive' step in an announcement issued after the meeting, the salary cuts will be either 50% for eight weeks, or the alternative of 25% from now until Sept. 1.

The slice commences March 23 (Thursday) for theatres opening on that day, or the 24th or 25th for theatres opening Friday or Saturday. It goes for acts under contract, with their consent, for bookings beyond that time, as well as for all acts booked thereafter. The agents have been assigned to the task of arranging the cuts on behalf of their respective booking offices.

Meeting was attended by Martin Beck and Harold Franklin of RKO; Ed Schiller, Louis K. Sidney and Marvin Schenck, of Loew; Sam Dembow and Harry Kalcheim, of Publix, and Steve Trilling, of War-

(Continued on page 33)

## PAR'S \$16,000 SHOW PLUNGE

Despite conditions the Paramount, New York, next week (17) will play its most expensive stage show in several months. With the Ben Bernie band and Walter Winchell headlining at a joint \$13,500 and Lyda Robert at \$1,750, total cost will be around \$16,000. At that figure house must do better than \$50,000 on the week to break.

For the following show the Par will headline either George Gershwin at \$6,000, or Beatrice Lillie at \$5,500. Gershwin is set for an indefinite postponement. Winchell at \$7,000 single will be getting more than Bernie and the entire Bernie band. Latter salary for the Par week is \$6,500. The New York 'Hit Miss Lillie' booking last stage date was at the Palace a couple of years ago for \$4,000, took the Par booking when the receivers raised the offer from \$6,000 to \$7,000. He had turned down the lower figure.

## GARDEN'S PARIS DATES

Mary Garden is going to Europe for picture house dates, first to be an appearance at the new Rex theatre, Paris. She's due there week May 5 and will sing excerpts from Gustav Charpentier's 'Louise,' with the composer conducting the 60 piece Rex orchestra.

Francis Mangan is preparing a special stage show to be built around Miss Garden. Demarest, Hope Vernon Team Bill Demarest and Hope Vernon have teamed up as a new combo for vaude. Miss Vernon formerly did a single.

## New Vaude Drop-Outs Leave Total RKO-Loew Time Around 20 Weeks

## Hillbillies' Feud

Huntington, W. Va., Mar. 13. That's a feud on among the hill billies again—the Hackleys vs. the Grays. But it's only over some vaudeville material. Otto Gray has asked for an injunction here against Ken Hackley. Hackley claims 'Otto Gray and His Oklahoma Cowboys.' Hackley's turn is known as 'Ken Hackley and His Original Oklahoma Cowboys.' Gray claims Hackley is using material copyrighted by himself.

## Deluxers Drop Stage, Detroit Minors Grab Chance; Gate Responds

Detroit, March 13. With stage shows eliminated at the Fox and the two weeks' notice up at the Michigan, only one first run looks definite for fresh shows. That's the RKO Downtown which counts on another month's trial for vaude.

As a reaction, however, plenty of grind houses are going for stage entertainment. Right for the Michigan Smith has had week at the Michigan called off due to conditions.

With a salary of \$6,500 to pay, Publix here didn't feel that conditions were right for that kind of money until the sky's clear.

## Frozen Funds Block Detroit Fox's Vaude

Detroit, March 13. The local Fox under management of Dave Idzal had to eliminate stage shows because of bank closing. House had operated the past 30 weeks at a profit and had a surplus of \$26,000. With the closing of bank about \$3,000 in cash was on hand and under the terms of the receiver's house is legally restrained from going into debt. When the \$3,000 is gone, the bank will go bankrupt.

For the first week of straight pictures 'State Fair' was brought back for a return. Getting a nice play profit is expected to be added to the present surplus of \$3,000.

## Magicians Sponsor Ct. Bill on Expose Advts.

Hartford, Conn., March 13. One performer after another mystified legislators at a public hearing in the assembly over a bill to prohibit magic exposure.

The bill sponsored by the Society of American Magicians is an attack against cigarette advertising that is 'exposing' the methods used by magicians on stages throughout the world. The bill provides that 'no person, firm or corporation shall publish or disclose methods or secrets of any professional entertainer. No one but magicians appeared before the committee at the hearing in opposition to the measure.

Julien J. Proskauer, member of the Society of American Magicians, was master of ceremonies for the show presented before the judiciary committee.

Mr. Proskauer told the committee the cigarette advertising and exposures of tricks were depriving magicians in private fields and others on the stage and in vaudeville from a livelihood and make unprofitable a 'clean entertainment.' 'What the fate of the bill is still a question. Measure was left open for further consideration.

RKO dropped the vaude in Omaha Saturday (11) and has posted notice in Cincinnati and Toronto. Loew changes to straight pictures in Montreal March 25 and possibly four or five other spots by then or April 1. These immediate reductions cut the two major vaude circuits' joint playing time to about 20 weeks.

Indications are that by spring Loew and RKO between them will have hardly a dozen weeks of time to offer.

Yesterday (Monday) the two booking offices stopped all consecutive booking, due to uncertainty of their respective theatre departments over continuation of stage shows. Henceforth both will restrict all bookings to week-to-week basis.

Another dent in the major playing time may occur at Publix where none of the present five picture house weeks is certain to stay open. The other major stage book, Warner, has been down to two and a half weeks for some time.

## PAUL WHITEMAN'S NEW BAND POLICY RKO ROXY

Opening of the new band policy at the RKO Roxy hangs on the musicians' union which is insisting that a house aggregation be kept on in addition to the Paul Whiteman aggregation which is slated to start the new policy for RKO March 24. Matter is now in negotiation.

The RKO Roxy will have specially produced stage shows under direction of Albert Johnson. Originally, Johnson was to assist Leon Leontovich, Radio City's general stage, Johnson is from legit.

Roxy will go to a 55c top week-days and 75c Saturdays and Sundays. Russell Markler's Roxxyette will be retained.

Opening picture on this new policy will be 'Private Jones.' General aim is to take the RKO Roxy out of competition with the R. O. Music Hall.

## One-Third Cut for Acts In H. O. at Warners, L. A.

Los Angeles, March 13. Owing to the bank holiday '42d Street' was postponed till March 15, with the previous week's picture and vaude acts being held over for an additional six days. In remaining at the house the acts accepted a 33% cut.

Premiere of '42d' will be held at Warner's Hollywood tomorrow night, instead of March 8 as first planned, with the picture playing day-and-date with the Downtown beginning tomorrow (15).

## Band Scale Balks Stage At Warners' Hollywood

Hollywood, March 13. Inability of Warner theatre execs and musicians to get together on a wage scale has caused WB to abandon plans for installing stage shows at this Hollywood house. LeRoy Frink had been employed to stage the presentation.

At the Warner Downtown vaude is continuing on a week-to-week basis because of differences with the musicians.

## Back to Grease Paint

After two years in the lingerie business, Murray Barton, formerly of Oliver and Barton, is back in vaude with a femme partner. Act is Barton and Coe.

In the two years, Barton's lingerie biz expanded to four shops. They all folded a couple of weeks ago.



**BECK AT \$300 A WEEK FROM ORIGINAL \$1,000**

If Martin Beck accepts the 50% salary cut that is mandatory for all contract employees, the RKO vaude booking head's salary will have shrunk 70% in less than a month. Beck, after holding out, after everybody else at RKO had taken last month's slice, finally agreed to accept \$300 a week in place of his former \$1,000. The new trim will cut him down to \$300.

**Would Evict Orph Co.**

Des Moines, Iowa, March 13. Action to force surrender of the Orpheum theatre has begun in municipal court by leaseholders. The action is brought to obtain a new lease. Plaintiffs are Bonnie L. Elbert and Ellen C. Getchell and action claims the Des Moines Orpheum co., subsidiary of RKO, has violated its sub-lease by failing to keep the property in repair. Surrender of the property is asked by court ordered distinction; he was the most prolific benefit player in the business. He claimed the all-time all-around championship in that class.

**Vallee Opposite Ulric!**

Harold Vermilyea, who opened at the Paramount, Feb. 19 (13) to do scene opposite Ulric from 'Lula Belle,' was dropped the following day. For the balance of the week Rudy Vallee is doubling for the 'Lula Belle' bit.

**Morros Home, but Active**

Boris Morros is laid up at home with tonsillitis and grippe, but is directing his Public operating and stage show activities from his sickbed. Following the first attack, Morros returned to Public one day last week and had to be taken home.

**TWO DAYS OF VAUDE**

The Empress, South Norwalk, Conn., goes to two days of vaudeville Friday (17), playing five acts on Fridays and Saturdays, booked by Fally Markus from New York. House, operated by Walter Murphy independently, has been in straight pictures for some time.

**PLEASE TAKE NOTICE**

N. Y. Express Storage Corp., of 333 West 43rd Street, will dispose of all baggage and theatrical paraphernalia stored with them for unpaid storage. Anybody having property in their storerooms please call to claim same, as they must move to smaller quarters.

**Zohbel as Trustee in Interstate Bankruptcy?**

Herman Zohbel may be named trustee in bankruptcy for the RKO Southern Corp. (Interstate Circuit) at a creditors' meeting which is to be held Thursday (15) in the Federal Building, in Wilmington, March 27. Meeting is scheduled for 10 a. m. Same place, same day at 1 p. m., there will be a creditors' meeting of the RKO Western Corp. (Pantages). John Moroney, attorney for the Karl Holmelle theatres in Texas, arrived in New York yesterday (13) for a confab with the RKO people before proceeding to Wilmington for the creditors' meeting of the RKO Southern Corp. Wilmington meeting is on for Thursday (15).

**All-Picture Benefit Hits Champ Volunteer**

Bookings were scarce and he hadn't played many theatres lately, but he came to the fore when he was the most prolific benefit player in the business. He claimed the all-time all-around championship in that class. On Wednesday he set a record playing benefits 28 days out of 30, taking the two days off to play with his kids. On several of the 28 days he gave three and four shows each. On one day he played a benefit before breakfast. All of which gave him an international rep as a benefit player.

But now came his crowning achievement, a benefit for the Amalgamated Pretzel Growers of America. No pay but lots of prestige, he figured. He rehearsed day and night for two weeks, slept little and barely taking time out for lunch. He bought a new tuxedo, paid a gag man for some new material and whipped together the best benefit act he had ever had. At the end of two weeks the act was in perfect shape. He awaited the next night anxiously. He hoped they would give him a good spot. The man he walked up to his door with a letter. The return address on the envelope said Amalgamated Pretzel Growers of America. The champ benefit player opened the letter. It read: 'We are sorry to disappoint you, but the board of directors of the Amalgamated Pretzel Growers has decided at the last minute to change the policy of its benefit performance this year. Your services will not be required, since the board has voted to go straight pictures. Instead, they will be made up of a feature picture, newsreel and an animated cartoon.'

George Brown, who composed 'Have You Ever Been Lonely,' has decided to use his real moniker, Billy Hill, in future.

**8 F&M REGIONAL UNITS ACTIVE, 5 MORE ON WAY**

Fanchon & Marco now have eight regional unit production centers set up with shows already under way for showings in each. The most recent to open up is the Imperial, Toronto. Latter was opened Thursday (9).

The firm has around five additional spots in prospect with showmen who are negotiating for the regional setup. Spots now giving their own F. & M. supervised shows include the old Rox, Broadway; Paramount, Los Angeles; Fox, St. Louis; Fox, Brooklyn; RKO Boston, Boston; Imperial, Toronto, and the Strand, Vancouver.

On Wednesday M. D. 'Doc' Howe will leave New York to arrange for the opening of the additional regional setups now in negotiation. Under the F. & M. regional setup, theatres have their own shows under local producing and theatre management. Under that plan, transportation charges and other overhead is eliminated, while at the same time permitting located theatre management to book their own material direct through F. & M.

**LOEW MEETS SAENGER'S SCALE, RKO STANDS PAT**

New Orleans, March 13. Loew's State has slashed admission prices to 40c top. Formerly 60. Price move made to conform with Saenger scale across the board. RKO Orpheum still maintains top of 66c.

First flight of Loew vaude acts supplanting F. & M. at State currently. Acts all drove down from New York. They said they had plenty of time before opening, and will have more time when they drive back.

**25-50 Pc. Vaude Cuts**

(Continued from page 27) It was held in the RKO executive offices at Radio City. Following the exec session, at which the cut terms were discussed and agreed upon, the combined RKO and Loew franchised agents, with the latter also including most of the agents doing business with WB and Public, were called in and advised of the cuts in open form. Schiller and Dembow did the speaking for the circuits. The agents asked only a few minor questions, all being resigned to the knowledge that they were not being asked, but told, to cut—or else.

For many acts the new reduction will bring their salaries down as much as 15% within a year or two. It's worded by the agents how it can be done. With little playing time left, the booking offices have nothing to offer but promises.

Unlike other actors in pictures and elsewhere, the vaudevillian has no assurance of employment, even at reduced income, while for those acts who manage to find a week or two between now and Sept. 1 that week out of two will be on a 25% or 50% cut.

**Circle Drops Vaude**

Moe Goldman's Circle, New York, after two weeks of stage band shows, returned to straight pictures last week. Goldman and the banks declared their moratoriums at the same time, but for different reasons. The Dows were booking the house.

**HERE AND THERE**

Arlo has succeeded Rex Koury as organist at RKO's Palace, Albany, N. Y. Roosevelt hotel, Hollywood, has not replaced the Hal Grayson orchestra which went out two weeks ago. Blossom room will remain musical. DeSylva, Brown & Henderson has shut down the Chicago office and slashed its representation in that city down to Al Stool and an assistant on the studio and cafe contacts. Joe Manne has been the branch manager.

**B&K Start Booking Downstate Vaudfilm**

Balaban & Katz took over the Orpheum, vaude-film house, Monday, marking the first downstate venture of the Chicago theatre chain. Management is assumed by the Great States Theatres, but B&K will supply the stage attractions, the Mills Bros. being the first. Ralph Lawler, manager of the Orpheum in Bloomington, is manager of the house, succeeding William A. Singer, who has returned to Chicago.

**Upstate Vaud Row Ends**

Glens Falls, N. Y., March 13. Edward W. Chapman of South Glens Falls has been named manager of the Park theatre by Fred E. Colburn of the Rialto Operating company. He succeeds Harry Allen, who will become associated with L. J. Carkey, lessee of the Rialto and Empire theatres. Chapman has been affiliated with the Park theatre since its reopening on January 21. He stated that the same policy adhered to in the past will be continued. The local vaudeville row in progress for several months has been called off with the retirement of F. A. Dana from the Empire Theatre management. L. J. Carkey, D. A. Collins and F. E. Colburn of the Rialto Operating corporation have taken over operation of Rialto, Empire and Park, running vaudeville seven days at Rialto, first runs at Rialto and Empire and second run at the Park.

The Paramount under newly appointed management of George Brown of New York is running first-run screen attractions, while the State, owned and operated by Fred Mausert, is running second-run features.

**Bowled Over By Dog**

A big police dog bowled over Margaret Young (Mrs. Charlie Mosconi) a month ago and she's still on crutches.

The dog was chasing a ball in front of Dave's Blue Room where the accident happened.

**SOLONS NOT FANS**

Augusta, Me., March 13. The vaudfilm at the Capitol, Augusta's new theatre, has been discontinued. The presence of the Maine legislators attending the 86th Maine Legislature did not bring enough added patronage to warrant keeping the theatre running.

**F. & M. Down East Spills**

New Haven, March 13. Two split weeks have been added to the Fanchon & Marco books. The Elm Street, Worcester, and the Globe, in Bridgeport, are going vaude and films beginning March 30, on order of Harry Arthur, operator of the Poli theatres. Scale will be 15 and 25.

**MUSICIANS NIX THE WB DOWNTOWN WAGE CUT**

Los Angeles, March 13. Musicians' Local 47 is turning down all requests for a downward revision of wages of its members now working in theatres, restaurants, clubs, etc.

In keeping with the general cut of 25 to 50% in salary of employees at Warners Downtown, musicians had been asked to accept a 10% off. Directors of Local 47, raised it.

Warner execs are meeting this week with heads of both the musicians, and stagehands Local 33, to discuss the wage proposition further. The representatives had previously readjusted its scale for the circuit.

**Drop 'Voice of RKO'**

Chicago, March 13. 'Voice of RKO' theme song has been eliminated from the weekly radio programs of the Palace theatre over WB & N. 'Look Who's Here' has been substituted. Action is a further dropping of identification with the circuit by the Blumberg-operated houses which are in receivership, the Irving Trust of New York in charge under the court.

**CHANGES IN NEWARK**

Newark, March 13. Clem Murphy has been transferred from managing the Branford to the Ritz, Elizabeth where stage shows are the permanent policy. Robert Paakow succeeds. Cameron Dooley has left Warner's booking department to resume as district manager again. Frank Heller is new manager of Roosevelt, Union City. Harry Ellis, formerly assistant manager of Garden, Paterson, has succeeded James Maloney as manager. George Morgenthau is the new manager of the Goodwin. All Warner houses.

**VAUD FOR SO. JERSEY**

Philadelphia, March 13. Ritz, Oaklyn, N. J. and Liberty, Camden, have added vaude three days weekly—Saturday, Monday and Tuesday. Both playing three acts. Shows are booked locally by the Finkelstein office.

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## No Time to Fight

This is no time for a scrap between the amusement business and labor. If the theatre and the picture business believe they must have immediate relief from within their ranks, and if both the players and mechanics feel that the theatre and the picture business are extravagant in their salary curtailment demands, there must be a middle ground upon which all sides can stand and arbitrate while keeping those who have work working.

At a period when the entire country is hitching its wagon to the same star, the new Administration, the theatre, the film and the unions may find it rather difficult to look themselves in the face, let alone a valiant public, if they permit bickering to close the theatres of the country at a time when they can do much to help a rebounding national morale.

Intra-industry quarrelling is not the spirit the country wants to see and if the amusements' boast, that it has never flinched in a national crisis, is to be upheld, the current difficulties have no place in the general scheme.

The conclusion that may be drawn by the public and press of the country is that both pictures and the theatre are evidencing but little faith in the ability of the nation to carry through these critical days by their demands of drastic reductions in pay for the personnel. It is true that some of the picture contingent can well stand a 50% slash in income, but the majority cannot, particularly when recalling that many in the rank and file have already taken two and three cuts.

If the producers and managers want to wait and see how the public is going to react toward the screen and stage, now that the banking holiday has ended, it seems the spot for some temporary arrangement until it can be discerned which way the wind will blow; after that, the knifing may have to be as severe as is being proposed or, perhaps, no reductions at all for those who have already received two or more paycheck setbacks.

The situation is critical for show business. It is vital to many financially and to all psychologically. There should and must be consideration for the other fellow by all concerned.

It's no time to fight.

## Inside Stuff—Radio

(Continued from page 32)

and this network devoted some three midday hours to national affairs, splitting its microphones between the House and the Senate.

The radio attaches turned in a corking piece of work, particularly as regards the Senate where those in charge were highly successful in inducing several senators to express their views on the President's emergency measures regarding the banking situation. It was not only timely but dramatically pregnant with the significance of the occasion and, of course, first class showmanship by the web.

Practice of business concerns taking for their own use widely publicized theatrical names, like Roxy and Paramount, has a counterpart in a group of independently owned upstate N. Y. grocery stores which are called 'The WGY Stores,' after General Electric's Schenectady station. Title is not only carried on store signs, newspaper ads, etc., but also on a full line of canned goods and other groceries.

Presumably the chain did not have to obtain WGY's consent, the courts having decided in the case of Roxy that the title could not be restricted solely to his New York theatre.

After two years of broadcasting orchestras from the NBC Times Square studios, with a glass curtain between the musicians and the audience, it's just been discovered that with the curtain up or down there's no difference when it comes to tonal reception on the home loudspeaker. Recordings made of pickups, with the curtain up and down, failed to show any distinction.

Only time that the curtain has been raised is when comics used the apron mikes and the commercial wanted to get the audience reaction into the broadcast.

Taking the attitude that in a national emergency the antagonism between press and radio should be put aside, the Hearst, N. Y., 'American' one day last week gave prominence in a box on its second page to an item reporting that the opening of the extra session of Congress (9) would be heard over NBC and CBS.

Details of what part of the session would be heard over the air were included in the story, which had been moved forward from the radio section. Other N. Y. dailies elected to let the news item remain in the radio department.

Immediately following the President's original banking proclamation, NBC assigned an engineer to do nothing but keep monitoring the line between Washington and New York so that the President could go on the air at a minute's notice. Also to provide for the broadcasting of any further proclamations of importance concerning the banking situation.

President's order of last Thursday (9) night extending the moratorium was transmitted over this wire less than five minutes after it had been released at the White House.

Both CBS and NBC in Chicago broadcast the Cermak funeral last week (10), but the outlets were local only. It was considered likely

## Inside Stuff—Music

The more liberal viewpoint still, say the music publishers, obtains at CBS when it comes to scanning lyrics of a song. Rarely does CBS parallel NBC in barring the lyrics of a pop number from the airwaves, or request a publisher to revise the wording of a lyric, declare the music men.

Among recent releases to come under the NBC blue pencil are 'Young and Healthy,' from Warners' '42nd Street' film, and 'Lover,' a Famous Music copyright. In both instances NBC informed the publishers that the lyrics stood barred unless lines revised. In both instances the music men complied with special radio versions.

Contrast between the two chains' viewpoints was also exemplified by the way they handled the 'You Are So Beautiful' number from Jolson's 'Hallelujah' picture. NBC demanded a new lyric and got it, while CBS saw nothing wrong and passed it as is.

Jimmy Campbell's song writing activities on the Coast have already evolved four tunes partly to his credit. With Con Conrad and Gus Kahn he's finished 'First Thing I Knew' and with Conrad two others titled 'Come a Little Closer' and 'Lay Your Head on My Shoulder'. The fourth, 'Would You Believe Me Sweetheart', has Conrad and Sam Coslow as co-authors.

Coslow is arranging a leave of absence from the Paramount studio the week of June 10 that he can call for Europe with Campbell to complete other tunes with the English writer-publisher.

As the past week wore on the pinch of decreasing orders became proportionately acute for the Music Dealers Service, though the usual percentage of C. O. D. accounts wasn't affected as much as had been anticipated.

Regardless of the banking stricture, dealers were kept down to their credit limits. The indie jobbers assumed a policy of taking care of their old accounts, within reasonable credit limits, but accepted no new business unless on a C.O.D. basis.

Two additions to the current cycle of optimistic pop songs are 'Roosevelt Is On the Job' (Feist) and 'Moonlight Millionaires', the latter a Shasta Bernstein effort.

Both the lyrics and melody of the Roosevelt ditty were turned out by Jack Nelson of Lord & Thomas, ad agency, while the 'Moonlight Millionaires' theme was authored by the Irving Kahal, Billy Rose and George W. Myer combination.

Jerome Kern has modified his air ban against the use of his own compositions. Now okay to broadcast anything of his, he declares, as long as the show the number is from is given mention. Writer is especially interested in seeing that 'Music in the Air', his current Broadway production, is given credit.

Both NBC and Columbia program departments have agreed to the enforcement of the Kern provision.

Rather than take a chance on having a song barred from the network, several publishing houses are making it a habit of submitting in advance to Joe Higgins, NBC's official censor, any lyric with a questionable line. Music men's angle is that it saves them the trouble of having to change it eventually anyway, and also from losing out on plugs while the revision is being made.

Wilford Watters, former music editor of the Havana 'American,' and who died there Feb. 20, was well known in the music and concert field.

Watters always took friends for trips around the city and delighted in contacting them with Cuban music, and the Cuban home life which most tourists miss. He had been a leading light opera baritone of 40 years ago in New York. He taught voice in addition to his newspaper work.

Victor's transparent picture disks started out better than expected from the sales viewpoint. These sell at \$2 a copy, with close to 7,000 sold on the first issue of its kind on the Victor lineup, a Nat Shilkret melody of 'Music in the Air.'

Firm has followed up with a Whiteman record called 'A Night at the Biltmore.'

One phase of band booking hit hard by the banking situation are the college proms. Offices specializing in these dates came in for wholesale cancellations, but in most instances a future date was appended.

Among the colleges that put off dancing to a later date were Dartmouth, Lafayette and the Universities of Ohio and Cincinnati.

that the ceremonies would be nation-wide, but this idea was dropped when the funeral arrangements proved vague.

With delays in starting and due to the cavalcade, etc., the networks figured the time element was too risky, as everything was certain to be late. It would have disrupted the entire day's broadcasting schedule.

J. V. Connolly, International News Service prez, denies that a desk man with the syndicate had authorized NBC to give the INS credit for the bulletin broadcast on Senator Walsh's death. NBC program department version is that after the A. P. had turned it down it obtained a confirmation of the item and an okay to use the INS tag from that source.

Kate Smith, current at B&K's Chicago theatre, was offered gratis to sing at the late Mayor Cermak's funeral, according to a story from Chicago.

CBS presumably made the offer which was not accepted, as such an appearance was deemed inappropriate by the committee handling the public funeral in the Stadium.

ERPI has settled the general quawk among station operators against its rental arrangement on turntables. Electric has slashed these rates to 50% of their original level.

Number of outlets had already pulled out their equipment when ERPI decided on the reduction solution.

NBC execs have found a new place in which to dine and entertain important clients and out-of-town station men affiliated with the network.

It's the office-apartment suite which Roxy had built for himself in the Radio City Music Hall.

Some 14,000 phone calls made by J. Walter Thompson agency determined in two hours more popular than morning.

So the agency has moved its Coast 'News Pictorial' for Langendorf bakery, from an early a. m. spot on KGO and KFI to 3 p. m.

CBS' New York office paid off both personnel and talent last week with 25% in cash, balance, by check.

NBC had no payroll worries, since there the ghost only walks the first and 15th of the month.

## 15 YEARS AGO

(From 'Variety' and 'Chippie')

Circuses on the anxious seat. Government undecided whether not they could have railroad transportation even with their own cars. Labor was another headache.

Gaili Cured announcing she was to have her own theatre in the heart of New York. Not built yet.

Klaw & Erlanger bought the prospect in the William Harris, Sr. estate, acquiring several theatres.

N.V.A. ordered newly formed team of Swan and Mack to change its name. An attempt to trade on the name of Swor and Avey. So Charles Mack and Swan took the name of Moran and Mack. Swor and Mack had recently been partners.

Booking office followed Sophie Tucker's lead. Ordered out all song plugs for peace.

Billy Sunday was holding a revival meeting in Chicago. Turned so many away the opening Sunday that the overflow filled the theatres.

Peggy Hopkins, then just a chorus girl, was offered a place in the Besie McCoy act. Not yet a Joyce.

Coney Island alarmed at the prospect the government would develop Coney Island Creek, Gravesend and Sheepshead Bay into a shipping center. It would have wiped out the amusements. Just another rumor.

Al Woods was opening his theatre in Chicago and describing it as 'the most beautiful playhouse on earth.'

Heywood Brown in a criticism in the 'Tribune' called Eva Tanguay 'the paragon of performers.' A full page in 'Variety' was not big enough for the star. She took two in which to get back.

Jules Mastbaum assumed the head of the circuit in Philadelphia formed by his brother, the recently deceased Stanley Mastbaum. Most persons predicted he wasn't big enough to swing it, but he fooled 'em.

Banks were calling loans made to picture companies in order to have funds for the next Liberty Loan. Tough on the producers.

Rialto and Rivoli were trying to pool with the Strand and get all the big houses. One of the earliest pool suggestions.

D. W. Griffith's 'Hearts of the World' acclaimed at its Los Angeles premiere.

Universal papered the premiere of 'The Kaiser, the Beast of Berlin' to be sure of a crowd. Then stood around and watched the ticket speculators make a cleanup. It hurt.

## 50 YEARS AGO

(From 'Chippie')

There was a 12-hour go-as-you-please race in Brooklyn. About eight hours after it started the field was down to four contestants. As there were four prizes and the men who satisfied they could not beat their positions, the referee let them quit.

Most circuses posted units of 32 sheets for their lithographic stands, using more than one on the large boards. W. W. Cole came out with a record 100-sheet poster (4x25) which was 100 feet long. Poster cost \$10 each, or 10c a sheet. In six colors.

Waterman's 'Uncle Tom's Cabin' company was in trouble in Troy. Two players attacked some of the baggage and the lone bloodhound for back pay. The mother of the children who played Topsy and Eva was threatened with arrest if she let

(Continued on page 40)





# HOLDS BACK METROPOLITAN

## Grips, Girls' Pay Tops Principals' Some Actors Down to \$15 a Week on B'way—Girls \$37.50—Dept. Heads as High as \$110

Point stated during one of Saturday's meetings between the legit managers and a stage hands' delegation, was to the effect that the average stage hands' wage is higher than the average actor's salary in most current Broadway shows. It was further claimed that this comparison has prevailed for several seasons.

An Equity leader conceded that it was true and also that some actors are playing for as little as \$15 a week, anything to eke out an existence.

Equity has never decided to fix a minimum wage which makes it the only union which really isn't a union, from the standpoint. Only wage minimum established was the pay of choristers.

And at present chorus girls are getting more money than some principal players. Titled show girls away up, but at present the wage level is \$37.50 with the dancers getting \$30 and \$35.

Leading in a number of instances are drawing between \$100 to \$250 and others admit they are working for half their former salaries, even in the hits. General run of principals quoted from \$40 to \$75 weekly while bit players are getting but \$20 and \$25. In the cut rate reveals the lead gets \$50 top and a percentage if the gross reaches a certain figure, which is rarely done.

It is claimed there are but seven players getting over \$1,000 weekly on Broadway at this time. All are box office draws and three are in the same show—'Design for Living' (the two Lunts and Noel Coward).

Equity's total paid up membership in all classes throughout the country is 2,500, a drop of 66% in three years. Many members have worked but two or three weeks the season which explains their present plight.

New York's stage hands local has 1,800 members, about 700 being continuously unemployed, indicating it has to many members. Lowest paid are grips and clearers, scale being \$50 weekly with department heads \$75 upward. Each must donate one performance to the unemployment fund in the union. Recently arrived musical because of rehearsal paid 14 men in the crew \$20 the week, over one-half that wage being overtime.

In stock burlesque mechanical department heads get as high as \$110 weekly, while the lead comics are quoted at \$45 and \$50.

## STAGE RELIEF FUNDS CLIMB ABOVE \$30,000

Total contributions to the Stage Relief Fund are now well over the \$30,000 mark. However, two benefit performances on Sunday (5) last week were affected by the bank closings. For a time money was refused to the Fund by the bank. That was straightened out after the heads of the depositories were reached.

The system of having various name actresses receive applicants for aid has attracted attention. Every day a name player acts as hostess at the distribution office in the New Amsterdam. When a professional applies for aid, he or she is made to feel at home through friendly greetings.

At the Fund's clothes shop, 39 West 46th street, many curious requests are complied with. One that rather broke up the routine last week came from an actor seeking a high silk hat. He then explained he is a magician and needed a lid that could conceal three live pigeons. He got the hat and was completely outfit besides.

The legit show to be given as a benefit next Sunday will be announced during the week. A special matinee of 'Allen Corn' will be given at the Belasco instead of a Sunday performance.

Contributions up until March 10. Previous Contributions.....\$28,234  
 'Gay Divorce' Benefit..... 637  
 Drama Study Club Benefit..... 585  
 'The Late Christopher Bean'..... 484  
 'The American Girl' (admt.)..... 106  
 Welfare Council Days Dept..... 100  
 Gorton Players..... 15  
 Other contributions..... 446

Total.....\$30,582

## Actors Fund Relief For Week Is \$12,000

The Actors Fund announced that its disbursements during the month of February totaled \$11,779. Money was expended to aid the distressed and for the maintenance of the fund's home for sick and aged.

The weekly expenditures does not greatly vary, but continues regardless of the other relief movements.

## Show Coin 'Dire Need'

Rochester, March 13. 'Green Pastures' adenos sale funds were frozen in bank holiday. With producer threatening to cancel, Manager Hattie Lutt of the Lyceum appealed to the bankers. They went into huddle and decided situation could be interceded under Woodin order as 'dire need,' so released the funds. Whipped that some of the 'money changers' wanted to see the show.

## 'OPERA' DATED

'Three Pence Opera' is set to open at the Garrick, Philadelphia, April 3. It'll come into New York, at a theatre unchosen as yet, two weeks later.

Piece produced by Cochran & Krinsky and his cast including Rex Weber, Rex Evans, Ray Chisholm and Stefa Dunli. It's the modern German version of the 'Bergan's Opera.'

Capitol, Long Beach, in Stock Long Beach, Cal., March 13. Deal between Milt Arthur, operator of the Capitol, and Charles King, who started producing stock shows, was reported. Arthur to provide the film and house and King the stage show, with a 50-50 split after all expenses are paid.

Currently 'It's a Wise Child' is playing. Last week 'As Husbands Go' instituted the policy. Ben Erway, Mary Gray and Howard Meer head the company, with King directing.

## UNIONS NIX CUTS, MANAGERS WORRY

## Suspensions Likely This Week—Equity Concessions Conditioned on Other Unions' Action—Stage Hands' Pay Exceeds Actors' Average

Broadway's legit was soaked plenty by the public's curtailed spending and the managers went into huddle after huddle to consider ways and means of meeting the situation. The question was whether to close or stay open, but since the answer was not unanimous there were no fold-ups announced on account of the wavering grosses up to press time Monday.

But that some shows will be forced to suspend this week is more than likely because concessions lowering operating costs which the managers obtained last week do not apply this week. The unions, actors (Equity), stage hands and musicians balked at a material wage cut or working co-operatively. The situation, however, may change for the better following the opening of the banks.

It appears to be a matter of whether the release of currency by the banks will restore the public confidence enough to bring back theatre attendance to the approximate level that obtained prior to the sudden bank holiday. Some showmen are not confident that releases will be long rapid, and if that proves correct there will be no alternative for the weaker shows but to close.

The managers were rallied by Dr. Henry Moskowitz as the Theatre League and a committee was promptly named to contact the unions. Equity was the first to respond permitting the actors to take cuts or work co-operatively (a pro-rata share on net takings after expenses were paid). Then Equity ruled that its action in the emergency applied only for last week, unless the stage hands and musicians agreed to make wage concessions. Saturday Equity informed all its working members that the cuts were out after last Saturday. Similar instructions were sent to deputies with road attractions.

That resulted from a declaration from the musicians that they would not cut and the position taken by the stage hands who also refused to cut, but did agree to certain other concessions.

Plans and Counter-Plans

Managers were in session daily all day long, and on Monday (11) the night session continuing until after 1 o'clock Sunday at which time a steering committee was formed to watch this week's developments. At the morning session, the managers gave the stage hands committee, headed by James J. Brennan, an emergency plan, which proposed to form a body representing the various theatre and union interests. Stags hands came back in the evening with a counter plan in writing to the effect that the managers could reduce the number of men back stage to a minimum, that is to operate shows with skeleton crews. Brennan was reported vouching for the musicians union to agree to the same plan. Stags hands also agreed that no notice of closing will be required—and if a manager decides to close, he cannot continue the lights will go out without the usual week's notice. That applies to heads of departments, with 24 hours notice (equivalent to one day's pay) to grips and clearers. Equity also agreed to closing without notice.

## LEE SHUBERTS' STAND

Bugs Baer arrived at the Tavern Friday with a serious map. He jingled his pockets intently and claimed: 'I know I got something.'

Finally he fished out a nickel. And Billy La Hiff ordered an extra supply of pencils for guys signing tabs.

## Bugs' Bankroll

Met was considerably heartened at the bar results during the final week of this season's opera, which it is announced, no opera can be presented next winter. Only \$160,000 of this sum has been subscribed thus far, that sum including \$50,000 offered by the Juillard School. The Juillard sum, however, carries two stipulations—first, that the program be lightened somewhat for the several months of postponement, and second, that none of the money goes to the Met if the entire \$300,000 is not subscribed.

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## END OF CIVIC LEAVES DETROIT MINUS LEGIT

Detroit, Mar. 13. Completion of the Civic Theatre season under direction of Robert Henderson leaves Detroit legless for the first time in years. Henderson plotted the Civic to its first profit season in years. Other years under direction of Jessie Bonstelle defolt usually made up by civic groups. Bills for last year, however, have not been paid as yet.

It is understood that Henderson will return next fall, another theatre being used. In the meantime Henderson returns to Ann Arbor for the Spring Play Festival there in the Mendelssohn theatre. Festival will run five weeks, programs running from Shakespeare to the current B'way successes.

Unusual item of the Civic Theatre season this year is that 'Peter Ibbetson' and 'Merchant of Venice' led in box office grosses. Next three in money were 'Animal Kingdom,' 'Firebird,' and 'There's Always Juliet.' Another Language closely followed.

## Juillard Group Opera Season Sure If Metropolitan Should Slip Up

## Met's Final N. Y. Week Capacity, Regardless

The season of grand opera at the Metropolitan, New York, closed with a rush last week, capacity ruling at all performances despite bank closing. Usual Tuesday in Philadelphia by the Met outfit, also capacity. Attention has been drawn to opera in the drive to raise \$500,000 to insure opera next season.

For the first time the routine at the Met will be changed next year. An added four weeks will be deducted from the present one-year routine—lighter opera sung in English.

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Season will run 24 weeks, as against 18 weeks this season. Formerly the Met spanned 24 weeks.

## Cleveland Goes from All Dark to Legit

Cleveland, March 14. Dark for a week and a half the Hanna will become this burg's sole legit house when it reopens April 3 with 'Another Language,' in which cast includes Margaret Hamilton, local girl.

'Green Pastures' is slated for Hanna for two weeks opening April 7, followed by Ethel Barrymore in 'Amazing Career,' formerly known as 'The Road' for three-day run starting May 4.

## 'Pigeons' in Brief Tour

'Pigeons and People,' George M. Cohan's latest musical, slated at the Lyceum, New York, will take to the road after this week, with Boston the first stand out.

Cohan will play only several east coast stands, the other dates being Phila., Washington, Baltimore and Brooklyn. Although confident that the road will be much improved during the spring, the actor-author has other plans.

## All for 55c

Minneapolis, March 13. For 55c a sealed top hotel here offered a 'Parisienne' luncheon of numerous courses, an orchestra seat to the Shubert theatre to witness a Bainbridge dramatic stock matinee performance and a palm reading by a famous Viennese psychic.

It's heralded as a new high in bargain hunting, the hotel to raise some immediate currency with no salary liability on the managers.

Those concessions were not regarded as softening the situation to any real degree. In smaller shows there can hardly be any men dropped from the stage crews. Any concessions would probably be in the musical shows only. So far as the meetings with the stage hands were concerned, there could be no other action taken by the union heads. All wage scales must be acted on (Continued on page 46)

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## King Comedy Held Over

Passadena, Cal., March 13. 'Hit and Run,' comedy-drama by Charles King, dealing with traffic cases and recently tried out in the workshop of the Pasadena Community Players, has been held over for two performances.

This is first play ever to be held over at the workshop.

## 'LIL OL' BOY DUE

Henry Hammond, has taken over the rights to 'Little Ol' Boy' by Albert Bell.

Film is a new producing unit and according to announcement expects to present the play next week in April. Rehearsals are scheduled to begin Tuesday (21).

## Macloon in Good Standing

Report from the coast mentioning that Louis O. Macloon is on Equity's unfair list was incorrect. His name was taken off about three years ago.

In the past Macloon and Equity came to grips frequently. A row about paying off 'Runicio and Juliet' when Jane Cowell appeared on the coast for Macloon, placed him on the unfair list. He sued Equity, asking discrimination as well as fourth-class \$100,000. The suit was withdrawn and the salary claims settled. Macloon's name then was removed from the posted list of managers who failed to pay off.

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# London Show World

London, March 2

Up to a couple of hours before the opening of Jolly Roger at the Savoy March 3, there was no settlement of the bickering between British Equity and George Robey. It ended with Robey's showing interest in the production, bringing him under the head of actor-manager and therefore not compelled to become a member of Equity.

Show is a sort of burlesque on the old-fashioned melodrama, with a book that is rather heavy, and some rather original music.

The immense gratuitous advertising accorded the piece during the Equity-Robey court case, should guarantee it a limited run.

### McLaglen Film Terms

Victor McLaglen's arrangements with John Stafford Film productions call for \$3,600 per week, fares both ways, with minimum guarantee of five weeks. Stafford also to pay McLaglen's income tax. Picture is 'Dick Turpin' story, and Frank Vosper may write scenario.

### Revue Tops Hopes

Biggest surprise in the West End was the hefty grosses scored by 'The Revue', 'Touche le Temps' at the Adelphi. The new show, which is a string of odd scenes from the Folies Bergere, Casino de Paris and other places, and does not include one name, grabbed \$5,500, with Taylor figuring to do \$3,200 at most. The show from Charles Clore on a 40-80 basis, Taylor on 50-50. Overhead is small and profit around 20 per cent. Taylor and Clore are now in progress for Taylor to take house over permanently.

Show has had a run of six weeks for some time, appealing mostly to stag audiences. It resembles American burlesque.

### Fay Compton's Musical

The new Julian Wylie musical, in which Fay Compton will star, is a dramatization of George Bernard Shaw's novel, 'Royal Flush.' Destination unspecified.

### Pavilion Bill

Only newcomers at the London Pavilion are the Flocchi sisters and brother. Act is a peppy foursome of hand-to-hand acrobatics. The femme element being youthful lookers.

Delia Delos and Roberts, adagio act that's been here under several aliases, failed to show up, with the Triz sisters asked to stay over.

### How to Free German Coin

American artists touring Germany have been troubled by the fact that there is a difficulty in taking money from the country. It is necessary to have more than 200 marks may be taken out. But, in order to overcome the difficulty, acts in Germany may, immediately on arrival, get in touch with the Foreign Exchange Bureau. Statement that acts have obligations at act, necessarily sending all the money they make, is sufficient to release the money. Bureau is located in Berlin. If acts are playing any other town they may apply to the Collector of Revenue.

### Charlot Revues Again?

Nobody seems to have been able to follow Andre Charlot's series of intimate revues. Charlot is a writer which he developed a number of artists like Jack Buchanan, Jack Hulbert, Beatrice Lillie, Gertrude Lawrence.

There is now a likelihood of Charlot making another effort to revive this form of entertainment. His intentions are on for one of the smaller theatres in the West End.

People's Nat'l Loss Ground The People's National Theatre produced Elmer Rice and Philip Barry's 'Cook House' at the Little Theatre, Feb. 24, with Bernard Miles, the lead in the character of George McAuliffe. Some of the performers were pretty bad.

People's National Theatre Movement has not been going well. At one time they had 15 members. Now there is about one-third that.

### Marie Tempest's Next

Marie Tempest's next appearance in London will be in the leading role of 'Rachel Crothers' play, 'When Ladies Meet.' Owen Nares will be co-starred.

Ursula Jeans Signed Ursula Jeans, who appeared in the Hollywood film version of 'Cavalcade,' has been signed by Julius Brann to play the leading role opposite Ivor Novello in the filmization of his play, 'I Lived With You,' directed by Maurice Elvey for Gaumont-British.

After experimenting with vaudeville in their picture houses for six months, Associated British Cinemas have decided to abandon the project. The experiment was not in

15 houses' with the results being 30-50. Programs invariably included two cheap acts, both not costing more than \$200. Only house that will stand on the present policy is the Elephant & Castle Cinema, and that is because it is located opposite the Hyams Brothers Crocadero.

### London Closings

Shows that close Saturday Feb. 25 were 'The Holmes of Baker Street' at the Lyric, and 'Between the Lines' at the Shaftesbury, after 10 and 11 nights respectively, and 'Half a Million,' the farce at the Vaudeville, after three weeks.

### How They Stand

According to a vote taken by the Liverpool Playhouse, England's most popular dramatists are, in order of merit, Barrie, Galsworthy, Shaw, Lonsdale, Maugham, Coward.

## SOVIET PUTS UP PRIZE TO PEP UP DRAMATISTS

Moscow, Feb. 20.

Council of People's Commissars has officially announced a prize contest for playwrights in the hope of stimulating them to work. Ten prizes, ranging from 6,000 to 15,000 rubles, and a government grant of 35,000 rubles, will be paid by the government for the best plays submitted before November 1.

A numerous jury designated by the government includes, Constantine Stanislavsky, Yevdolo Melchold and others. It also includes two playwrights, Anisot Lunacharsky and Alexei Tolstoy.

The decree establishing the contest, signed by Premier Molotov, declares that the Soviet regime 'attaches special importance to the theatre as one of the most important methods of education of the broad masses of workers.' No limitations were placed by the decree on the themes which can be treated.

Unquestionably the official action was thought necessary because of the lamentably poor showing of the theatres as a whole have made this year. There have been a few fair to middling pieces produced, but nothing really outstanding except the dramatized version of Gogol's 'Dead Souls' done by Michael Bulgakov.

Nearly a year ago the Kremlin dissolved the so-called proletarian literary organizations which had a stranglehold on every type of art. That act would have resulted in a lot of bottled-up talent. So far the hope has not come true. The paralyzing blight which seems to have descended on Soviet arts in the last few years has not been cured.

## Dutch Producer Aims For R. C. Church O.K.

The Hague, March 3.

International Eldiphone Co., financed by Dutch capital, produced its first films: 'Das Meer ruff' and 'Das Rode der Westvelder Berge.' It is a Catholic church, which does not exactly give its films the Roman angle, but directors see that they contain no scenes which might be objected to by followers of Church of Rome.

At special performance in Tuschinsky theatre, Amsterdam, Tuesday, these films was given, watched by the church in Holland, who approved.

Distribution of these films by Filma Co. in Amsterdam.

## U. S. Hospitality Dented

Winnipeg, Can., March 13.

'The Whiz Bang Revue,' headed by Stanley Brann, wanted to play at the American Tour (Warred Minn.) while en route from Winnipeg to Rainy River (Canada) and points east. A good house was waiting at Rainy River, but the Immigration Department stepped in and told the troupe they were to be deported to Winnipeg, this point of origin.

He would eventually be them proceeded to their next date (Rainy River), where a good house waited the following night. On being told that the Immigration bureau would pay the expenses of the troupe, Stanley Brann argued that Spots should pay for their meals and hotels, too; this the U. S. Inspector did, the cast being dining diners, cigars, and even American beer.

The troupe went back to Winnipeg and restarted east, this time in the Dominion.

## English Speed

A postcard mailed 29 years ago in London, has just been delivered. The official cancellation stamp on it reads: 'It's quicker to telephone.'

## ANTI-U. S. SENTIMENT FLARES ON RIVIERA

Paris, March 2.

Snarling nature of show biz internationally is the current phase. Anglo-American Press Association, recently organized, the Riviera had a gala at the Hollywood, class night, and a success in the other-while foppo Goull Casino in Nice.

Hollywood is run by two Americans, Bruce Bundy and Ben Lutz. Lutz decided to throw a gala for the press bunch and invited Mistinguett and her troupe to play another after show. The Riviera leaped at the idea, and whole Cote d'Azur told to be sure to show up for a big night.

On the afternoon of the gala, management of the Nouveau Casino, where 'Volla Paris,' the Mistinguett revue is showing, sent word that none of the artists in the troupe would be allowed to lend their talent to the Hollywood kind.

This even applied to the Americans in the company, of which there were many. Earl Leslie, co-author of the revue, ignored the embargo and showed up at the Hollywood, and went so far as to get out on the floor and tell the world about the Nouveau Casino's change of mind, and moreover, to give the embarrassing Mistinguett and her troupe, 'and me, too,' added Leslie, to come here tonight.

All American performers would like to have the fight forced out in the open.

## Politics Sways Fate Of Brussels Theatres

Brussels, March 2.

Looks as if Royal Theatre, Antwerp, will disappear. Town authorities have already withdrawn annual subsidy, thus placing theatre in financial straits. The theatre is being transferred to the Flemish Opera to Royal French theatre, of Dutch Theatre to Flemish Opera and rental of Dutch Theater to touring and local amateur companies.

Antwerp is a Flemish city controlled by extremists whom a comparatively small but influential French-speaking section accuse of working to entirely suppress all French culture.

Should Royal French Theatre die about 1,000 people directly or indirectly concerned in its working will be minus jobs.

## HIPPODROME

(Continued from page 3)

rhythm style and not very successful. Still, they're nice looking kids, don't talk too much, and play a variety of instruments, and are stringed. They got a good hand and a bow, but on too long.

Single girl, who looks and acts a bit experienced, but a little without annoying, but does better when she goes into her dance. She gives way to two men who start out with a commongale, come on with straight and comic lines. After they've done all they seem to know, they come back to the straight in a serious song with heavy dramatic touches, and gets over the crowd. The girls come back in brief but modest costumes, and the dancers and the soubret contribute terp numbers to get a variety of styles. Costumes expensive, but it's not bad for the price and it satisfied the cash customers, but it's not a success.

Vaude, including the overture of Herbert music, runs 60 minutes with an even two hours of film, including some of the 'Law of the Law,' a couple of scenes and cartoon and regular comedy film. Other 10 minutes not missed. 'Cic.

## PALLADIUM, LONDON

London, Feb. 28.

Bill this week has three important newcomers. Cedric Hardwicke, heading the bill, is under the permission of Sir Barry Jackson. His 'The Carrier Pigeon' is a sketch by Eden that is a specialist in black-shore characters. It is a portrayal of such characters Hardwicke excelled in the author's earlier play. 'The Farmer's Wife' is a comedy.

Sketch was a last minute booking, despite Palladium's decision not to show an act. The author's act was due for broadcast, but was withdrawn at the last minute, having been stopped by Hardwicke, who

holds exclusive right. Publicity sketch received, plus Hardwicke's popularity, was management's bait. Playwright too talking, but not for vaudeville, but was well received, mainly due to Hardwicke's popularity.

Low Stone and his Mousneger band is another act booked at the last moment. Tonight Bernivich scheduled but failed to open due to his local arrangement not being ready. Stone and his act have very little left in new in the way of bands. Novelty of act are a

Back Bradley girls doing dance on the stage, and the girls are the saddy of the band. Stone is an number in radio field, but lacks stage personality.

Jack Barry back to vaude after nearly two years for Stoll in 'White Horse Inn' and 'Casanova,' still relevant in old offering, but Barry has not done it for so long it seemed new. Barry is a solid entertainer, but not enough for headline honors at this time.

Rest of bill are Made and Ray, in second week, and despite had spot on the radio, they are not more than held their own. Will Hay and company, in one of his scholastic offerings, are a new act, but is coming a too frequent visitor here. Five Elgins, another holdover, Kaska, Stanley and Mae Quartet and the new act, the Windmill, a comic discovery of the Windmill theatre, in comedy slide talk. Over the top, a couple of act, in new act, with great possibilities.

Billy Russell, working man type Freda, Phyllis and Anne, trio of hoopers from the Frank Condon road show, and the new act, Christopher and Columbus good closer. Sherman Fisher Girls are still here.

How was one of the best for months, and with the 'Crazy Season' due next week, the Palladium is a good bet for headline will be alleviated for several weeks.

## LOEW'S, MONTREAL

Montreal, March 10.

Standout vaude with virtually all five acts bringing heavy applause and interest. The most marked effort of the night was by the new act, Jim Adams to bring back his 'The Picture,' too, above average. Eddie Sabornn has seemingly abandoned selling out of pit, but gives the odd player a spotlight and contents himself with this. It is an overture or melody. This time it is a comedy.

Johnson, contortionist, billed as silent, using an occasional gag, but not really doing much, and did some nifty balancing and trapeze work, ending with teeth twist which got him a hand. Act is being billed as the best of its kind in months.

Forum Boys in the device have a good hand and are doing the best of them. Colored singers, who put on a Chink act and did fair work with guitars and melody singing. Spirited act of Max Rivers with nice harmonizing got the crowd and they got their call.

Al Sheehan with good-looking gal as foil. He pulled some snappy patter and clowning, and did some playing well, closing with fair stepping. Act was thrown back to burlesque and went close to raw at times, but fans liked it and gave him a good hand.

Bob Murphy, with brother-and-sister act, headlined along with Sheehan. The act is a featured pair of modern youngsters. Act featured a line of patter with kids doing their stunts and getting away with it. The act is a good one, shakes on voice, but boys play piano nicely and sings some hotcha songs that get across. Murphy closes act with own song and bows so much into it that he got the best hand of the night with crowd roaring for more.

Fifth act, usually a flop here, was a surprise. Miss Sharon de Vrles and her two girls, all easy to look at and good steady dancers. She can dance and the act is snappily dressed, with Sharon putting on a good hand. Act was a surprise in a chestra for a good hand. Act went into nifty finish on Indian snake-dance. Act was liked 'em and there was another call.

Feature, 'Whistling in the Dark' (MG).

## London 'Music' May 1

London presentation of 'Music in the Air' is due May 1 at His Majesty's. It was staged there by Oscar Hammerstein, 2d.

Cast will be recruited over there, with one or two players from Vienna, along lines of the original play 'line-up at the Alvin, New York.

## Brule Decorated

Brussels, Mar. 2.

M. Andre Brule, French actor, has been made chevalier of the Order of the Crown by the King of the Belgians.

Honor is recognition of artist's frequent service in aid of Belgian charities.

## RKO DOWNTOWN

Detroit, March 11.

Vaude bill headed by Barney Rapp and his New Englanders, coming from the Book-Cadillac hotel offers a pleasing two-and-a-half-hour program, and has any way you look at it—a bank moratorium. Four other acts, including Joe Marks and Co., Buster Shaver, as well as the new act, the G. Kirby and Duval, and De Wolfe, Metcalf and Ford.

Barney Rapp has been playing for some time, but has not been so good since he finished his last tour for RKO and seems to have lost none stage personality. He is assisted by a capable group of musicians and several soloists. Babe Miller and Eddie Ryan doing vocals also compel attention.

Opening with De Wolfe, Metcalf and Ford denotes how much entertainment is on this bill. This is done of the two acts, but the opening on any bill. But an act it was the only act to conceivably start the proceedings. Offering a nice little act, but not so much talk by the boy, assisted by two girls.

Kirby and Duval No. 2, offering their standard songs and talk. A nice act, but not so much talk by the boy, assisted by two girls.

Buster Shaver with only two of the midgets he had in his 'Tiny Army' act, but not so much talk by the boy, assisted by two girls.

With the best two and offering a very novel turn that got across nicely. High light is the naturalness of the two acts.

Joe Marks and Co. offer a turn made up of plenty odd and new material and very funny. Doing a nice act, but not so much talk by the boy, assisted by two girls.

Picture 'Private Jones' (U) and business good. Lee.

## PALACE, CHICAGO

Nary a gag on the moratorium.

Friday attendance at the Palace, like the comedians' silence, gave the lie to hard times. Of course, exciting songs and comedy, but the loop was probably full of thousands of idlers who came downtown to watch the Cermak funeral. The show was tearing into the Palace lobby for the second show with a surge of interest, the most inspiring to the management.

Constance Bennett in 'Our Bette's' (Radio) is probably an attraction in Chicago. Her act is an average vaudeville entertainment in Con Colleano, Al Verdi, Evelyn Brent-Harry Fox, Jay Filpen and three other comedians. The show played less smartly than it looked. Al Verdi, deceiving, was the weak link in the show. The most inspiring comedy turn was needed in order to buttress Evelyn Brent on both sides. A booker must always assure that the Hollywood comedians needs sure-combustion before and aft.

Audience is an unfulfilled promise of comedy. The sophisticated centers Miss Verden is expectant throughout, but litter, not laughs, are all that's forthcoming. It may be freely acknowledged that he has, right now, the framework of a successful comedy effort, but urgently requires more of the same.

The comedy that was waiting for him to get started. He has an able and attractive blonde comedienne, Con Colleano, and two other comedians moved the audience to recognition in the opening, and in the closing niche they received, but not too much of a success. The comedians in the opening, and in the closing niche they received, but not too much of a success. The comedians in the opening, and in the closing niche they received, but not too much of a success.

There were so many funeral-goers in the house. Miss Hector's enchainng representation of the ravaged soul of the public's head. That was all too obvious, and perhaps suggests that away from the sophisticated centers Miss Hector might have an explanation of what she is saying in rhythm made in plain language first. This was possibly the only comedy of a lot of eyes when the mental level of any given audience tends to be low.

Evelyn Brent and Harry Fox (New Acts) stilled with some skill, and that seems to be the measure of success. The comedians recruited. To fill an allotted number of minutes with passable chum and a few words of a single or two is all that's expected.

Jay Filpen's old gags made the Palace convulse. That, needless to say, is a good wealth for his personality, which is virile.

Land.

Banks or No Banks, 'Strike Me Pink' Piled Up Week's Gross of \$27,000

The banks being closed all last week played havoc with Broadway grosses, every established show being affected. The declines were between 20% and 40% and the week was the weaker week, which also saw a drop. The weaker shows felt the emergency shrinkage more than the leaders.

In sharp contrast was the remarkable box office record of 'Strike Me Pink,' the new revue at the Majestic. Going against the downward slide it climbed during the first full week to a complete recovery the next day when about 50 standees were in. The gross was \$27,000, with no show on the list even close to the figure. The management did not follow some others, and refused to accept checks. Other successes did likewise after the first days of the moratorium.

Swayed by News As the news item regarding on the banking situation changed last week, so did show business. Monday and Tuesday were very bad, the latter the latter. On Wednesday saw a definite improvement but Thursday, when the banking holiday was expected, the Monday, trade again dropped. Saturday night was good only in a few spots.

Scared night, although the banks opened yesterday, did not see any really favorable reaction at the box office and again the same came along. Another hurtful influence was Monday morning stories that the banking holiday was expected. Monday, trade again dropped. Saturday night was good only in a few spots.

The drop of grosses was measured as high as \$7,000 for leading musicals and as high as \$1,000 for top dramas. Because of the income tax, business would have dropped, but the banks were closed, and forgotten in the banking crisis and the current of the average man to obtain currency.

But those shows which got fair or good money got it from the sock. That was indicated by the appearance of old papers and the size that was called in years ago. Gold pieces also appeared, probably because of the warning against gold hoarding.

Last week's new shows were topped by 'Four Year Houses,' which got \$5,000 at the Royale. The pace is mild considering the Guild subscriptions, but the notices were favorable, and it may get across. 'The Lady Refuses,' at the Bijou, and 'Lone Valley,' at the Plymouth, also had good notices.

'Our Wife showed some life at the Booth; 'One Sunday Afternoon' failed to go on Monday, and continuing in a lull. 'Pioneers of the People' leaves the Lyceum, and any number of shows may stop.

In next week's 'The Party's Over,' Vanderbilt; 'Champagne Supper,' Biltmore; 'Far Away Horses,' Beck; postponed in this week are 'Escapade,' house to be announced, and 'Raw Meat,' Village.

Estimates for Last Week 'Ain't in Wonderland' (No. Am. Grand) (7th week) (C-1,702-\$22.00). Revival of 'The Cherry Orchard' at the Bank of America, alternating with 'Alice,' quoted at \$3,200; off 30%.

'Due to the Bank of America' (4th week) (D-1,000-\$33.00). Last week estimated around \$12,500; drop of 43.25% profitable gross, but off about 20%.

'American Dream,' Guild (4th week) (CD-914-\$33.00). Percentage of decline not as much as other shows because of subscriptions; about \$8,000; off 20%.

'The Merry Widow' (18th week) (CD-893-\$33.00). Gooder gross shows were affected to greater degree than leaders; pace here about \$3,000; off 20%.

'Biography,' Avon (14th week) (C-830-\$33.00). Had been faring very well to closing bank; gross dropped about \$4,000 last week, with gross around \$6,000; off 40%.

'Four Year Houses,' Royale (2d week) (D-1,118-\$33.00). Opened generally favorable notices; in face of moratorium attendance not so good, but subscription business accounted for fair figure; \$4,600.

'Dangerous Corner,' Fulton (21st week) (D-913-\$33.00). Attendance have been low, but percentage of drop about same as others; \$2,700; off 20%.

'Design for Living,' Barrymore (8th week) (CD-1,090-\$44.00). Affected mostly early part last week, which agency had not accepted at box office; smash got about \$22,000; off about 22%.

Legit Grosses

As with film grosses, the legit box office receipts do not reflect the true merits of the theatre. There are singularly brilliant examples of good grosses despite the banking holidays, while others are carrying on in a despondent mood. Likelihood of some folding program may materialize in the course of this week, depending on conditions.

would have gotten \$10,000, estimated at \$7,000; affected about 80%.

'Gay Divorce,' Shubert (16th week) (C-1,995-\$43.00). Had been doing very well averaging \$16,000, which was over the estimates; last week around \$12,500; off little over 30%.

'Goodbye Again,' Masque (12th week) (C-700-\$33.00). Dropped about \$3,000 for a gross around \$4,000; better than most moderate gross shows; off about 30%.

'Lone Valley,' Mansfield (1st week) (C-1,050-\$33.00). Presented independently (John Fairbairn); written by Arthur Loeb; first credit 'Cinderella's Brothers'; opens Wednesday (15).

'The Merry Widow,' Liberty (1st week) (CD-1,202-\$22.00). Presented independently (Paul E. Martin); written by Arthur Loeb; first credit 'Cinderella's Brothers'; opens Wednesday (15).

'Melody,' Casino (6th week) (C-2,116-\$33.00). Theatre parties helped some; last week also agency buy, with only regular percentage of returns taken back; \$16,400; off about 30%.

'Music in the Air,' Alvin (19th week) (C-1,387-\$33.00). Cast promptly accepted 50% cut; taking attendance around \$12,000; drop approximated 33% from previous week.

'One Sunday Afternoon,' Little. Announced to be playing four weeks; not sure of resuming; same for some others.

'Our Wife,' Booth (3rd week) (C-708-\$27.15). Got bad break opening on eve of bank shut-down; first full week about \$2,500; attendance picked up, however, by Saturday; continues with cut rate deal.

'Pigeons and People,' Lyceum (9th week) (C-957-\$42.20). Fine week; going on tour with Boston first stand out; estimated around \$4,000.

'Run Little Chillun,' Lyric (3rd week) (D-1,406-\$22.00). Drew about \$2,000; last week about \$1,600; for highly rated colored drama; off 50%.

'Saturday Night,' Plymouth (3rd week) (CD-915-\$33.00). Another show that entered on eve of financial jam; got around \$4,000; off about 30%.

'Strike Me Pink,' Majestic (2nd full week) (C-1,107-\$33.00). Downward swing new revue only exception and went to standee attendance Saturday night; \$27,000.

'The Merry Widow,' Apollo (16th week) (M-1,270; \$44.00). A musical which was affected as much as any in its group; about \$13,000; off 33%.

'The Lady Refuses,' Bijou. Opened Tuesday last week and taken off Saturday (30).

'Twentieth Century,' Broadhurst (12th week) (C-1,118-\$33.00). Laugh show topped the drop in 1933 no more than most others; off 30%.

Author's Son Cast

Beverly Hills, Cal., March 13. Carlyle Moore, Jr., son of the author of 'The Sign of the Cross,' portrays the male lead in the Beverly Hills Community Players' production (15) of the mystery comedy, 'Claudia Morgan has the femme lead. Bert Farion, who is also directing, is a member of the original cast.

Others in the show will be Robert Wayne, Eugene Reed, Mary Lansing, Sumner Getchell, Jr., John Gough, Hal Chand Mehra, Ray H. Littleton, Stanley Nightingale, Donald Brown and Howard Wilson.

U.B.O. Forgets Cutrate Rule; Loop Shrinks

Chicago, March 13. Announced at the start of the season with a flourish publicity and signs in lobbies U.B.O. theatres here renounced cutrate. Now J. J. Shubert's 'The Red Robin' at \$3.30 the Grand, is the first production to violate that rule.

Seated at \$3.30, which is self-evidently much too high for Chicago these days, opera has flooded the town with 2-for-1 coupons, and the town is back right where it was last year. Showmen concern that it would have been smarter to scale \$2.20 and make the rest in the form of inserts in all ads stating checks would be accepted. Two mats at absolute capacity helped.

Current attraction, 'Of This I Sing,' believed to have hurt Paul Muni show, too. 'Sing' has been the one show to look forward to locally, and it's believed that plenty stayed away from Muni because they didn't have theatre money two weeks in succession. Advance for 'Sing' which plays at \$3.30, top biggest here since 'Design for Living.'

Nixon dark next week, with 'Green Pastures' due in week (27), maybe for two weeks.

Bainbridge for Mayor Minneapolis, March 13. Paper for the Shubert theatre, hung in store windows and on billboard display, perform a double service.

They not only advertise the Bainbridge dramatic stock company's offering, but all of them also carry lines in large bold-face letters urging a vote for A. G. Bainbridge, the organization's managing director.

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'Pressburg,' Liked in Philly, Gets \$5,000; Rhapsody at 50c, \$20,000

Shows in Rehearsal

'Secret Among Four' (Selwyn) Fred Nash. 'Escapade' ('Scandalous Affairs') (4th Street) Fred Rath. 'Far Away Horses' (Beck) Harmon and Ullman. 'The Party's Over' (Vanderbilt) Gar Productions. 'Masks and Faces' (Longacre) Paul Martin. 'Three Penny Opera' (Empire) Krinsky and Cochran. 'Champagne Supper' (Alvin) Peggy Peers. 'Encore' (Lyceum) Ethel Barrymore. 'Strange Gods' (Geneva Hall) Wallace, S. D. Moore.

Philadelphia, March 13.

There wasn't much to cheer about in Philly's legit business last week. The two new shows did not win rather kind treatment from the reviewers and would probably have done nicely without a bank holiday. As it was 'A Trip to Pressburg,' Lee Shubert's first try-out in some time, got a good \$5,000 in its first week at the Chestnut and most of that on advance subscription, and 'The Queen's Husband,' with Barry Jones and the English company, got less than \$2,000 at the Garrick.

'Pressburg' got rather good notices and figures to go up a little this week and the Garrick company, 'The Queen's Husband' should find plenty of response. Big at Four Bits A remarkable instance, considering the conditions, is the attendance at 'Rhapsody in Blue' at the Emporium playing a 50-cent scale at the Lincoln (colored) theatre. It opened Saturday and should be \$20,000 on the week with midnight and extra afternoon shows. This is its third afternoon here, but it won rather late.

PITTSBG BUYS Muni, \$11,000

Pittsburgh, March 13. 'Counsellor-at-Law' last week at Nixon not bad at around \$11,000 at \$2.20 top. Advance sale had been big and management has inserts in all ads stating checks would be accepted. Two mats at absolute capacity helped.

Current attraction, 'Of This I Sing,' believed to have hurt Paul Muni show, too. 'Sing' has been the one show to look forward to locally, and it's believed that plenty stayed away from Muni because they didn't have theatre money two weeks in succession. Advance for 'Sing' which plays at \$3.30, top biggest here since 'Design for Living.'

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'SING' AT \$15,000, 'THRU; L.A. DARK

Los Angeles, March 13. Local banking condition had only two legit houses operating, Biltmore and 'The Sign of the Cross' and Music Box housing 'Undress Parade.' Both folded Saturday evening, leaving the town in a lull.

Quake compelled the town's shut-down. 'Undress Parade' finished a week ago, but about as much as could be expected considering the panning it received from the reviewers.

'Criminal at Large' was set to open at the El Capitan March 12. 'The Sign of the Cross' and Music Box March 13 opening, and to Young to Knox pencilled in at the Hollywood Playhouse, have been temporarily cancelled. 'Hedda Gabler,' Anna Q. Nilsson starred, indefinite about opening date of March 15 at the Max Box.

Estimates for Last Week 'Of This I Sing,' Biltmore (2d and final week) (M-1,668-\$33.00). No grossing over the \$15,000 take the town's best show out of the red despite conditions.

'Undress Parade,' Music Box (2d and final week) (C-965-\$16.65). Dropped \$1,000 in its first week, severe headache. 'Hedda Gabler' had announced opening Wednesday, but uncertain.

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Frisco Goes for 'Sing' Even at \$3.30 Scale

San Francisco, March 13. When 'Of This I Sing' opens at the Curran tonight it will be a big production, despite high tariff of \$3.30. Advance sale has been exceptional, considering the bank upheaval. Most tickets bought with checks.

Otto Kruger in 'Counsellor-at-Law' was another opener, starting Sunday afternoon for Henry Duffy at the Alcazar. Plenty advance publicity helped.

Faulline Frederick closed at Alcazar. 'Criminal-at-Large' at Fairlax \$4,600, low because of conditions.

'The Macdonald's Hand in the Fog' expected into Curran after 'Sing.' Columbia still playing the picture 'Rasputin.'

Current Road Shows

Week March 13 'Abbay Players'—Harris, Chicago. 'Another Language'—Broad, Newark.

'Broadway Rhapsody'—Greenview, S. C. 13; Sparta; Grand, 14; Winston-Salem, N. C. 15; Charlotte, 16-17.

'The Fiddler'—Royal Alexandra, Toronto, Can. 'Cavalcade' (film)—Erlanger, Chicago. 'Scandalous Affairs'—Chicago. 'Counsellor-at-Law'—Shubert, Cincinnati.

'Encore'—Court Square, Springfield, Mass., March 15. Carlton, Providence, 16-17-18.

'Green Pastures'—Erlanger, Buffalo. 'Hamlet' and 'Caponaschi'—Shrine Auditorium, Oklahoma City, March 13; Convention hall, Tulsa,

ENGAGEMENTS

Robt. Chalmers, Steff Duna, Rex Weber, 'Three Penny Opera.'

Wm. Roselle, Gordon Richards, Kathleen Lowry, 'The Sign of the Cross.'

Donald Foster, Edgar Nelson, Edw. Broadley, 'Masks and Faces.'

'Hedda Gabler,' Harry Ellerbe, Charlotte Wynters, W. R. Randall, Maude Odell, 'Escapade.'

'Baby' Coe, Archie Jones, Madeline Best, 'Speedie' Smith, Lorenza Tucker, Al. F. Watts, Brown and Rivers, 'Three Penny Songbirds, Mildred Odley, Delysia Cole, W. M. Selman, Musical Rovers, Miller Bros, Three Brown Bunnies, Three Chicagoettes, 'Humming Sam' (colored revue).

Emie Shannon, Geo. Graham, Katherine Alexander, Harvey Sticks, 'The Sign of the Cross.'

Geoffrey Bryant, 'The Party's Over.' Laura Hope Crews, Roland Young, 'Only With You.'

Stock and Air Names

Oakland, March 13. 'Ceil and Sally' dramatization of the radio sketches featuring Johnnie Patrick and Helen Troy in their first stage appearances, with a complete stock cast in support, did a profitable week at the Fulton.

It moved to the President, San Francisco, for two weeks. The local mistake was scaling the lower floor above a dollar.

Billy Kent Hurt in March 13. Birmingham, March 13.

Billy Kent of Omaha, Neb, and a member of the Edith Ambler stock company's recovery from an injury received when his automobile struck a city sweeping machine.

Directors said he suffered a fractured skull.



Hold-Outs Balk Shut-Down

(Continued from page 43) by the union at a general meeting and no such meeting was called.

There was doubt that the stage hands as a whole would agree to an emergency reduction, although department heads expressed themselves favorably. William A. Brady, at the Saturday morning session, told the union group that the stage hands were earning considerably higher wages, per person, than the actors. That point seemed to greatly surprise the unionists and the showman said that condition had existed for some time.

There was some recrimination during the session and a union leader indicated that his people had charged him with being too friendly with the managers.

All this witter of talk did not solve the managers' problem. The point was established that the situation was not the same for all shows because the hits were able to go along despite the money shortage. It was clear that the smaller gross shows, most of which were off 50%, were the spots where relief was needed.

Managers Say It At Monday's managerial session the following letter, in gist, was sent the Number One stage hands' union:

'The League of New York Theatres has carefully considered the proposals of your executive committee and has decided such measures are decidedly inadequate to meet the disastrous condition which has resulted from the emergency. Independent managers will attempt to keep shows open, as long as possible. It is the belief of the League that unless conditions improve materially at once, the great majority of the plays now current will be forced to close.

'Since all the groups in the theatres but yours and the musicians have offered adequate relief, yours will be the responsibility for future unemployment in the theatres. The letter was signed by Dr. Moskowitz.

In addition League, upon learning that the musicians had made a 20%

reduction in New York's picture and vaudeville theatres, sent a wire to Edward Canavan of the musicians' local protesting that a concession had been made such houses, while the legit's request for co-operation had been ignored.

Brennan's attitude was: 'We've worked 50 years to get where we are and we will not permit this excuse or any other to lower wages. The temporary cut is only a substitute. We'll confer as much as they want, but no wage cuts.'

Shubert Position There might have been a general closing if the managers voted that way 200% but there were four or five shows not in the picture—a shutdown Monday of last week might have brought the factions to a quick understanding, it was thought. When four or five hold-outs to the general closing idea cropped up, there was some heated chatter in the Saturday night meeting. Lee Shubert stated that he could not act without the co-receiver in the matter of shows in corporation theatres. He added that the court would have to give permission to close houses in receivership and promised to do so early this week.

'Allen Corn,' a recently arrived hit, agreed to suspend if the others did. The rest of the week such as 'Strike Me Pink' were not in on the conversations. Max Gordon agreed to suspend 'Design for Living' at the Barrymore, a respectable house.

There were at least seven attractions which were not on a cut—'Pink,' 'Design for Living,' 'Allen Corn,' 'Signs and People' and 'Dinner for Eight' also the two newer Theatre Guild shows, 'Both Your Houses' and 'American Dream.' As for 'Signs,' George Leight said he had needed a cut in salaries for any cause and would rather close than do so. As for 'Dinner,' the east in refusing to cut, took the position that the show had been a big money maker and it was not up to the actors to take a slap the first time business dropped.

In several shows the players agreed to a 50% reduction, but the

CHECK CONVENIENCE

Legit Theatre Set Up Secretary for Admishes Via Paper

There was a desk with pen and ink in the lobby of the Broadway, New York, so that patrons shy of cash wishing to buy tickets for 30th Century could take out a check. About \$400 in checks was taken in during the week.

The show was playing on percentage, the players getting 10% of the net receipts above the operating costs other than cast salaries. The money represented by checks, however, could not be included in the net because they were not deposited, or if so the box office had to wait until it was sure none of the checks bounced back.

Management here and in other houses where checks were accepted was not worried about the possibility of any bouncers because there were plenty of empty seats and it was doubtful if any such expectation is that more than 90% of the checks are okay. Until they are, tickets go as deadwood.

rule last week had the players working on percentage. It was done this way: A drama figured its actual expenses at \$4,000—including stage hands' wages—and all above that expense was pro-rated higher salaried actors getting a higher percentage. In some cases the plan worked out to better advantage to the actors than if they had taken a 10% cut. Shows were halved, but in other cases the players got little or nothing at all.

Actors in several shows insisted that the front of the house also be pro-rated. Incidentally, in the box office people and where the percentage was effective, even the press agent was paid off that way. By Thursday most of the shows were playing on a pro-rated basis. Salaries and on Friday the banks honored pay-roll checks. That only interested shows which were not on percentage. Latter said not be paid until Monday (15) because the amounts were not computed, but some money was advanced the players for week-end expenditures.

Music was definitely disposed of. The Music Box ('Dinner at Eight') took off the buy last week and postponed it until this week. At the Barrymore ('Design for Living') the players were permitted to make full returns. The agencies helped the situation somewhat because regular customers could charge their tickets, whereas the box office had to take in many cases, passing up accepting checks after the first few days.

An angle which caused the managers to hesitate about giving a 20% cut was the probability of the picture houses benefiting at the expense of the legit. However, reports from the picture house end of the position was that because of the musician and stage hand expense.

On the managers' steering committee—Brook Pemberton, Lawrence Langner, David Finestone and Arthur Beckhart.

Notice sent out by Frank Gillmore, Equity's head, on Monday advised all players that they will not be permitted to reduce salaries unless the stage hands and musicians agree to cut, and then only in the same proportion. Notice set forth: 'Though the moratorium is apparently over, yet the period of emergency continues, and will probably continue for several weeks.

'Our instructions to members of your company are as follows: 'Actors will no longer hold the bag, but they are willing and anxious to go as far as other groups in helping to get the theatres out of trouble. All salaries must be on the basis of the week ending March 4, unless the stagehands and musicians make concessions, either generally or in individual productions. It is not expected that in the case of pronounced hits there will be any change in the payroll. But if a play is slack and needs assistance and the stagehands and musicians agree to, let us say a 10% reduction in the cost of their labor, then the actors will accept a 10% cut too. It is better to verify any claim of this nature at the office. During the period of emergency, the manager has the right to close his attraction without notice.

'The expression 'period of emergency' may not be clear, but we will notify you when, according to our views, it is over. 'In conclusion I may say that we are entering on a new era when the actor will reduce his wages in proportion to the other workers in interested groups, but no more.'

Exploitation

(Continued from page 19)

lease of the Monogram production. This is no for the film on the puzzle box, but it is a simple enough matter for the local manager to tie in, as the puzzles are usually held over for a week or two. A card on the news stands or in the stores should carry some of the puzzles. The scene from 'Oliver Twist' in this week's Puzzle Picture, then watch for the puzzle which is coming to the theatre with the date.

'The fact that the puzzle is not directly tied up with the check is a better angle than if it carried some announcement and looked like an advertisement incidentally. Simmons spread himself on this book.'

Quick to Catch It

French film companies are not slow to get the news. Recently 'Variety' carried a story to the effect that the Rex theatre, Paris, had topped all other houses in its weekly take for a film theatre. Right away, Jacques Halk, who produced the film ('L'Amour et le Vol') immediately sent out the paper and added a literal translation with the added remark that it was the surprise which had achieved the record.

And it was not done merely by a screen ad but by a direct suggestion. They were pre-drawn within the outlines of tall buildings, with a blank building intervening, and with the show taking place in shadow in a vivid red. It made a slightly and appealing display which could not be overlooked. Shows do not do better than in the American style and with a restrained use of color such as few American advertisers ever arrive at. It said the most in the fewest words with the largest display.

Looking Ahead

Looking pretty far ahead, a neighborhood manager in a town near a popular resort is planning to advertise a vacation contest April 3. Slips will be issued with each ticket sold, and the person who gets the most of these slips on June 1 will be given two weeks at a good hotel at the expense of the accommodations on the American plan.

Gag was promoted in return for a screen ad each show during July and August, with pictures in the hotel on an easel in the lobby and the agency advertising an accrues from the general advertising on the tickets. As the series will be offered in the guise of a theatre announcement, the picture will be sent to the manager and manager figures that plenty of people will work hard for the prize. Not expected to sell many tickets but figured it will keep some people from going downtown to see a show.

Proper time to contact such a stunt is right now, providing there's a reasonable certainty that the hotel will open. That might not happen.

Broadway Stunners

Loew's State, New York, is using a two-man bull with red bands to advertise 'Kid From Spain.' Worked so well that the probability of the hind legs has to take time out to get the kinks out of his spine. Not expected to have the advantage of being able to work on the sidewalk which assures full attention, and there is more certainty there'll be no 'straw' with 'St.'

Palace is diked out with pictures of Mussolini and the Italian colors on the picture. The picture was a sort of chime effect to get aural attention, while the Mayfair, just above has the floating head illusion for 'Crime of the Century.' Nothing to do with the story, but it's getting attention. Spieler talks about the picture, but he's meeting there to keep mad wag from throwing things at the girl.

'Strand with 'St.' has more pennants than the U. S. Navy has in its combined flag lockers, with the other houses using the square all holding their ends up.

Making It Harder

Most managers who go for the jig-saw puzzles in the newspaper are letting the contestants pass the scraps to a sheet of paper. With the idea in mind to make them read, George Miller, of the Smalley theatre, Hamilton, N. Y., required these lines of a Roman ceasar with the wood and then cut apart before being assembled.

He used the heads of four stars, he cut in five pieces, with ticket prizes for the ten who made the nearest jobs. Pasting on paper nature at the park for some in handling, and is generally to be recommended, but the cutting out of the cuts will be longer on the job. At any rate it is a new angle.

No Teeth

Ivory theatre, Waterloo, Ia., advertised it would accept 'diamond emeralds, other family jewels, automobiles—(482-33 models), farm mortgages, and other valuables' for admission. F. S. added that 'We cannot accept false teeth at present.'

Love Laughs

(Continued from page 1)

she has been staying in the same spot for 30 days. She has to take this to the chief of police who checks the hotel-keeper's signature. Suggesting under these signatures and documents you go to the Mayor's office. Clerk looks it over and asks 'Where were you before?' 'Before what?' 'Before coming here.' 'Marcellus.' 'And before that?' 'Hey, we're troupers. We're in a new town every week.' 'You must have certificate of residence for six months back.'

'Oul, Monsieur.' 'But the law says you're not incarcerated in a guy back for 30 days.'

'The law is for us to know, Monsieur.' 'And after that?' 'Three weeks to publish the marriage banns wherever you have been.'

'That's crazy.' 'Oul, Monsieur. Perhaps the Procureur of the Republic can do something about it.'

'You go to the procureur. He knifes the law here and there and after about two weeks you're reached first base but you're still a long way from home.'

'If a guy gets married in this country,' says Leslie, 'he means it.'

Fifty Years Ago

(Continued from page 41)

the kids perform, and Albany creditors were snooping around trying to attach the box office.

Philadelphia was advertising his seventh annual dog racing event. No tin rabbits. Trainers waved towels from far end of course.

Casino theatre was in a jam. Stockholders were annoyed at Rudolph Aronson and threatened receivership.

Barnum & Bailey show was to use 15 Sioux Indians on the hippodrome tray which was given to Buffalo Bill an idea. He was still playing in drama. 'Clipper' reported he was planning the W. W.

Theatrical Mechanical Ass'n, recently started in Boston, was taken up by Phila stage hands.

Atlantic City was so little known that the Phila correspondent in referring to it added 'a short distance from here.'

Robert J. Burdette, who as Bob Burdette was regarded seriously as a humorist, was lecturing on 'The Rise and Fall of the Moustache.' Got money for it.

Lawrence Barrett bought a house in the diplomatic section of Washington for his home in retirement. He died before he could use it.

Manufacturer trying to popularize a new boxing glove. Made on the lines of a Roman ceasar with the hand gripping a strap instead of fitting into a mitt.

Six-day walkers had formed themselves into a league to prevent trickery. Game was going on the rocks because of crookedness.

ANNUITIES EXPLAINED

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NOTICES THAT ARE BOX-OFFICE MELODIES

WALTER WINCHELL N. Y. Daily Mirror 'Only Mr. Skelly is enjoyed most of the time. One means to say. He ages with the continuity and cleverly, too.'

LOUIS SOBOL Voice of Broadway 'Clap Caloussed Mitts for the finished performance. Hal Skelly in George White's Melody, a sentimental musical in the better fashion. N. Y. Eve. Journal

ROBERT GARLAND N. Y. World-Telegram 'Hal Skelly funny, but you'd think possible as the Francois Trappoud who ages since he came. He also plays a serious episode with marked sincerity.'

'IBEE' in Variety 'Francica, now middle aged, is played by Hal Skelly, and in the second act scenes he gives Broadway a load of unsuspected talents, quite away from hooding and accentuate.'

B'klyn Daily Eagle 'Hal Skelly was thoroughly funny.'

WHITNEY BOLTON Morning Telegraph 'If I were to choose the one member of the cast who did more than any other to irritate the show with the audience, I would choose Mr. Hal Skelly, who had nothing at all to do until he came, and then so magically and completely transformed himself and the scene and mood of the show, so to speak, the audience eating out of his hand.'



PERCY HAMMOND N. Y. Herald Tribune 'Hal Skelly, who will surprise and delight you in the late moments of the play with a characteristic stand which has been called to the snooty Theatre Guild's attention. 'His playing of a crusty and lovable old pirate is, I think, as thorough an example of versatility as is that of the marquis in the 'Comme il faut' of the Adams in 'Good-Bye Again.'

BROOKS TIMSON N. Y. Times 'Hal Skelly, for example, you will discover growing scene by scene into a lustrious, white-winged old age and performing with rare life, humorous charm and sally dignity all the way. Mr. Skelly especially acquires himself more creditably, than you would think possible.'

WHITNEY BOLTON Morning Telegraph 'If I were to choose the one member of the cast who did more than any other to irritate the show with the audience, I would choose Mr. Hal Skelly, who had nothing at all to do until he came, and then so magically and completely transformed himself and the scene and mood of the show, so to speak, the audience eating out of his hand.'

HAL SKELLY Currently Featured in George White's Melody Casino—New York SIGNED TO STAR—DIRECT AND WRITE 12 SHORTS FOR COLUMBIA PICTURES



Out of the Village

Last week the literary rubberneck bus took you around to the joints and dives in the Village. The customers got one of the Latin quarters and complained to 'Variety'...

This Way Out

The widow of President Benjamin Harrison attended an afternoon tea, where A. E. Matthews was also present. Matthews wanted to know: 'President of what?' and the guests burned. The 82-year-old Mrs. Harrison tersely told Matthews later: 'He is the best I'm leaving New York every day.'

Explaining Dunn, Jones

Both H. Bedford-Jones and J. Allan Dunn, established authors, want the reference of their names in 'Variety', issue of Feb. 21, clarified, so that no misunderstanding can exist. When Bedford-Jones' 'Dunn's' stories which had been plagiarized, 'Variety', under the caption, 'Checking Lifts', recounted how 'Argosy' had 'unwittingly' published stolen stories taken from two old-time writers by Bedford-Jones and Dunn.

Death: Brings Fame

Scramble to get in on the D. H. Lawrence bandwagon since the death of the noted scribbler has elevated his work to a high and low for whatever Lawrence pieces did not get within book covers during his lifetime. That in spite of the fact that Lawrence's work was never published by the Viking Press as Lawrence's official publisher.

U. P. to Pick Winners

Indicating ever-growing interest in books, the U. P. has decided to make a permanent feature of its experimental bulletin on regional best-selling books. Accordingly, U. P. will send out the best-selling lists weekly to all members for Saturday publication.

Costly Error

Chicago, March 13. Diverged wife of politician was in court recently seeking alimony. She wore a Jap mik, or weasel, fur coat that cost \$250 new six years ago. Male onlooker was once in the fashion data described her as in court wearing a wable wrap.

Macfadden's Classics

Bernarr Macfadden going in for reprints of the classics under the name of 'Japs', which won one of those 'Atlantic Monthly' Little Brown novel contests and a big prize. She has followed it with other 'Japs' books and is today a good seller.

Not Retiring Name

All offers by British publishers to either 'buy' or 'rent' the character of Sherlock Holmes, for a new series of his adventures, have been turned down by Conan Doyle's heirs. Some time ago permission for Lady Doyle to designate whatever scribbler she desired to write the Sherlock Holmes sequels, but she stood firm despite the offers.

OPTIMISTS

On Saturday, when the notice of the bank closings came through, and people were in a state of shock-stricken, the Broadway Brentano store carried this item in its window: 'We take checks—We have faith.'

Best Sellers

Table listing best sellers for the week ending March 11, 1933. Includes titles like 'Ann Vickers', 'Hards Perennial', 'Wally of Gold', 'Eyes of Love', 'Year of the Louse', 'Contract Bridge Blue Book of 1933', '100,000 Guinea Pigs', 'British Agent', 'Life Begins at Forty', 'Year of the Louse', 'Way of Escape'.

F. D.'s Mouthpiece

In newspaper and political circles the question is frequently discussed as to what daily will occupy a favored position under the Roosevelt regime, entitling it to the official designation of the 'administration organ'. The Washington 'Post' was the sounding board of the President's policies due to the close friendship that existed between the late Warren G. Harding and Edward B. 'Ned' McLean, then publisher. It continued for a time to fulfill that function after the Coolidge ascended to the Presidency.

Bank Holiday Wallow

Chicago dailies rejected propositions made them by large mercantile advertisers during the bank holiday for temporary advertising on the dollar of established rates. In consequence an immediate shrinkage ensued, so that the dollar when it was published a few as 16 pages. Local advertisers argued that it was better to put up a brave front to the public by keeping advertising volume up, but the dailies didn't share their logic when the fiscal aspects were broached.

Slight Cut

Two of the Detroit newspapers have cut their amusement rate 5% while the third has refused to do anything. The 'Times' (Hearst) refused to cut while the 'Free Press' and 'News' both dove.

No Pamphlet

Perhaps the most pretentious novel ever written by an American is the new Hervey Allen work, 'Anthony Adverse', which Farrar & Rinehart put on the press on Feb. 21. It runs no less than 500,000 words, making it 'An American Tragedy' look like a pamphlet by comparison.

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Different

Although it was only a few weeks ago that Alfred A. Knopf took one of his frequent slaps at Robert McBride for republishing another old book by Warwick Deane, now a Knopf author, Knopf is not averse to doing a McBride himself. He has just issued an old-timer by Mazo de la Roche, called 'Explorers of the Dawn' by B. E. Delafontaine, one of the leaders on the Little, Brown list of novelists.

Least Little, Brown take offense, even as he himself has done at McBride. Knopf is not announcing 'Explorers of the Dawn' as a new work. He calls it a new edition of an old classic, with the added claim that it came with 'Japs', which won one of those 'Atlantic Monthly' Little Brown novel contests and a big prize. She has followed it with other 'Japs' books and is today a good seller.

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Bernarr Macfadden going in for reprints of the classics under the name of 'Japs', which won one of those 'Atlantic Monthly' Little Brown novel contests and a big prize. She has followed it with other 'Japs' books and is today a good seller.

All But Cogs

Unsettling conditions is holding up a new group of mags aimed for the newsmasters. Promoting the venture is Daniel Steinberg, who has organized Newstand Publications for the purpose.

Present plans are to spring the new mags late in April or early in May, providing things get better. Distribution and the other work are being done by the mags purchasing money will put the new publications on the press.

Thayer Past in Yarn

'If a Dog Bites a Man', Tiffany Thayer's new novel, will be published by Horace Liveright. Story, as in Thayer's previous tomes, will be a yarn, with the author's actor-author's life. Former incident is a dark spot in the Thayer history. For years he traveled with a rep. show and did general business.

To Talk on Talkers

Morris Allen, editor of the Metro-Goldwyn-Mayer 'Distributor', has been commissioned by Claude Kenyon to write one of the best talking pictures of the year. This will contain highlights from the shooting continuities of the various motion picture productions.

Lebedeff's War Story

Ivan Lebedeff, Lithuanian actor known around Hollywood for his fashion-plate appearance, has completed a book based on his experiences in the Russian army, fighting on the German front during the war.

Good Year Book

Kinematography in Book for 1933 is out and around. It's one of the best year books of the trade published anywhere in the world. It's a compact volume of 570 thin pages of standard type and with a clear thumb index. It's offered in a full and applicable.

(Continued on page 55)



# 302 Expels and Fines Ish Jones; Men Nicked \$100

Found guilty of accepting fees under the union scale, Isham Jones was fined \$1,000 and expelled from local No. 802, New York, last week. Undercalling is alleged to have taken place while he was working in his current stand at the Hollywood restaurant.

Under the verdict Jones must leave the spot immediately unless he AFM grants him a stay pending a hearing of his appeal from No. 802's trial court decision.

Also fined and expelled from this New York local were the 16 men in the Jones combo. The fine meted out in their cases was \$100 each.

In the event that the 802 order Jones and his men stand barred from ever taking another engagement in New York of any description, including broadcasting. Failure to obtain an overruling will have to pay their fines before they meet a union job elsewhere.

According to the 802 board, Jones had made a practice of collecting from the Hollywood management the salaries allowed under the New York scale and putting up from his own pocket the 30% extra required for a traveling organization, under which status Jones was to remain until he became a full member of the New York union.

Jones case, averred officers of the union, was merely the forerunner to a campaign to suppress what ever underselling that exists among dance bands coming under 802's authority. Regardless of conditions, declares the local, this provision of the union's rules are to be strictly enforced.

# Pitt's Show Boat Will Make Its Third Try

Pittsburgh, Mar. 13. Despite unsettled conditions, Show Boat, one of Pitt's oldest night clubs, will try again. It reopened this Thursday (14) under management of Eddie Klein with Jack Pettis band featured.

Show Boat has already opened and closed twice this season. Last time it was a colored show with Joe Hiller as skipper. This stunt, with Fletcher-Henderson's band, cost the management around \$10,000. It quit after a few weeks try.

Klein has been an active night club figure locally for years. He has operated the Patio, outdoor summer spot.

# Girl Ork Goes Jazz

Mexico City, March 13. All-female symphonic orchestra said to be the only one of its kind in the world, which functioned here for a year, has been disbanded, due to sponsors' inability to obtain funds to keep it going.

Now, its director, Prof. Angel H. Ferreiro, has decided to reorganize the orchestra. Same 24 girls become an all-girl classical jazz band.

# MUSIC TAX WASHED UP

Judge Bondy in the Federal court here last week okayed a motion to dismiss the M.P.P.A.'s 'bootleg' seat tax suit against RCA Photophone.

Case had been settled some time ago and the \$175,000 settlement restricts the floor bill to recruits from radio.

Booking of the Columbia harmonists is for an indefinite period.

Le Zahler's 'Mickey' Tunes  
Hollywood, Mar. 13.  
Tunes for 'Mickey's Big Broadcast', Darnour short for radio release, are being written by Le Zahler.  
Jesse Duffy is directing.

Vt. Bandsman Dies  
Burlington, Vt., March 13.  
Frank Spaulding, Vermont band leader and a member of Sherman's Military Band, died here last week.

### Plain Speaking

Chicago, March 13. Bandsmen here have received a form letter from a hole-in-the-wall publisher in New York. The publisher has been in business less than a month under his present set-up. His letter is believed to establish a new 'high water mark' in color ink writing.

'Unless we get more co-operation from you boys we'll have to fold up.'

# Music Pubs Gumshoe On Their Own to Halt Bootleg Song Sheets

In a series of raids engineered by persons outside of the American Society the police last week took into custody four men believed to be the chief source of supply for peddlers of bootleg song sheets. Quartet was turned over to the Federal authorities and the evidence to the grand jury, with the latter due to report on indictments in the cases today (14). On the basis of data confiscated in the raid here, arrests are slated in Chicago, St. Louis, Kansas City and other key spots.

Losing patience with the results obtained by the ASCAP department concerned with the suppression of the bootleg trade, several of the publishers took over the gumshoeing assignment on their own and garnered the evidence for last week's distributor pinches. John Brann, who handled this department for the Society, is out, with his duties now absorbed by other members of the ASCAP staff.

# 125,000 NAMES STILL ON AFM LISTS, WEBER

Los Angeles, March 13. Considering conditions, the American Federation of Musicians has held its own, asserts Joseph N. Weber, as president of the body.

'We haven't lost more than one-half of 1% of our professional membership,' Weber declares. Younger members, or those he chose to term 'new blood,' have dropped out, but the roster of the organization still has 125,000 names on it, he said. Full strength before the depression was between 140,000 and 150,000.

'In the main,' Weber states, 'we have conformed to our basic scale, although we have readjusted working hours to meet theater requirements.'

# New Coast Club Has Coslow for Its Gliding

Los Angeles, Mar. 13. Sam Coslow is directing the Hal Chasman and his orchestra playing at Danceland here, but not before equipment used by the band was attached to its manager, Henry Shapiro, officially detained. The band, however, played with instruments still under attachment.

Jam was the result of an auto owned by H. Gilkerson which, according to Gilkerson, was only to be taken as far as Rock Island, Ill. The car, when not returned to Spring Valley, Ill., on time, was traced to here, with the resulting predicament.

Shapiro was held until word was received that the car had been returned, but he must now answer for \$100 and the expense of Gilkerson's trip.

# Cold Lips

Cedar Rapids, Ia., March 13. Jean Calloway and her orchestra played at Danceland here, but not before equipment used by the band was attached to its manager, Henry Shapiro, officially detained. The band, however, played with instruments still under attachment.

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Ted Weems pulls out of the Hotel Pennsylvania grid, New York, tomorrow (15) and will be singing one-nighters until the combo opens at the Chicago theater, Chicago, Mar. 30. Band then goes into the Schroeder, Milwaukee, pending its entry into the Lincoln Theater, next outside Chicago.

### Harry Barris' 'Bath'

Hollywood, March 13. Harry Barris, orchestra leader and composer, filed a voluntary bankruptcy petition in U. S. Federal court, listing his liabilities at \$4,500.

His assets are the small royalty returns from his songs.

# DISPOSAL DELAY ON WB FOREIGN RIGHTS

Disposal of the European rights to catalogs of the Warner Brothers publishing group is still up in the air. No deals are being made until B. Feldman, of the London publishing firm that is arranging here, Feldman was due in New York two weeks ago, but he has been detained on the other side.

Louis Dreyfus returned to London on Wednesday (8) without getting an answer either way on his bid for the French rights to the Harms catalog, which his firm, Chappell-Harms, controls for England and France. The deal is under which the Paris publishing house, Editions Francis Salabert, supervised the French rights to the Harms list expired March 13. Also involved is a renewal of the French and English rights to the Remick catalog, Feldman's contract here also expired March 1.

# LOOK TO THEATRES

Bands Figure Dance Dates Quiet Until Mid-Spring

Booking dance dates was paralyzed last week along with the money stringency. Guarantees were not forthcoming from the ballroom promoters.

Situation prompted Guy Lombardo's orchestra to decide on the theatre bookings first instead of the ballroom. They are leaving the Hotel Roosevelt, New York. Dance dates are being deemed more propitious in mid-spring.

# New England and Ia. Dance Mgrs. Organize

Boston, Mar. 13. New England ballroom owners are being organized into a protective association. Group's primary interest will be to press the passage of a measure, now before the Massachusetts legislature, legalizing Sunday dancing.

'Bill comes up for its first hearing today (14).

# Marshalltown, Ia., March 13

First steps toward organization of an Iowa State Dance Managers' Association taken at a meeting held in Marshalltown, Ia., March 13. Resolution for the Iowa state legislature asking that body to make dancing legal on Sundays in the state.

# Hallett Back on B'way

Mal Hallett, well again, and looking better than before he went to Tuscon for his health, is back on Broadway, reorganizing his dance orchestra, with likelihood he'll open shortly at one of the three main midtown theaters, either the Arcaida or Roseland, where he was a former favorite before the accident which sent him to the rest cure.

Charles E. Sherron, either the Arcaida or Roseland, where he was a former favorite before the accident which sent him to the rest cure.

# Musicians Nix Cut

Los Angeles, March 13. Musicians' union refused to lower its scale on the Million Dollar theater without the operators, Lavrus and Vincoff, claim they are barely breaking even.

Attempt to get a \$25 slash in the scale at the Biltmore, where 'Of These Things' played, also thumbed-down.

Earl Burnett band played four one-nighters before opening at the Club Ballyhoo, Hollywood, March 13.

# ASCAP May Pass Next Dividend; Mills Favors Plan as Opponents Propose Reserve Fund as Remedy

Music Dealers' Service, Inc. is now giving away round-trip tickets to Florida as a premium to those publishers who join within the next month on an exclusive basis.

# MDS' Come-On

First of the music men to receive the gift is Joe Kelt, of the Kelt-Engel firm.

# Ballrooms Holding Out on Coin When Leaders Don't Show

Canton, March 13. Eastern Ohio ballrooms, playing occasional name bands, will insist in future that the leaders must appear with their combinations. In several instances lately bands have come in minus the leader, the ballroom manager usually making the excuse that the maestro became ill in last town and would be unable to appear. It's the reverse of the leader showing up to lead a local pick-up crew.

Recently Don Redman's band was contracted to play a downtown ballroom, all advertising carrying the line 'with Redman in person.' The band came in but no Redman. Excuse was illness. But when the manager refused to pay the guarantee, Redman finally arrived at the ballroom 20 minutes before the dance was over.

Contracts now made with bookers contain a clause that the leader must appear in person. Local union officials are so-operating with ballroom managers and declare that if the practice is continued they will meet the matter up with New York union executives. Holding up a part of the guarantee when the leader does not show up has been done here, with the union business agent insisting the ballroom operator is within his rights.

# Calloway Takes Off With \$250 for 14 Men

Cab Calloway, who closed with his band at the Cotton Club in Harlem (Duke Ellington returning) jumped to St. Petersburg, Fla., with \$250 for 14 men under Mills Ricketts' direction. That's \$10 a man, but the bank would accept to M-R. An M-R check was released by the railroad.

Calloway, after the dance tour, goes into Philly and Washington for Warners at \$5,000 net opening Mar. 31.

# Music Trade Cuts

Film industry's 25 and 50% slashes affected the Warners' music publishing subsidiaries. They all went for the same rate of cuts.

# DANCE HALL BURNS

Rensselaer, N. Y., March 13. Edgewood Inn, dance hall restaurant on the Albany-New York road, was destroyed by fire on an off night with no one in the place.

Passing motorist discovered the fire and notified Harold Van Oostenbrugge proprietor, who lives next door. Entire structure was flames by the time fire apparatus arrived. Loss was more than \$15,000, partly covered by insurance.

Harry McDaniel, until recently featured with Johnny Johnson's orchestra has his unit at the Inn.

2 Sunday Arrests  
Jackson, Miss., Mar. 13. The law stepped down on two night clubs here last week for Sunday dancing and made two arrests.

René DeVaux, operator of the Barn, was jailed for eight hours and later fined and released.

What the officers of the American Society had predicted would be the biggest quarrel in its history, according to present indications, wind up as the first quarter in which the ASCAP has failed to distribute royalty dividends among its members because of the accounting situation, and the poor collections that prevailed for the two months prior to this development.

C. M. Hays, the American Society's business head, has suggested to the board of directors that the Society refrain from declaring a dividend for the first quarter of the current year.

Several ASCAP directors are opposing this course on the contention that at this time the money is especially needed by the majority of writers and publisher members. Their contention is that the Society should split up what collections are in at the end of the current month and, if necessary, add to this same money to be drawn from the Society's reserve fund. To carry out the latter idea it would be required to liquidate part of the \$400,000 in bonds now in the kitty.

The bonds, say advocates of a first quarter dividend, could be disposed of at this time at a loss of no more than 20% of their purchase value. However, Gene Buck and Mills hold that these securities should be left intact to be available in the event of a legal battle with the radio interests. Directors favoring liquidation of the bonds as part of the current quarter's payoff declare that the present need of the members is a more immediate and desperate emergency. They point out that in the event of a fight with radio, legal expenses could be taken out of the collections and subsequent losses from financial conditions are apt not to be as stringent.

# February Drop

When the current quarter started there was \$37,000 in the collection bag which had come in the last week of December, or after the Society had declared a dividend for the last three months of 1932. Collections continued at a fair pace through January but with the turn February the incoming coin took a sharp drop from all sources including radio. Situation was first aggravated by the closing down of banks in the Midwest, with the national moratorium the clincher.

Dividends of the Society show a gradual increase from year to year until the last quarter of 1932 when the Mellon decreases 30% for the publisher and half that for the writers.

# HALL'S VICTOR DISKS

George Hall, spotted with his combo at the Taft hotel, New York, has been signed by RCA Victor on a year's exclusive contract.

Does his first recording under the new agreement this week. Hall previously stencilled for Columbia and the American Record Co.

# Or With S-C

San Francisco, Mar. 13. Harvey D. W. Sherman, who has been Clay as professional manager, returning after several years in radio as a singer.

SHED AN OLD FRIEND FROM THE NEW HILL  
JULIAN WOODWORTH  
whose discographies are the most complete in the field.  
"JUST AN ANGLO IN THE  
"TRY A LITTLE TENDERNESS"  
"LINGER A LITTLE LONGER IN  
"REMEMBER ME"  
"ROCKAWAY"  
"WAKAWAKE"  
"LOVE"

**ROBBINS**  
MUSIC CORPORATION  
1157 10th Ave.  
NEW YORK

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items, which are rewritten from a daily paper.

East

Blind actors gave two short plays at the Brooklyn Academy Wed. (8). Had to memorize the number of steps as well as their lines, but not apparent in their work.

New order to feeds forbids riding of speakeas. Only makers and transporters to engage interest in future. Speaks left to cops in theory, but feeds make plenty visits.

Several well known theatrical women mentioned in the suit for separation from Robert H. Davis, broker, by Mrs. Davis. She charges that he spent his money and time on Broadway whoopee to her detriment.

'Three Cornered Moon' to have a 40c second gallery. First time top shelf has dropped below four bits in more than a generation.

'Galah' has bought Peter Milne's 'Sun Simple' Not for immediate production.

Now it's 'Marrylin's Affairs' instead of 'Cinderella's Brothers'.

'Strange Gods' will open at Philadelphia March 27.

Lawrence Schwab back from his Florida rump.

Mayor Hague, of Jersey City, petitioned to issue a permit for a freak show. Being considered.

Cleon Throckmorton exhibiting his scene models in a dept. store.

Harry Clark, ukelele player, held in \$2500 bail in the homicide court Tuesday (7) in connection with the death of Wm. Holua, who fell from the window of his third story apt. Sat. They had a dispute because Clark had accepted a check instead of getting the cash for the band of which Holua was leader.

Engagement of Don Alvarado to Marilyn Miller formally announced last week. To happen 'as soon as possible'.

Yiddish Art Theatre Assn. announces a return to repertory as soon as 'Yoshe Kabb' is run out.

Mrs. Anna Adat, the president's daughter, will replace her mother

on the radio. Tuesdays and Fridays for six weeks starting March 17.

Richard L. Simon, of Simon & Schuster, in from Europe. He went after a book by Jimmy Walker, but didn't get it because the former Mayor said it was too simple and easy to involve. Reports that Walker and Frank Scully have about finished 'Letters I Forgot to Mail'. Says also that Betty Compton has written her autobiography in which she intimates that her marriage to Eddie Dowling (cameraman) was forced by political and religious groups in N. Y.

Eddie Bruce, former comedian, is back from South America with the makings of a travel film.

Mrs. James J. Walker is suing for a Florida divorce on the grounds of desertion in 1928.

Sam Kaplan and nine associates in local 306 convicted of coercion by a jury in General Sessions, but it is to go to appeal.

Johnny Downs, who used to be an Eagle in the city, got a visit from the Jersey City scouts who came to see 'Strike Me Pink'. Jersey City is where Downs did his scouting.

Gale Sondergaard gets Leona Hogarth's assignment in 'American Dream' at the Metropolitan. One of the cast to appear in all three acts.

N. Y. censors ban, then pass 'Hertha's Awakening', German pic, in toto. Finds it 'immoral and tending to incite to crime'. Story of an unwed mother who finally marries the man.

Light on benefits, if any were needed, shed in court last week when Magistrate Goldstein developed the fact that only 20% of the proceeds of a benefit for a home were to go to the beneficiary. Ticket salesmen in court on charge of selling tickets without a license. 'Rehealed' at the promoters got \$69 and Judea Convalence Home got the rest less other costs which cut the profits to one dollar in five.

Fire in Henderson, Ky. March 9 destroyed a section of the business center, including the Grand opera house.

Three creditors force Olympia theatres, Boston, into involuntary bankruptcy. The creditors are Sampson and Samuel Pinaski receivers.

Pig trainer applied to the State Employment office for a job. Looked dark, but a canvasser trying to land some users with the theatre manager found him stewing because he couldn't train a pig for a stunt. P. S.—He got the job.

Breakfast Charlie's damaged by fire Friday (10). Eatery frequented by actors.

Sol Hurok to import a Russian ballet next fall.

Lenore Ulric to open in Scranton, April 17, in 'Naked Woman'. Arch Selwyn intends to work his way out to Chicago for the fair and then bring star into N. Y. in Sept.

Return to two-cent postage urged in Congress since higher rate has meant less income. Bill introduced last week.

Mrs. Muriel Young Hutchins gets \$25 weekly alimony and \$150 counsel fees on her separation from the dramatic coach, John Hutchins.

Laurence Schwab flew up from Miami (8) to see how 'Take a Chance' was doing and took off again Friday to continue his vacation.

Arthur Pryor, bandleader, going in for politics. Out for nomination as fireholder in his New Jersey home.

Lothar Mendes named co-repondent in Lord Inverclyde's divorce suit against James.

Hippodrome first to announce a benefit for quake sufferers. Saturday night.

'Dinner at Eight' down to \$3.30 top.

H. M. Albert and J. L. Warner, who took a 50% salary cut, turn

what's left of it over to a fund for needy WB employees.

Washington Pub. company suing Liveright, Inc., and Rees Press for lost season expenses. Bill \$120,000 shy. Rowland Stebbins gave \$1,000 under his own name and a like amount for Laurence Rivers, inc. Louis Eckstein, whose Ravinia venture in Chicago is famous, sent \$10,000.

David Graves George wins his long fight against Victor Talking Machine Co. to collect royalties on his hit song, 'The Wreck of the Old 97'. U. S. district court finds in his favor. Claimed that 6,000,000 copies of the record have been sold.

Tickets being sold for a bogus benefit for street cleaning dept. Police are looking for the promoters.

George M. Cohen planning a musical comedy along the lines of '45 Minutes from Broadway'.

Arthur J. Beckhard has 'Comie Artist' all cast and will start rehearsal as soon as he is done with 'Champagne Supper'.

Eugene O'Neill finishing off a new play down in Chicago. No details, but it's said to be a regular play and not a freak.

George White considering 12th 'Scandals' for June.

Shuberts have bought 'Just Out' by Edward Bourdau.

Channing Pollock to head for Italy. Back in June. Working on a novel instead of a play.

Winnie Lightner gets her final decree of divorce from Geo. Holroyd.

Coast

Earl Burnhant, orchestra leader, filed a voluntary bankruptcy petition in the L. A. Federal court, listing his liabilities at \$23,597 and assets at \$15,250.

Santa Monica, Calif., beach home of Harold Luyod, entered during the actor's absence in Europe and used for party purposes, according to a report made to the police.

Alie Brady arrives in Hollywood for her first in 10 years, 'When Ladies Meet', at Metro.

Rex Lease, actor, filed a voluntary bankruptcy petition in the Federal court, listing his liabilities at \$5,681.33, with no assets.

Efforts of W. H. Weaver to conduct a 'tango parlor' in Hollywood proved unsuccessful when the police commission denied his application.

Tape thieves who recently held up Spencer Leves, manager of the Ritz, duplicated their pilaging by ordering M. C. Bayer, manager of the Larchmont in Hollywood, and his wife, from their home to a safe, where he was to open the safe. Robbers took \$250.

Frances Marion, writer, and four bondholders of a concern founded by her husband, the late Fred Thomson, actor, awarded an \$18,000 judgment in the L. A. Municipal court against the Life Insurance Co. Trust, which they had sued to collect insurance after the writer's manservant testified that he had signed her name to the bonds.

Inability of Grant Withers to cash a bank order at Fort Worth, Tex., caused the actor to pawn his golf clubs for funds to continue to Chicago.

Injuries which Elizabeth Lennox received when a car driven by Paul Seckler, film studio electrician, is alleged to have struck her at a street intersection, caused the actress' removal to the Hollywood Receiving hospital.

Income tax liens filed in the U. S. District court, L. A., show that James Kirkwood, actor, owes \$29.14 additional tax; Reginald Denny, actor, underpays his 1929 tax by \$133.98, and Sally O'Neil, actress,

(Continued from page 48)

- Owen, Delos, WGN, Chi.
- Owens, Harry, Westward Ho H. Phoenix.
- Paige, Ray, Station KJLJ, L. A.
- Palmer, Earl, Eagle R.R., Milwaukee.
- Parlanet, Brad, 22 W. North St., Indianapolis.
- Parsons, Duol, 220 Hart St., B'klyn, N. Y.
- Parnell, Chas., 420 East B. R., San Bernardino, Cal.
- Pase, George C., Rosville, O.
- Pearl, Moray, 203 Huntington Ave., Boston.
- Peck, Jack, 601 Kenan Bldg., Pittsburgh.
- Peck, Don, Morrison H., Chicago.
- Perkins, Oscar, 2600 North St., Newport, Ky.
- Pendarvis, Paul, Monmouth C. L. A.
- Perry, Don, Sanger T., New Orleans, La.
- Perry, Frank, 2142 E. 14th St., Fallburg, N. Y.
- Peterson, Art, Trent-dale-in-the-Pines, Evergreen, Colo.
- Pettie, Jack, Wm. Penn H., Pittsburgh.
- Peylon, Don, Drysrauc H., Syracuse, N. Y.
- Peterson, E., Tivoli T., Michigan City, Ind.
- Phillips' Orch., 1242 Palmetto Ave., Toledo.
- Philbrick's Orch., Younkers Dept. Store, Evergreen, Colo.
- Phillips, Phil., Club Bagdad, Dallas.
- Piccolo, A., 890 N. 8th St., Reading, Pa.
- Piper, Chas., Midway Gardens, Cedar Lake, Ind.
- Pipp's Orch., Bullwink's, Edmonton, Can.
- Postnell, Nick, Palace B. R., Ocean Park, Cal.
- Powell, Walter & Rudy Bundy, care Leddy & Smith, 100 W. 4th St., N. Y. C.
- Price, Fred, American House, Boston.
- Price, Larry, 3115 N. New Jersey St., Indianapolis.
- Price, R. E., 1265 Sellers St., Frankford, Phila.
- Quaw, Gen., Arlington H. Hot Springs, Ark.
- Ralston, Jack, Station WOL, Washington, D. C.
- Radin, Oscar, M-G-M Studio, Culver City, Cal.
- Ray, Huston, Lexington H., N. Y. C.
- Rodriguez, Joe, KFI, L. A.
- Rose, Erno, Radio City Music Hall, N. Y. C.
- Ruamussen, F., 143 Graham Ave., Council Bluffs, Ia.
- Ryan, Alvino, NBC, S. F.
- Reed, Kemp, 589 Ashley Blvd., New Bedford, Mass.
- Reid, Dominic, care of E. K. Nadal, 110 W. 47th St., N. Y. C.
- Redman, Don, 709 7th St., N.Y.C.
- Redmond, George, Cotton C., Culver City, Cal.
- Rees, Gardner, 1011 Broadway, N. Y.
- Reidman, Lou, 120 W. 74th St., N. Y. C.
- Relyea, Al, 'Buday', New Harmony H., Coboes, N. Y.
- Rendman, Dusk, Del Monte, Birmingham, Ala.
- Reynolds, Lou, 600 Central Ave., Alameda, Cal.
- Rich, Fred, CBS, N. Y. C.
- Richards, Barney, Uptown Village, Cal.
- Rickhite, J. C., Kosonoko, Miss.
- Riley, Joe, 215 E. 12th St., N. Y. C.
- Rittner, J. A., Arista T., Detroit.
- Rizzo, Vincent, Sylvia H., Phila.
- Roanes' Penn, Commodore B., Lowell, Mass.
- Robbins, Sammy, McAlpine H., N. Y.
- Robles, Miles, 8 Sheldon St., Prov., R. I.
- Robinson, Johnny, Olympic H., Seattle.
- Robson, Ed., 100 W. 11th St., N. Y. C.
- Roife, B. A., 111 W. 37th St., N. Y. C.
- Romanelli, I., King Edward H., Toronto.
- Ross, Irv., Jefferson H., St. Louis.
- Rosen, Sam, 1260 Broadway, N.Y.C.
- Rosman, Harold, Bagdad C., Miami.
- Rothschild, Leo, 806 W. 14th St., N.Y.C.
- Ruhl, Warner, Michigan Tech., Houghton, Mich.
- Russell, B., King Cotton H., Greenboro, N. C.
- Sampietro, Joe, KOIN, Portland, Ore.
- Sanders, Joe, MCA, Chicago.
- Sans, P., 215 Ridgewood Ave., B'klyn.
- Santarella, Salvatore, KMFR, Hollywood.
- Scharr, C. F., 624 9th Ave., Buffalo, N. Y.
- Schill, J., Aradisa H., N. Y. C.
- Schubert, Ed., 34 Arthur St., Lawrence, Mass.
- Shamshak, Joe, Station WGPL, Chicago.
- Schwartz, U. J., 819 Court St., Fremont, Ohio.
- Scoggin, Chlo., Pla-Mor B. R., Kansas City, Mo.
- Scott, L. W., 900 Dilbert Ave., Springfield, O.
- Scott, Frank, 224 President St., Brooklyn, N. Y.
- Scott, Bill, Pierris H., N. Y. C.
- Seldman, Sid, Mayflower H., Wash.
- Selzer, Rudy, Fairmont H., S. F.
- Sevily, Ben, care Col. Recording, 65 6th Ave.
- Setaro, A., Paramount Studio, Hollywood.
- Severt, Glen, KJLJ, L. A.
- Sheffers, H. C., Wilbur's, Taunton, Mass.
- Shepard, Chas., KFI, L. A.
- Sherridan, Phil., Mossala, Mont.
- Sherman, Maurie, College Inn C., Chi.

- Shield, LeRoy, NBC, Chicago.
- Shidell, Curtis, Hollywood A. C., Hollywood.
- Shiff, Solly, Palace H., S. F.
- Silverman, D., Miasort T., St. Louis.
- Shimmons, Artie, Playland Park, South Beach, Fla.
- Shimmons, Seymour, 1204 B'way, Detroit.
- Shingler Sherwood, Topsy's Resort, South Beach, Fla.
- Shlain, Paul, Lotus B., Washington, D. C.
- Smith, Beasley, Rosemont B., B'klyn.
- Smolin, S., 120 W. Buechel Ave., Akron, Ohio.
- Sorsy, Vincent, CBS, 465 Madison Ave., N. Y. C.
- Southern, Harry, MCA, Chicago.
- South, Eddie, care Bell Rothstein, 618 Rush St., Chicago.
- Spector, Irving, WOKO, Albany, N. Y.
- Spitzer, Paul, NBC, N. Y. C.
- Spurr, Paul, Foston Hotel, Omaha, Neb.
- Springer, Leon, 134 Livingston St., B'klyn.
- St. Clair, Jester, Prince Edward H., Windsor, Canada.
- St. George, Geo., 2126 Belmont Ave., N.Y. St. Louis Kings, 126 E. 96th St., N.Y.
- Stanton, J., 311 Sumner St., Lincoln, Neb.
- Stefferson, John, care Variety, Hollywood.
- Stanfill, John, 200 Broadway, San Antonio, Tex.
- Steiner, Max, Radio Station, Hollywood.
- Stead, Harry, Station WABC, Detroit.
- Stern, Harold, Blitmore, N. Y.
- Stevens, Percy, 225 Huntington Ave., Boston.
- Stone, Marj, Radisson H., Minneapolis.
- Stony, Geo., Wong's C., London, Ont.
- Strain, Herb, Buffalo Broadcasting Corp., Buffalo.
- Strimoff, Vanderbilt H., N. Y. C.
- Sweet, Al, 23 Quincy St., Chicago.
- Taylor, Art, Nantucket Yacht C., Nantucket, Mass.
- Teller, Ray, Fairmont H., S. F.
- Tenney, J. F., 283 Greenwood Ave., Buffalo.
- Teven, Roy, Regent T., Grand Rapids, Mich.
- Thomas, Howard, care MCA, 62 W. Randolph, Chicago.
- Thompson's 'Virginians', Venter T., Atlantic City, N. J.
- Thorp, Benny, Fan Tan H., 244 Canal St., N. Y. C.
- Tiess, Andrew, Surf Club, Phila.
- Tiess, Andrs, Surf C., Miami Beach, Fla.
- Tobias, Henry, WMAA, N. Y.
- Tobler, Ben, Rosemont B., B'klyn.
- Tobler, Ben, 225 Coral St., Detroit.
- Troce, Al, Hyde Park C., Chicago.
- Tromaine, Paul, Bohemia C., N. Y. C.
- Treastor, Bob, Blackhawk, Chicago.
- Truitt, Fred, 225 Coral St., Phila.
- Tripi, Anthony, Roseland B. R., N. Y. C.
- Tucker, Tommy, Hollywood R., N. Y. C.
- Turoette, Geo., 60 Orange St., Manchester, N. H.

- Ulrich, Frank, Roney Plaza E., Miami.
- Valenz, Val., Lakeside Casino, Denver.
- Valentine, Jack, Statler H., Boston.
- Vallee, Rudy, 111 W. 61th St., N. Y. C.
- Van Cleaf, Jimmy, 41 Paterson St., New York, N. Y.
- Van Steeden, Peter, Towers H., Brooklyn, N. Y.
- Vance, Joe, Sart R., Waldorf-Astoria H., N. Y. C.
- Victor, James E., 222 Fifth Ave., N. Y. C.
- Vito, King, Rosemont D. H., L. A.
- Vogel, Ray, 225 Coral St., Phila.
- Voerches, Don, NBC, N. Y. C.
- Waring's Panna, care J. O'Connor, Hammett St. Bldg., N. Y. C.
- Watters, Lou, 1007 14th Ave., Oakland.
- Walker, Ray, 201 St. James Pl., Brooklyn, N. Y.
- Wayne, Hal, La Boheme C., Hollywood.
- Webb, Chick, 156 W. 44th St., N. Y. C.
- Weber, Thos., Breakfast C., L. A.
- Wechs, Anson, MCA, N. Y. C.
- Weems, Ted, MCA, Chi.
- Weidner, Art, 44 Wavona St., S. F.
- Welch, Roy, Fulton-Royal, Brooklyn.
- Werner, Ed., Michigan T., Detroit.
- Wesley, Joe, 317 12th Ave., Milwaukee.
- West, Ray, Pacific Coast C., Long Beach, Cal.
- Wetter, Joe, 417 Adams Ave., Scranton, Pa.
- Whidden, Ed., 125 Eikeman St., B'klyn.
- Whidden, Jay, Miramar H., Santa Monica, Cal.
- Whitman, Paul, NBC, N. Y. C.
- Whitton, Raymond, New Hartford, N. Y.
- Williamson, Ted, Isle of Palms H., Charleston, S. C.
- Wilson, Billy, Du Pont H., Wilmington.
- Wilson, Clara, Madison Gardens, Toledo.
- Wilson, Meredith, NBC, S. F.
- Witbenrener, W. S., 207 Frederick St., Hanover, Pa.
- Wittenbrock, Al., 1808 T. St., Sacramento, Cal.
- Wittstein, Eddie, New Chicago.
- Wolf, Leo, Vanity Fair C., Havana.
- Wolfe, Rube, care Fancho & Marco, Hollywood.
- Woolahan, Johnny, El Patio B. R., S. F.
- Wray, Robby, KFOK, Long Beach, Cal.
- Wright, Joe, 410 Mills Bldg., S. F.
- Wunderlich, F., 1587 E. 10th St., B'klyn.
- Wylie, Alister, Coronado H., St. Louis.

Yaw, Ralph, KERN, Ebersfeld, Cal. Young, Marty, 4900 Pershing Dr., El Paso.

Ziller, Lea, Virginia B. R., Long Beach. Zoop's Arabian Knights, Keego Harbor, Cass Lake, Mich.

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On Screen

"MEN MUST EIGHT"

with BOB HOPE and BOB WARD

On Stage—MILTON ROSEN (Own) Extra Added Attractions Extra Added Attractions



# I'm Telling You

By Jack Osterman

STAND BY...THIS COLUMN COMES TO YOU DIRECT FROM FOX'S BROOKLYN.

### Another Open Letter

Dear World: Well, as Brown and Henderson say in 'Strike Me Pink,' it's Great To Be Alive. As soon as the banks all closed, Osterman got three jobs. I know you're happy to hear that, but we are breaking all records this week over here across the river and had to do five shows Sunday, the first time this has happened in a year in this house. Driving over after my broadcast last week we were speeding a bit and two motorcycle cops stopped me. I tried to explain but it didn't help me so one of them reached in his pocket for a summons, but didn't have any, he turned to his partner and asked him for one and he was all out of them, too so they let me go with a warning. That gives you a rough idea how tough times are when coppers run out of summonses. I love the way everyone can do anything we want on the holiday. Everybody was so happy being broke. If this sort of thing happens again I guess the great American public will go out with American firecrackers and horns and really celebrate.

The Club Richman was packed all during this gala event—nobody paid, but the place was packed. Getting so you get a lot of extra space as long as you have a sharp pencil. The only argument we had was with one playboy whose check was so big we asked him to use a fountain pen, which he did, after persuasion.

You folks may have enjoyed what went on last week but personally I'll take the New Orleans Mardi Gras, at least you get floats with that.

Frances Faye is a big hit with me here and up to press time has only broken two pianos and one chorus boy's heart.

You know as I told you last week it's tough with these walls to get jokes. However, one sneaked past the Warden and maybe it's okay. It concerns a boy who wants to get a divorce on the grounds that the gun her father carried that day wasn't loaded. Alright, I'm sorry, but I'm doing eight shows a day.

Hey, by the way, I'm billed over here as the columnist-commentator. That's getting to be the thing, I guess, and I can't wait till Pulaski plays the Paramount. If all the boys keep playing the houses they'll have to have a contest for managers and instead of saying, 'What time's my next show?' they'll be saying, 'You go to press at 2:10 and don't cut.'

It's driving me crazy in a Rolls Royce and I only hope that Harry Richman is reading. Everything looks like it's going to be all right and I was just thinking that this smoke that is in my quarters is a bank account for the kid. I've got a great angle though, why not bring the baby up in absolute innocence of what money was and in that way she won't ask for any or miss it either.

I have some Pennsylvania scrip in my pocket right now and it's pretty strong, but the Moore lithograph people make it. Well, as that old broken-down saying goes, everything happens for the best. Everybody use to say they was the root of all evil, well, that root has been removed and everyone in the world ought to be pure as a lily from now on.

ARE YOU READING? Jackie.

## Lid on African 'Harlem'

Brussels, March 2.  
New regulations concerning the exploitation of dances by natives in the Belgian Congo make it an offense punishable by fine and imprisonment for a white person, even acting as third party, to run such entertainments in native quarters. Dance halls to which other than white persons have access may not be opened in essentially European districts and licenses from the district commissioner are required for all halls frequented principally by natives. The hours during which they may remain open are strictly limited and complaints that the natives are a breach of public peace will lead to the immediate withdrawal of the license.

## Wise Guy

An upstate New York sport on the loose the night before the moratorium was declared, daffled with roulette and won \$2,600. Next day he called at the gaming joint to collect, unaware the banks were closed, and put up an awful squawk when the proprietor started counting out the winnings in bank notes. He demanded a check and got it.

## Slapsy Maxie Hits Herr Adolph with Everything But the Valgerholtz

By Jack Pulaski

There certainly was no indication around the Garden Friday (10) that the bank closings were hurting amusement. Plenty of people, about 12,000, attended the fight show stopped by Maxie Rosenbloom, who retained his world's light-heavy title, against Adolph Heuser, a recent importation from Germany.

Max was better than usual, much better, and although he had a busy evening—and anybody will have to work when facing Heuser—Rosie was out in front all the way. He was tanned the color of cocoa, having been in Miami for two months, during which time he had four matches.

One of the outside bouts was a three-round kayo. That was a big surprise to New York fight fans. It is true that Maxie slaps and cuts mostly, but he gets lucky and any man weighing 174 pounds must be able to sock. However, Al Stillman kept over Rosie in St. Louis for an eight count. Explaining the knock-out Max said it was a 15-round bout and he was just taking a little rest.

He left the ring unmarked but that wasn't true about Heuser. The German's left lamp was shot tight and his lips badly swollen. There were moments when it looked like the German was grogged up. Once he went to the doctor, whether from a slip or punch wasn't certain. But he gave out some punches himself and when they landed Maxie would come up. While he is no knock-outer, Rosie can take it.

Maxie's fine condition was indicated by his coolness during the rest periods. He never took a long break and never was doused with water. That is the best training in night clubs, which is not strictly the fact. It is true he likes the fleshpots but he doesn't drink or smoke. That is why a westerner is able to meet all comers. For the courage he is loaded with, it is attested by the fact that he has met the toughest guys in the division. Were he a bit heavier he would cop the major title.

## The Long Razoo

Semi-final brought on Harry Ebbs of Fresno and Doc Conrad of Newark. At a previous meeting the latter won. This time Harry got the decision but the crowd sounded the long razoo. Ebbs' partner, who was white, in close-pounding away at the body. Conrad is a better boxer and landed the cleaner blows. Ebbs' later said he was tired and needs rest. No doubt about his exhibition being under the par he showed against Heuser on the Schaaf-Carnera card. Harry wants another shot at Maxie's title. When they last met he landed on Rosie's chin and the latter was supposed to have told the Long Island blonde that he was woozy for the next five points. A hard left hook cut Ebbs' right eye, like the injury during the Heuser match but that was caused by the German butting his head into the dome. This Friday (17) another championship match is carded, Ben Jeby, the East Sider, defending his recently won title against Vince Dundee. The latter has the edge on Jeby in other meetings, but it is liable to be different, this time because Jeby has discovered how to sock.

## Frisco Sports Arena Ready for New Deal

San Francisco, March 13. Directors of Dreamland Auditorium have tired of a weekly loss and are about ready for a new manager and an all contract setup. Ed Lynch is expected to step down as manager and it's possible that SI Masters of Olympic auditorium, Los Angeles, will succeed. Tom Galt will be the new manager-maker. And Lou Daro will handle wrestling. Dreamland has been dropping dough for past several years with boxing and wrestling matches failing to bring in enough for a profit. Directors were even considering dancing.

## News of the Dailies

(Continued from page 60) the Hollywood Film Bureau's and an unnamed actress, arresting five men and seizing a quantity of liquors. The guests, many of them film people, were not molested.

Charles R. Bennett, musician, filed a declaratory relief action in L. A. Superior court, asking that his marriage to Boots (Mallory) Bennett be declared void, following the actor's divorce from her. He is a Mexican divorcee. Legality of their marriage was questioned because of acting only 16 at the time of the ceremony.

Fear for the safety of her five-year-old son during his absence caused Billy Lowe, KFWB artist, to place police guards around her Hollywood home, following three attempts to break in the house.

Catherine (Joan) Jaccard, actress, filed suit for divorce against Jacques Jaccard, film director, in L. A. Superior court.

Will Rogers Jr. paid a \$10 fine to the Pasadena, Cal., court, after a warrant had been issued against him for not appearing on a traffic charge.

Thieves entered the Hollywood home of a dancing girl and stole the actress's mink coat, valued at \$500, according to a police report.

Two days after Robert Crooks, film stunt man, had his pilot's license restored by the L. A. aviation office, he was killed in a commercial flyer, crashed to his death near De Mar, Cal., with an alleged cargo of liquor.

## Midwest

The Palais Imperiale Club and the Jewel Club, two of Kansas City's night spots, were raided Friday night by federal prohibition agents, who took motion pictures of the persons entering and leaving the clubs for a picture to be used as evidence.

Bank holiday compelled George Young to postpone the opening of his burlesque company at the Walnut, Cleveland. In the interim the house is being spruced up.

David Erwin Russell and his musical director, Ben Jerome, were among those purveying donations to the Century of Progress Exposition in Chicago for a 'Super-Follies.' It was announced that no nations would be barred from the congress of international beauty. 'Almond-eyed Chinese girls and Spanish señoritas' full of fire were listed as certain.

Tom Sexton, 38, and Howard Jenkins, 22, and the latter's wife were in the difficulties in Omaha. They were accused of having something to do with the latest stench bombing of a theatre in that prairie metropolis.

Larry Funk, Bloomington orchestra leader, was granted a divorce in Ohio, was granted a divorce in the latter state from Dolores Reed, a show business actress who Funk avers is 'money mad.'

Evelyn Brent arrived in Chicago for a vaudeville and commented on the blazing question of the moment, 'Should a lady wear trousers?' She's against it.

Auburn, Neb., identified two strangers injured in an automobile accident as members of a radio act. 'The Sod Busters,' from WOW, Omaha. Victims were unconscious in a local hospital.

Harry Fox, 35, was slugged by two men while returning to his home in New York. He is in a non-union stagehand at the Riverside theatre, now 'open shop.' He was treated for concussion of the brain.

'Kjeleke Ike' Edwards got a declaration from Judge James J. Kelly

## Hollywood Femmes' Go for Bikes Gives Dealers Pre-Depress Smiles

### Ballalujah

Los Angeles, March 13. First Methodist Episcopal church, with the most expensive property in town, had a rally out front the other Sunday night. It was a Salvation Army band, and so there would be no impression that the music was opposition to the church, there was a sign on the edifice reading: 'Big band concert inside tonight.'

## So Many Benefits, Can't Grab Enough Change to Make 'Em

The benefit thing is displacing the moratorium palaver among actors, especially with loose change for taxi and bus fares not so loose. All promises to pay expenses of the donation are made, but the performers seldom, if ever, are kept. Any band traveling with instruments and paraphernalia to a benefit, as a result, finds itself stuck for the bus and transpore. As a result Mills-Rockwell, for example, is thumbs-downing all offers for Ellington, Calloway, Bing Crosby, Mills Bros, or others of its talented. When Calloway, for example, learned he was being routed out-of-town on a dance tour he was delighted because of the local benefit nature.

Whether or not the contactees and promoters of the benefits hold out on the petty cash, supposedly budgeted for performers' traveling expenses, is known, but the Broadway bunch is disgusted with the general situation. They don't like the approach either with some agent often using a judge's name as a 'benefit' if that falls the judge's secretary, or the judge himself, call user, and if that fops some commissioner phones, all asking acts to donate services gratis for the benefit of the needy. The talent is picked on chiefly and they're all sore, and no kiddin'.

Out in Frisco professional factions recently posed their interests in the benefit question and appear to have solved the problem for themselves. Show Boat Status Up New Orleans, March 13. Whether the showboat, 'Cotton Blossom,' comes under admiralty jurisdiction in federal court or is merely a floating theatre was argued here in New Orleans. Damages totalling \$4,500 filed against Captain Otto Hittner, owner of the 'Cotton Blossom.' Captain of boats that towed the 'Cotton Blossom' from point to point brought the suits, claiming they had not been paid. Rainy and foggy nights have been hurting the biz of the 'Cotton Blossom.' Case taken under advisement.

## MARRIAGES

Manya Roberti to Louis Schneider, New York, March 6. Bride is sister of Lyda Roberti, and in films. Betty Lou Henderson to Robert Young, Santa Ana, Cal., March 6. Groom is a picture actor. Jean Wells to John Eiler, in Hollywood, Feb. 21. Bride is secretary to Bill Sharpley, radio program director, and groom is a KNX announcer.

Ray Henderson, non-pro, to Robert Young at Santa Ana, Calif., March 6. Groom is M. G. M. contract player.

## BIRTHS

Mr. and Mrs. Jack Perley, in Brooklyn, N. Y., a son. Father is Paramount film salesman in N. Y. territory.

In Chicago, reducing support for his injured son, aged 13, from \$50 a week to \$30 on evidence that Edwards' income had been lessened. Edwards was arrested for arrears some weeks ago when playing a date in Chicago.

Cashier at McVickers, Chicago, handed over \$25 cash to a bandit, then fainting.

Hollywood, March 13. Of those who continue to smile during the present sour-puss days the bicycle dealers here have the bronze among the local femmes who have found that rowing machines, while efficient for cutting the overweight, are tedious contraptions at best and hated as bikes. Gals are seen on all the boulevards pedaling and puffing for the sake of beauty. Most of them are giving a gam flash by doing their stuff in tight shorts. To the extent the bicycle gag is a bit of affectation, but at that it looks a lot better than a hefty dame puffing and sweating all over the street wrapped in sweat shirt and pants, which gives the sidewalk comies a laugh. Bike dealers claim that sales have been brisk for the past two months and credit the idea to several femme picture stars who were photographed clowning with the two-wheelers. A smart publicity man for one of the bicycle manufacturers capitalized on the publicity stills by claiming that the stars were pedaling to keep their forms. He built a campaign on the idea, with other bike manufacturers falling in line. Result was the bike gag, with those who like to do big things falling for it.

Arlington Returns to N. Y. Mine Host Role Edward Arlington, re-entering the New York hotel operating field by taking over the Mine Host and Maryland hostleries, has issued orders that performers will be permitted 50% reductions in regular rates. He is also dickering for other hotels, including the Dille from reports. Arlington, one time owner of the '101 Ranch' Wild West shows and a member of the Mine Host circus, also operates hotels in Key West and Miami Beach, Fla. He formerly owned the Maryland and Claridge in New York.

## Banker-Showmen

Showmanship of the Broadway sector banks was manifested, particularly by the Irving Trust and Chemical institutions. Their general willingness to liberate funds for payrolls and make advances to depositors reacted well upon their customers.

With early payrolls tied up, the many washing checks in these midtown banking institutions commented on the general liquidity, with attendant favorable results for the future.

Banks themselves are cognizant of this and anticipate an increase in new accounts.

## Church Calendar Gyp

Los Angeles, March 13. The old trick of getting a theatre manager's co-operation in selling screen advertising to merchants has found its counterpart in the Bureau of Church Publicity, with ministers as the selling agents. The Gyp is to sell advertising on a calendar, which the cleric is to distribute to his congregation. Because of the minister's backing, the merchants donate to the promoter, with no extra charge.

Bureau's two Chicago addresses have proved phony, according to the Better Business Bureau.

## Biloxi's Nitory

Biloxi, Miss., March 13. Bill Terry, of New Orleans, former operator of the Suburban Gardens, has opened the Club Embassy here. The Mississippi coast beginning to step on a spring section, catching much former Florida trade.

## WASH. RACING LEGAL

Seattle, March 13. The racing bill is now a law. Gov. Martin signed it, but before doing so he called in Joe Roberts, representative who introduced the measure, and Chief Gov. Vic Meyers, ardent supporter of racing. Martin signed, but warned that unless the sport was kept clean, in two years he would check it.

Broadway

Amkie Vogel up and down Broadway... Jack Campbell in voluntary seclusion.

Lora Hays writes to say she still has hopes... Kelsey Allen afflicted with series of nose bleeds.

Helen Menken now among the bridge leasers... Ledewick Vroom on the mend from pneumonia.

Ned Holmes is doing the ballroom for the Paramount Grill... Flock of winter holidays and southern holidays cancelled by the moratory.

Mabel Falge doing radio work in Philly but still nursing the stock company... Pylilis Haver almost got to Florida.

Bob Lett go... Get Jimmy Durante to tell you how he spotted that gag that Eddie Cantor gave him.

Mary Goldhart, formerly of the Broadway, replaced Charles Gray in the position booked for the season.

Auntie Ann Stella Wirth on their way to Australia for a visit home... Duo back next summer.

Florida went on the cuff with the banking holiday; tabs and IOUs, and many scrambling back.

These squatters over on the beach front of Riverside Drive are Manhattan's reminder of Malibu.

Roger Ferris' restaurant The Squires where he isn't hunched over his desk like a six-day bike racer.

Square Broadway losses in a razor blade with each two to one of standard brown cigs at a dime a pack.

Beth Brown's book on ice until April 3 to give you a chance of its latest a chance. It's off the press.

Broadway theatres taking checks for duents probably figure if they can't cash 'em they can send 'em to Alton.

Johnny Perkins, new pop, hand-out cigs with a complimentary Baby Perkins on the cellophane wrapper.

Wayne Pierson's long frock coat floating about the Mayflower hotel, Washington, sure sign he has gone political.

International Photographers arranging benefit show at the Majestic March 19 for unemployed and ill members.

Wray insisting there were two earthquakes on the Coast last week—the slide in Los and the slide in Hollywood.

Tamara Gede is not going to the Coast. Says there's been a lot of conversation, but no actual signing of a contract.

Paul Yawitz in the 'Mirror' retracted that crack about Ida (Mrs. Gede) Center playing backgammon for high stakes.

Fred Kohlman of Sam Goldwyn's cast staff returned after a couple of months searching for material and talent.

Hotel and cabaret reservations for banquets were down 10% when the currency emergency arose and loose cash was short.

Bert Kalmar and Harry Ruby dashed in from coast and dashed back. Harry had to get splashed shoes to practice with the Glantz. Paramount and Warner personnel eating on I.O.U.'s last week. Childs' in the P.O. building and the WP's new eatery permitted on-the-cuff show.

Of the 26 Teletype pictures of the inaugural sent from Washington by the A.T.&T. not included a shot of Vice-President Garner. Always in the background of missing.

Ben Seckowicz, letter from the Secretary of the Navy telling Ben how grateful the Secretary is for Ben's showing of 'The Crazy Drive', which is called an important and patriotic effort in the letter.

Loop

J. L. McCurdy a passer-through. Dorothy Gardner doing chores for Stubbins.

Dorothy Herzon in town to visit Evelyn Brent.

Lou Smith left 'Cavalcade' here for Baltimore.

Guy named John Alden supposed to produce a play.

Frank Burkhardt, letter from MCA, handling Husk O'Hare.

Allen Summers was wrongly identified as a Republican. He is Democrat.

Jim Cook, NBC, has become a little theatre actor with the Uplown Players.

Carleton Coon, Jr. reported making a theatrical appearance in Galesburg, Ill.

Dick Hoffman of Consolidated handling a five-act split week at Madison, Wis.

MEMBERS

Guides to write questions and answers as Marion Holmes in the 'Daily News'.

Frank Bering invited Alan Jones to live at the Ambassador and use his polo ponies stabled nearby.

James accepted... George Masterson, newspaperman, divorced from Barbara Morse, socially registered, after short marriage.

George Hassell ad libbed in a Viennese scene of 'Red Robin' that he had banking connections in Chicago.

Coffee and doughnuts stand operated by Ward Baking Co. and Maxwell Coffee jointly doing a capacity bid during bank holiday.

Arthur Shields of the Irish Abbey Players says American stagehands get more money than their members of this repertory group.

Ken Kurts, ex-Barton organ salesman, handling 'Big Drive' locally.

Jimmy O'Neal has the rights for Washington, Oregon, Idaho, Utah, Montana.

Esther Bradford, girl publicist, has copyrighted an and adv. agency will syndicate a Winchellized gossip column in a restaurant named Blank spaces to be filled in with local names.

Marking the 25th year of Howard Thurston's takeover of the Great Kellars' show and mantle the Society of American Magicians will present a new production at the restaurant March 14. Thurston will attend.

Early morning hold-up of Tex Guinan would have gotten better space if Senator Walsh hadn't died the same morning. Daily papers get more publicity particularly when the rocks came back the next night.

The Hague

By M. W. Eddy-Leal

Randolph Churchill here, lecturing for Anglo-Dutch association.

This week premiere in City Theatre the Hague of M-G 'Hell Divers'.

Italian Opera company season closing leaving till opening coming winter.

Berlin Philharmonic Orchestra toured Holland this week, conducted by Kurt Sicks.

Mr. Groen, manager of Netherlands Fox Film at Amsterdam, 10 years ago.

Dutch composer, Hans Straener, just finished two compositions, to be produced shortly in Amsterdam.

Julius Susteren, composer, celebrated his silver jubilee in this line in stage of Theatre Carat at Amsterdam.

'Violiers,' by Willem Schuurman, Dutch play, recorded 60th performance, exception for home-made art.

Not enough broadcasting factions here—we have about six already!

At Rika Hopner theatre premiere of Dutch opera 'Nixon' by Composer Leto in hands of Mimmi Lebrun.

Mengelberg recovered from flu. Conducting in Southern now among music fans are enthusiastic. Broad via Radio-Rome.

Fenny Fortner touring Holland under auspices. Impresario Krauss with German play by Josky, 'Morgen um 8'.

Schafer, Impresario of a Lilliput company, touring Holland with special Lilliput city built for these riders. Takes up floor space of 80,000 sq. feet and has a post office, circus, town hall, shops, etc.

German opera company performance of Wagner's 'Walkure' at The Hague. Orchestra a mixture of Concertgebouw, but did not say much really; film plans for near future uncertain, but intends to fly to Java and Bali.

Russian composer, Igor Markevitch (living in Paris), conducted premiere of his compositions in Concertgebouw. Among other things foreign visitors in concert halls: English violinist, Lionel Tertilt; Russian composer, Lev Knipin; French pianist, Francis Lang; American tenor, John Beland; Italian 'cellist, Gaspar Cassado; Russian 'cellist, Vladimir Bailev.

Many foreign artists here: French pianist, Janine Well; company of vocalists, including the 'Three Players' 14-year-old English pianist, Arthur Collier; French pianist, Francis Lang; Russian 'cellist, Rava Garbusova; Greek soprano, Vera Janacopoulos; German soprano, Adelheid Hoyer and Charlotte Doerner joined in concert halls. The latter sang frequently in New York (Met oper).

London

Gina Malo back from Mediterranean cruise.

Simon Rowson recovering from flu.

Eric Barker taking day off to prepare his expense account.

Herbert Wilcox at Ciro's.

Jack Davis suspended from Stage Golfing Society for six months.

The King's season at the Adelphi opens with 'The Kid from Spain'.

A revival of 'Oliver Twist' succeeding pantomime at the Lyceum.

Donald Calthrop ill in trouble with maintenance arrears due his wife.

London Pavilion to have 'Crazy Cabaret' with audience to take part.

In the midst of salary slaughterings, Val Parnell is fighting lumbago.

Boris Karloff signed up for a new Gaumont-British picture, 'The Ghoul'.

Paul Robeson to appear in a revival of 'All God's Chillun' at the Embassy.

Miss Kavannah's wife and two daughters rehearsing a vaudeville threesome.

Harry Clark elected president of the Year Artists Federation for the sixth time.

Not Dandy writing act for Robert Leach, who will rewrite the 'Celery Tonic' act.

Marianna, of Rolando and Marianna, dance team, is Marian Pola, sister of Edith Piaf.

Latest London night spot, called The Mermald, operated by Miss Tom, with Edith Piaf.

Jack McKay's side line is running a tea and coffee business, with coupons given for full measure.

Assessment of the publicity of Murray's club, due to row with Eddie Grosbart, the American band leader.

Tea-drinking and at same time watching show from side boxes is one of the privileges at the London Pavilion.

Delysia attending a committee at the House of Commons to appeal for a remission of the entertainment tax.

Teddy Black, youngest brother of George Black, is studio manager of Gainsborough, a Gaumont-British subsidiary.

Robert Dix, for many years head of legal department in Moss Empires and the Stoll Circuit, now practicing on his own.

Musical title of new musical opening at the Phoenix March 15 may be renamed owing to American play of same name.

War and Carroll Gibbons fighting who should record 'Sweetheart,' Sonny Miller's latest, with Gibbons' wife, short headed 'Sweet Service' being produced at Wyndham's by 'This Inconceivable,' a new play with Geric Lawrence, Hugh Van den Berg and other stars.

Henry Sherck and Val Parnell rush to Germany on business deal, in London.

Biggest joke is Pavillon's bills announcing Frank Edley as America's most famous juggler. Guy is German and cannot speak a word of English.

Jack Taylor's definition of a present-day propertyman is one who tells you where you can buy the 'props' whereas in the olden days the property man used to make them.

Riviera

By Frank Scully

Boeke Athel back.

Evelyn Lyle to London. Carnival over, Gott set dank.

Mrs. Chancy Oloott gone, too.

Nina Wilcox Putnam.

'Broadway,' nitely, plugging some of the 'Broadway' acts.

Reg Inxam, once a sun-lover, setting tres nitie-clubby.

Dick Simon pencilled in to Villa Capra, Italy, for a split-week.

Sacha Guitry, now divorced, lecturing on 'Woman and Love.'

Charles H. Harker, a looker among femme publishers, in with Syd Chaplin carrying more American pounds than English these days.

swing will be toward the morbid and medical. Ordered to ready two books in that vein by her publishers.

Bob Stern, Chi Trib picture critic, down from Paree on a snow pulled off by authorities in the hills.

John Van Druen is staying at the Crillon. John and Auroi Lee were making reduped British whoopee at the Crillon.

Marshall Hall back from London where he rounded up a dozen English comedians for a forthcoming French-American revue.

Tumultuous applause greeted the arrival of Marjorie Lawrence, Australian dramatic actress in 'Lobengrin' at the Paris Opera.

Hefetz not feeling the depression; Yvonne Vallee signs herself 'Chevalier.' She has been bearded around frequently of late by an American.

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Paris

By Boulah Livingstone

Clayton Sheehan of Fox still here, Lido on the Champs Elysees appears to be giving to death.

Edwin Miles, Fox pian, pres. of Red Star Film Co. has opened new offices in the rue Lamennais.

Randolph Bartlett has moved to the Right Bank and started his short stories have been accepted.

Friends of Zoe Akins received a letter from her stating she is as soon as her Paramount contract is finished.

Mark Hanna is back at his desk at the Hotel de Ville, after a week-end at St. Moritz with his boss, Doug Fairbanks.

Yvonne Vallee, American pianist, recently arrived from Warsaw, enthusiastically signed at her first Paris concert.

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Bermuda

Al Donahue, Bidana, orch. leader, of the Chatelet, is not contemplating opening the Romberg-Willmetts musical, 'Rosa of France' until October. Meantime, Nina Rosa is holding forth at the Chatelet to satisfactory returns.

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Hollywood

Sign on door of county charities office; No Federal aid...

Layoff mob about the only people around here not taking the cut.

The apple peddler outside Metro studio is missing Schnozzola Durante.

Tom Keene taking a vacation and looking for horse opera color around Woodstock, S. D.

Bank holiday has been no moratorium on rubber checks.

Rufus LeMaire spending his vacation time exercising.

Charles Ruggles has received a request for personal file.

Auto loan companies reaping a harvest with the banks closed.

Most of them are up at midnight.

West Side Riding and Asthma Club will be held by Grover Jones.

The special cut meetings held nightly last week gave a lot of the boys new excuses.

However, meetings rarely broke up before two a.m.

With the first tremors of the quake Ralph had jumped into his car.

Hartford

By M. H. Hammer

Why is Bill Flannagan so lonely of late?

Dick Dorman may move to Hartford from Stamford.

Warner cut spots for Regal theatre, while Allyn opens up.

Strand theatre splurges on space and helps for a new show.

When will Franklyn Winnie stop raving about his new baby?

George Landry's friends sympathize with him on his kiddie's illness.

When will Henry Needles be back on his feet in his office in Hartford?

Is Bill Hennessey the only lucky man in the world who hasn't any bills to worry about?

Who pulled the boner spelling 'woosley' on the valence and Woosley on the electric fan comb?

What artist who is making a change shortly for an increase in salary may get married in Hartford?

Neighborhoods with Better Films Association on kiddies' show Saturday morning.

Winchelzing and wondering. Is Francis Foley feeling like a man he can't don his uniform for the time being?

Minneapolis

By Les Rees

Fritz Kreisler here for first concert in five years.

J. J. Friedl in New York to work out several Publix film deals.

Twin City independent exhibitors are asking booth operators for a 40% cut in the scale.

Pantages and World, independent houses, only theatres now advertising in 'Shoppers' News.'

Eddie Cantor-George Jessel engagement moved back a week to March 23, matinee and night.

Earle Greenberg, Minneapolis manager who retired on sick leave, around again and looking fine.

Elimination of the manager post by the Orpheum receiver drives Morgan Ames of his job.

State selling no children's tickets for 'She Done Him Wrong' because of attraction's unsuitability for juveniles.

Boulevard theatre, just opened by independent exhibitors, is second largest and most elaborate neighborhood house.

Dancing in road houses would be permitted until 2 a.m., instead of 1 a.m., under the new law introduced into state.

Between running for mayor, managing his Shubert dramatic stock company and running up a chain of indoor circuses, Buzz Blainbridge has been one of town's busiest men.

With the World here so successful in newspaper ads last week, State (Publix) described 'King of Jungle' as 'a blast of hell breaking loose on Hennesey's and taking the World (Independent) called 'Big Drive' a blast of hell.'



Rochester

By Don Record

Catholic Theatre League cancels Rochester try.

Henrietta Schumann now pianist on the stage.

Strand theatre selling \$2 ticket books for a buck.

Nick Pagliaro, but not singing, back on the job.

George Carr of Jamestown slated to be manager of Sea Breeze Park.

'Cavalcade' roadshow in the Regent two weeks, but that was too long.

Oskar Huttli, 63, former Eastman orchestra 'cellist, dies in Los Angeles.

Marie Keber Burbank, former Eastman singer, gets addition for Met Opera Co.

Theatres offered to take checks after banks closed, but few takers and business a headache.

With acute change shortage, Manager J. J. Meliker of Loew's Rochester swapped bills for change from two churches.

Marie Keber, janitor of the Eastman theatre, died suddenly at work, second to pass out on the job there in two months.

Winnipeg

By Matt Corbett

Little Theatre to repeat 'Prunella,' a success of theirs of ten years ago.

Lyceum play their first British picture, 'There Goes the Bride,' with Jessie Matthews.

Bob Grassing opens a new dine and dance, 'The Bronx,' no cover charge.

University boy (Bill Jones) writes and directs a new play, 'Plain Jane.' Pete Whittall gave a nice write-up in 'Press.'

Harold Hutchings, former owner of the Anne Bronaugh Players, indicted at Chicago for his bank failure in Arizona.

Christy Dunbar, playwright scenic artist, to make a try at the Theatre with new play of comedy on 'the depression.' Promises to pay local actors.

Washington

Evelyn Hayes working Madrilone, Radio headlining stage for third week.

Carlton Smith managing WMAL for N.Y.

At Bondy in town trying to get spots for G. E. films.

Radio commission operating on the streets. Spikes' term run out Feb. 23 and no reappointment as yet.

Leon Galanty, southern gentleman, presents Italian Ambassador with swank engraved invite to N. Y. showing of 'Hisss' Spikes'.

CBS put on over on NBC by bringing six N. Y. radio columnists down to inauguration.

Quite a party about it didn't rain.

Hardie Meakin's boy Leonard rode horse in inaugural parade, representing C. in welcoming Toby Cook, Georgia kid invited here by Roosevelt.

Nathan Zatkun discusses hally-hoing Vaughn De Leath with Earle over Street Singer's yodeling on stage.

Tracy split with Zatkun when he played Palace here year ago.

Queens

By Henry Willson

Treffery O'Hara writing songs for a Leon Lucas in costume show.

Ray Maher now manager at Loew's Valencina.

Treffery O'Hara writing songs for 'Gardens Varieties.'

Homer Crov writing new book called 'Missouri Boy.'

Clare Luce in costume at Pomonock's Shipreck Party.

Betty MacIntyre has regular Tuesday night over WFLX.

Roger Williamson has tagged his first play 'Not Necessarily.'

Alfred Renaud writing skits for Gardens Varieties.

Robert Hausen, scenario editor for WB, directing Gardens Players when Steve Perutz, formerly with Fox, New England, now manager of RKO Richmond Hill.

three speaks and one liquor store-house in Forest Hills, grabbing two patrol wagons full of gin, rye and whiskey.

Saranac Lake

By Happy Benway

Five years ago this month your Saranac Varities man arrived here on a stretcher weighing 103 pounds.

Look at me now, I weigh 142 pounds, but I can still do a lot better than an hopy, owing to the fact that I am still here and able to write and tell you about it.

Our local theatre here jammed to S.R.O. with 2,000 natives standing outside waiting on results of who won the Essex car that was given away.

Kate Smith in 'Hello Everybody' went to a big flop here, established a new low at the local show-house.

In answer as to who's who among the personnel of the N.Y.A. sanatorium, having received many requests as to same, here it is.

Medical Director Dr. Edgar Mayer assisted by Dr. George Wilson, Dr. Dworkin and Dr. Leach. Superintendent, Mrs. Katherine Murphy.

Nurses Mrs. George Monroe, Miss Mary Flynn, Miss Evelyn Kelly, X-ray department, Rudy Plank, assisted by Jack Slaney.

Research department, Dr. Frank Hunton, assisted by Monroe Coleman and Dr. J. J. McLaughlin.

Rudy Valles, who vacated it at the Lake Placid club bedded his ex-girl friend, Annie Marie, leaving her to nurse the cure for Mammie much.

Saranac on Parade—Show, show the best of the 48, 48 business, and still snowing.

Jimmy Carr air-wave baton swinger is a new arrival at the lodge now under the management of Mrs. Lewis Kirby and daughter, Marie, of Baltimore.

are beddelling Elsie Johnson, daughter of Mrs. Lewis Kirby, 1140 North LaSalle street, Chicago, Ill., just over a mess of 50.

Amateur shows clicking with the aid of Mrs. Lewis Kirby and daughter, Marie, of Baltimore.

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Cincinnati

By Joe Kolting

Joe Stickler managing Gifts.

Pop Golders private billing is Sammy Goldberg.

U.S. 4th theater is only downtown cinema to close during moratorium.

Maurice Goodman, of RKO legal dept., huddled with Ike Libson and Col. Ben Heldingfeld.

Since salary shake hit film row, employers are getting out pay envelopes than salem.

State juvenile official hoofered six-year-old colored by young from Ted Lewis act at Albee.

Coney Island tract to revive under new state O.K. on pari-mutuel betting on horse-racing.

Scale for 'Counselor-at-Law,' current at Shubert, is 56c to \$1.65 for matrs, and \$2.50 top at night.

Cliff Boyd back with Ike Libson as mgr. of Blou, Fifth street smallie that's expected to grind 15c vaude soon.

Amateur yeggs chiseled \$22 from safe of Plaza, Norwood movie, but couldn't get inner box, which held heavy dough.

Cleveland

By Glenn C. Pullen

Bud Sherman, Cleveland boy, directing Ernie Taylor's unit revues at Lotus Gardens.

Ray Mearns, drummer, quitting Kay Kyser during two-week lay-off to join Austin Wylie.

J. J. Frank's wife from Los Angeles here for a visit, but he's still missing four kids left at home.

Play House actors beating depression by playing a private restaurant and a co-op supper club with meals only for a dime.

For Cleveland, former assistant manager Public Auditorium, returns to indie Allen after several years as manager. Successed Joe Murdoch, who leaving for post in L. A.

Bob Newkirkuffed to Mail, with William John as assistant, John Fuchs, manager of Alhambra, assisted by Bill Kirby, while Joseph Standish is made assistant at Grand.

One night spot working on a 60c basis paid off dancers around \$2.31 for week, in addition to meals and rooming.

At rival spot the musicians and entertainers collected only \$1.10 as their share for week.

Des Moines

By R. W. Moorhead

Alice Joy in personal appearance in the tanks.

Evan Nachmanoff had trouble getting enough cash to get out of town.

Charlie Flagler big KSO draw. Also heading revues for station in small towns nearby.

Cleveland show prices no longer so good, but will mean plenty when show opens at regular prices at the Des Moines.

Antio show attendance started out with a bang and ended with a fizzle.

Bill Mick's cast preview of 'The Duke of Alton' got the town buzzing.

Evelyn Brent Poole's ex-hubby fighting her suit for back-alimony.

Bob Gary now managing the Garden and Strand—A. E. Albeeon back in P-P as booker.

Dubuque set Saturday, March 4, as 'confidence day,' when merchants would give \$1.10 in merchandise for every large-sized dollar brought out of hoarding—and was everybody fooled!

Canton

By Rex McConnell

Civic, Akron, goes grand.

Raynor Lehr and company of 30 trout new musical comedy-film policy.

'Repository,' only local newspaper, announces 10% reduction in amusement rates.

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Raynor Lehr and company of 30 trout new musical comedy-film policy.

Milwaukee

By Frank J. Miller

Eddie Cantor and Geo. Jessel rumored for Milwaukee.

Louis Lutz is new manager of Warner Amphitheatre.

Wm. Lynch, 70, former circus performer, given an old age pension by Judge Karel.

Geo. Bach has organized a 40-piece orchestra.

Also leads the quartet Russell Brice has installed at the Majestic.

Mrs. Marie Frey, 75, once a great favorite with local German theatre audiences, died at home of her daughter.

Ted Stanford in charge of the Egyptian.

Maurice Kippen a papa. Name is Sarah and she weighed eight pounds.

Jose Rubin, playing at the Davidson with 'Cat and the Fiddle,' was freed of a traffic driving charge when his car struck a child who darted into the street on a scooter.

Charles Sell, 97, father of Hildegarde Sell, wife of stage actor Hildegarde, died here last week.

Hildegarde flew from New York and arrived a few hours before her father died.

Riverside, which attracted attention of 'Copping by a punch-board idea in ticket price, raised to a straight 20c price to 8:30, with 35c the top after that.

Found plan of the proprietors paying a price of from 1c to 3c, as indicated on a contrivance they punched, not practical.

Simon Brain, formerly a member of the International Billposters' Union, in court charged with unlawful use of auditorium label.

Admitted until April 5.

Harry Post, 35, independent operator, hit over the head with a bill, receiving a brain concussion.

Employed at the National. Attack occurred early in the morning as he was going to his hotel after work.

Seattle

By Dave Trepp

Edward Cooke in N. Y. Hunkle O'Neil back from L. A. with 'The Big Drive.'

Wee Coyle runs the anything but two-week auditorium stage show, which is a record in the U. S.

'Of These I Sing' booked for Metropolitan March 29-30-31-April 1.

Scale from \$3.50. Stage hands look for big time as jobs long for 40 of them.

Bob Robertson, purchasing agent for F.W. Woolworth, left for N.Y. via theatre, to see location.

Notis Tomenas, a Skouras observer, the same.

M. Allegro here from K. C. as auditor for Newman-Rosenberg-Pinkstein Corporation, succeeding Bill Menzies, who left P.W.C. and P.N.W. last eight years.

E. W. Scott, as receiver for P.N.W. and W.S.T. houses going to Claude H. NRP in division; Fifth may go NRP end of this month.

Montreal

Larry Vincent back at Frolchs.

Chez Maurice down to a dollar.

Ernie Cronin tries red ink for hair.

Marcelle Wellington in blue hit at Frolchs.

Armand Vincent in motor smash. Will recover.

Mark C. McNeil breaks into births column. Daughter.

Jim McDonald, one-line paraphraser, bucks NEIL.

Stan Day has turned T. B. corner. Up and will be again.

Edmond Laumiere director of France-Film theatres here.

Radio Commission also rans against Edmond Laumiere.

Maurice Colborne says will only Winnipeg in future tours.

Only Canadian down to last day of U. S. tour. Expects to gear up locally when bills change in cases for 85c Canadian and at best par for 30c pegged-end. Previous day worth \$1.20.

St. Paul

By Walt Raschick

Abbe Sunberg back at the Uptown helm, with Phil Soucy in as aide.

Evel Selbet, Riviera manager, and the misadventure in the infants' wear sections.

Mystic Caverns, a series of caves dug out of nature and inside the bluffs along the Mississippi river, to open as hot spot of the town April 1.

'Paramount' with a 35c policy from 1 to 6:30, sold two tickets from 1 to 2, seven from 2 to 3 p.m. on Wednesday.

'Paramount' to last day of 'King of the Jungle.'

Garrick, loop dime mind, installing 1,100 capacity.

Contractors put-

Contractors put-

Contractors put-

Contractors put-

Contractors put-

Contractors put-

Burlesque Review

IRVING PLACE, N. Y. (STOCK)

After a couple of weeks on the Empire wheel, the Irving Place in the vicinity of Union Square is back in stock. The Brooklyn Raymonds opened the Central, formerly the "Empire" in Times Square and are playing the traveling shows there. According to the Empire office, the two houses are too nearby to play the same shows. And that's funny, too, because even if the Empire office doesn't know it, the two houses are playing the same shows. The change won't make any difference to the Irving Place clientele. In fact they won't notice it. For a burlesque show is a burlesque show, wheel or stock, and even though the banks are closed, you still can't sing tenor from a trombone part.

Literally, stock policy means a permanent company and a new show every week. Irving Place burlesque has its own definition. Stock policy in burlesque simply means that the show isn't on the wheel, and the change is in the reverse, for burlesque stocks change their casts but not their shows.

Stock, necessitates a house producer and an extra salary thereby, but there is no transportation bill for the bills to pay. Irving Place, itself up. The producer himself is more of an arranger than a producer. He calls in the comedians and the boys to let them know they are in the first part this week, just ahead of the last strip, and then we give the optimum scene in the second act. And, Charlie, as Irish Justice, when you slug the district attorney with the bladder, make believe you're on the wheel. Buy out your salary again, and then you'll put more steam in it. I guess that's about the optimum scene in the second act. And, Charlie, as Irish Justice, when you slug the district attorney with the bladder, make believe you're on the wheel. Buy out your salary again, and then you'll put more steam in it. I guess that's about the optimum scene in the second act.

Then the comedians will practice how to be nonchalant after two false starts and when the stripper is taking off the next-to-closing and closing braesiers, when the boys stand in the background like a couple of kibitzers at a pinochle game. The show is in shape for the public. A perfect representative of that public was the gentleman in box A on the right at the Irving Place Thursday night, who worked on a cross-word puzzle whenever the strippers weren't on. He paid \$1.25 for his seat, he's a steady customer. He's not the poppy bit better than the comedians.

Howard Evans produced the T.P.'s opening stock show in the following order, a comedy scene, then a strip, another comedy, scene and another strip, and so on, with a couple of dance specialties and some posing tableaux by the girls to break it up now and then.

There are seven strippers on the staff. Elva Herndon, a redhead, is the principal stripper, apparently because she has the voice next-to-closing, not in an act, but she is not the best stripper. That distinction goes to Mildred (Peaches) Carter, who's twice and who got a reception on the return trip. Miss Strange is best because she works

fast, and that seems desirable to the patrons now, after seven years of stalling. It's no longer a question of what the girls have to show, because nobody expects a Lillian Russell, but how they show it now, and Miss Strange shows what she's got with the help of her partner, Eddie Herndon, on the other hand, clings to the old style of "teasing" men, one safety pin per encore, and using up seven or eight safety pins to get it off, though they know it's eventually coming off anyway. And after that, that long, and then seeing what's on view, it's a wonder they don't ask for rain checks.

Miss Strange's quicker and contrasting manner might be called showmanship in its way. And that's what remains of showmanship in burlesque. Among the current coms here, Mike Saks is head man. That means more comedy or better comedy than usual, because the veteran Saks is better than the usual com. But it's like Grove pitching without a ball.

More than the customary amount of care was taken with the comedians. Improved that was production, it seemed. On appearance the first stock bill was better than average. There are 15 principals, quite a lot, and 18 girls on the payroll. Manager is Jimmy James. Under his direction the old T.P. has been cleaned up considerably, with the seats now camouflaged with bright orange slip covers and the interior generally improved. That's something. Another improvement was the elimination of the butcher at the show, but the cost of weekly rest, and then maybe the boys will believe his prize package spels again.

Business good Thursday night, audience containing more women than usual, plus enough Chinamen to start another long war. Big.

Burley Start Frozen

Cleveland, March 14. Dave Lederman, local lawyer who has had a number of theatrical projects here before, is angling George Young's new stock burlesk that is set to open in new Gayety March 18 with a 40-cent top.

Ohio bank holiday forced Young to postpone opening for a week, and, unless backer has managed to dig up some untrodden ground, it is a bit doubtful if the troupe will be able to open on time.

Ed Daly has lined up Jack Comford, Lillian Shultz, Annie Bradley, Bob Blake, Billy Baud, Charles DeWitt, and a chorus of 12. Johnny Hronek leading pit band.

Placements

Milt Schuster, Chicago, made the following burlesque placements last week: Molly Kaye—Molt Comedy Club; Ina Thomas, Rita Zane, Daphne, New Orleans; Allen Gilbert, Irving Place, New York; Marian Lambert, Jackie, Str and Garter, Chicago; Willie Gordon, Harry Vine, Thad Demonic, Kitty Axtan, Peaches and Kaye, Reta LeVine, Molly O'Neill, Quente Rose, Connie Mantella, Gem, Chicago; Powder Puff—Murray, Edward Sisters, Charles Phipps, Orpheum, Quincy, Ill.

Empire Wheel

Rolls-L. O. Week 13

Girls of U. S. A.—Howard, Boston. Jazztime Revue—Empire, Newark. Girls—St. Louis. Peaches—Troadero, Philadelphia. Powder Puff—Murray, Washington. Speed and Sparkie—Central, New York. Tempiera—Gayety, Brooklyn.

CAPITOL, N. Y.

(Continued from page 13) They always improve over the last time, these kids. Be the dome comedy foll for the Gordon dog act, as did Bert Lehr in White's Varieties and more so by George Jessel in the Eddie Cantor show. Besides the peep routine Berle is out between all the acts and always on top of the show. He's a speedy m.c. They liked Crosby's mike crooning, for which he carries a guitar accompanist, and demanded an en-

core. Later Crosby returned, along with Berle, at the finish of the Duchin warm-up, and they crowned the show to a strong finale.

Berle does a song at the opening of the bill, a patriotic number on Roosevelt and a good follow-up for his last week's "Presidents on Parade." From then on its straight singing for an entire song, this time a parody, and then more gagging until the finish. As a comedian-m.c. the length of her run with the cap and top is dependent on material. For the first two weeks everything's okay, but a song up seven or eight safety pins is no easy matter. Radio's coms found that out long ago.

Duchin is doubling from the Central Park Casino, is all right on music and in the pleasant personality of its leader. Comprises 18 men and 18 girls, including one or two pianists for this date. Duchin himself conducts from and solos on the concert grand, which is apart from the bandstand and directly front and center. Arrangement keeps Duchin in the forefront at all times, with the best idea considering the 18 other men in the background, who should be more prominent. Besides their gypsy opening and a brief finale appearance, the Hale girls are spotted in the middle of the show, in the best idea considering the 18 other men in the background, who should be more prominent.

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Men Must Fight (Metrol) the feature and not drawing Friday night. Big.

TABOR, DENVER

Denver, March 7. The crowd at this spot the night this show was caught indicated the bank holiday was doing plenty. Show started best, but in spite of small crowd got good hand.

Curtain goes up on "Farrerettes," revealing orchestra in overalls and huge straw hats. Bright colors and a farmy background make good setting. The line, 16, is dressed in red and white striped overalls for a song. The Glendollers, male quartet, sing "Wait Till the Cows Come Home."

Joe Barnett, m.c., makes appearance in a blue and white outfit. No work was ever done in them except on stage. Joe is proving popular with the Tabor crowd.

While line makes a change orchestra imitates a barnyard from 4 a.m. till dawn—with roosters crowing and no noises made with various instruments, with tubes mixed in. As dawn gradually comes Ted Shaw of the orchestra leads the vocal quartet in a song too high, but otherwise okay. Flores and Frazell, dressed in rube attire, sang "The Blue Bird." Thelma Quinn with trunk and braesiers and a red bow much too large, does an acrobatic dance and shows to the Tabor crowd.

Barnett and a couple of the boys pull the "not here" gag—overworked in this way. Barnett got a laugh. Men Kendall singing and bathing in a voice that doesn't sound like she looks, as line girls in bandana braesiers and blue and white outfits. Mary sings her song about peaches to the Biendollor crowd. "Hey, Rub!" novelty melody to give line time to make a change.

Helen Arnold sings and gets better as she warms up. She is helped in the act by Johnny Sonna, who drags in a violin, and while she plays it he does an acrobatic dance. George and Louise sing "The Blue Bird" and Louise de Louise sings a four of line girls bring in 12-foot square silk, and after doing a few tricks they do a song. The girls in which line comes in two at a time in conventional party dress, each group do another routine. The Sheridan Sisters do a rube routine, made novelty dance. One is a blonde and the other a brunette, good contrast, and good dancers. Miss de Louie sings "Moonlight and Rainbows" and line does several formations with the garland of roses.

As the telephone gag that was good for hearty laughs despite the small crowd. Biendollers sing "The Blue Bird" and Louise de Louise sings a four of line girls bring in 12-foot square silk, and after doing a few tricks they do a song. The girls in which line comes in two at a time in conventional party dress, each group do another routine. The Sheridan Sisters do a rube routine, made novelty dance. One is a blonde and the other a brunette, good contrast, and good dancers. Miss de Louie sings "Moonlight and Rainbows" and line does several formations with the garland of roses.

This spot needs first-run pictures to make it go over in tip-top shape. As it is now the show is a second-run, and, of course, many are not going just to see the stage show, having come from 25c to 50c to see the film at a 25c run. It is surprising, however, how many do.

CHATTER

(Continued from page 13)

breaks into radio racket with quarter-hour weekly sports talk over KOZ here. Assistant Manager Arthur Cook of the Mission pulled a fast one last week and galloped off and married an old school mate. Henry Redman pulls in all his nickel "whistle" boards since city council has had purchase tickets tax on all such coin machines. Theta Alpha Phi dramatic society up in the air when banks close and tie up funds, preventing their securing costumes from express company. Show scheduled for March 16.

Lincoln, Neb.

By Barney Oldfield Bob Livingston is the Capitol manager now. Nathan Milstein guest artist with symphony (12). E. S. Havens and Mrs. ordered to Dallas for ERP.

Elton Hackett has joined a circle stock troupe enroute. K.F.B. is getting the breaks on the new time schedule—but still wants more.

Clyde Armstrong and Juliette Goodwin announces intention of leaving stage. Nick Paper being out of the Capitol, he may neglect the three-year-darkened Sun.

Bob Livingston's pet tral comes up in Lincoln—all theatre row is out for audience. Duane Yates leaves to become a permanent feature of the Club Madrid in Louisville, Ky.

Ted Cooper bargained no further when Russ Columbo wanted \$800 for one night in his 25c top Marlingold.

San Francisco

By Harold Beck George Gorman is in advance of 'Of Thee I Sing' here. E. S. Havens and Mrs. ordered to Dallas for ERP.

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New Haven

By Harold M. Bone Civic Orch opened top balcony free to public in present emergency.

James and Arthur Stebbins, old-time minstrel pair, died here within few hours of each other. On board the '42 St. Special' Eleanor Holm became the new salary cut for the school bus.

George and Louise sing "The Blue Bird" and Louise de Louise sings a four of line girls bring in 12-foot square silk, and after doing a few tricks they do a song. The girls in which line comes in two at a time in conventional party dress, each group do another routine. The Sheridan Sisters do a rube routine, made novelty dance. One is a blonde and the other a brunette, good contrast, and good dancers. Miss de Louie sings "Moonlight and Rainbows" and line does several formations with the garland of roses.

Easton, Pa.

By A. M. POWELL Pet show scheduled at fair grounds April 6.

Civic Little Theatre staging third annual drama tournament March 15, 16, 17 and 18.

George and Louise sing "The Blue Bird" and Louise de Louise sings a four of line girls bring in 12-foot square silk, and after doing a few tricks they do a song. The girls in which line comes in two at a time in conventional party dress, each group do another routine. The Sheridan Sisters do a rube routine, made novelty dance. One is a blonde and the other a brunette, good contrast, and good dancers. Miss de Louie sings "Moonlight and Rainbows" and line does several formations with the garland of roses.

Arthur Pryor, leader of Pryor's band, and Walter M. Smith, Boston band leader, will be in Allentown for Noble Sissle's orchestra at Mealey's on Saturday (4). Other orchestra to be in Allentown is the Duke Ellington's and Wesley Barry's.

Albuquerque

By 'Red' Brickwork Conservancy Beach, artificial amusement lake, being put in shape for summer.

Mrs. Walter Winchel and Walda through this place last week enroute to California. Deacon Arledge of the 'Journal'

breaks into radio racket with quarter-hour weekly sports talk over KOZ here. Assistant Manager Arthur Cook of the Mission pulled a fast one last week and galloped off and married an old school mate.

Henry Redman pulls in all his nickel "whistle" boards since city council has had purchase tickets tax on all such coin machines. Theta Alpha Phi dramatic society up in the air when banks close and tie up funds, preventing their securing costumes from express company. Show scheduled for March 16.

Birmingham

By Bob Brown Al Stratton is filling in at Roebuck.

Bill Nappi's band goes out of Tutwiler this week. Rollin Stonebrook has a return of the flu again.

Lance Davis new lead in Mary Jane and Flyers at Grand, Montgomery. Drennon Smeets has purchased a big bus for the orchestra that will allow a change of gas a minute.

Henry Mencken and wife were in Montgomery visiting the Mrs. mother, Mrs. John Anton Haardt.

Long Island

By Joe Wagner Ed Sterne is the new city ed on the 'Press.'

Island's new stadium opened in Hempstead. Richard Crooks went over big at Great Neck.

A new pic house is being planned for Manhasset. Boxing again drawing at the Ridgewood Grove.

Hillside in Jamaica just celebrated its seventh year. Eddie Gottlieb is now handling the drama news on the 'Press.'

Stuyvesant is back writing book news for the Fort Washington 'Post.'

Outstanding of holding six-day bike races at the Madison Square Bowl in Long Island City.

Spokane

By Ray Budwin Herb Sutherland, free act booker, is relieving sports in Inland Empire.

State has gone to a double pic policy, advancing one first-run and one second-run. Bill Tilden, tennis shark, did fair at Gonzaga gymnasium in an exhibition match.

Russell Bronk, formerly city editor on 'Chronicle,' now affiliated with 'Spokane' writing sports news. H. D. McBride has taken over Fox management, under the Evergreen operation of the house. C. R. Charles returns as m.g., is at liberty since the house went dark.

Albany

By Henry Retford William Williams succeeds Harry Schifren as office manager of MGM.

Bill, indie house, got a 'scoop' in booking 'Rome Express' for week of March 11. Ordinarily it should have gone to RKO.

George H. Spargo, former Albany newspaper man, has written a one-act play 'The Sun' which was produced over station WNBC, Binghamton.

Capitol, which was presenting 'Green Fairy' during the moratorium accepted personal checks, without questioning. A number of patrons who had purchased tickets in advanced cancelled for the cash.

Pittsburgh

By Hal Cohen Bernie Armstrong moving from Leona theatre, Homestead, to Liberty, in East Liberty, next month.

Avenue Cinema, having tried everything in foreign angles, currently playing a Greek talkie, its first. Owen Cleary, Harry Harris and Earl Roerach among the local theatrical crowd to take in the inaugural.

Auerbach Lena Gordon Roy  
Beck Joseph Keech Kel  
Bessette Charles Lustig Dave  
Fenner George Nantia Miss  
Foster Hart Pawlowsky Jack  
Gildard Francis Pease & Nielson

BOOKLET ON HOW TO MAKE UP STEIN'S MAKE UPS

DOROTHEA ANTEL 226 W. 72d St., New York City

I. MILLER INSTITUTION OF INTERNATIONALS Shoes for the Stage and Street SHOWFOLK'S SHOESHOP—1552 BROADWAY



# OBITUARY

## VAN VEACHTON ROGERS

Van Veacht Rogers, noted American harpist and one-time intimate of Victor Herbert, died March 2 in a hospital at Providence, R. I. He was 69 and had been crippled since 1918, when he suffered a fractured hip. After the accident he turned to teaching in Providence. He was a native of Berlin, Rensselaer county, N. Y., and was the son of a well-known violinist. He played the harp as a boy and at an early age was concert-touring in the United States and in Europe. Later he studied under many harpists abroad and played with Herbert, Walter Damrosch, Anton Seidel, Madame's Schumann-Heink, and others.

Friends and former pupils sent a body to Berlin for burial. Rogers' widow, a former Troy woman, now

lives in Geneva, and a stepson survive.

## ADDIE LESSON

Addie Lesson, 49, secretary to Fred Curtis, author and player representative, died suddenly in Hollywood, March 5, from a heart ailment. Her mother survives.

## ARTHUR B. TIPTON

Arthur B. Tipton, 42, acrobat, well known in vaudeville, was killed March 2 by a fall of six feet in a mine. He was opening near his home in Zanefield, O. Tipton was an acrobat with the Valentine family on

# William Morris

the Keith circuit for many years. A brother of Eugene, Ted, and Phil of Philadelphia, Pa., also was an acrobat in the circus and on the stage. His wife and brother survive. Burial in Zanefield.

## JOHN H. GRIEVES

John H. Grievess, 85, one of the oldest and most picturesque figures of the play days of burlesque, died in Baltimore on March 7. He was buried in the Hebrew cemetery there, where he owned a lot.

He was one of the original members of the San Francisco quartet, then being known as John Hall. Later he turned his attention to burlesque, managing touring troupes and for a time was manager of the Howard theatre, Boston; the Lafayette, Buffalo, and the Elbow theatre, Washington. At the latter house he ran stock burlesque with a company which developed a number of stars, including Effie Fay and Elsie Parker, both of whom got their start there.

Survived by his widow and their two children, and two children by a

former marriage, now in Los Angeles.

## CARL ROST

Carl Rost, 47, veteran showman, was found dead in his automobile, at his home in St. Paul March 6.

Rost had been at the DeLuxe, nabe house, since 1930. He was a charter member of St. Paul Local No. 386, Moving Picture Machine operators.

Coroner pronounced death accidental, due to carbon monoxide gas poisoning. Survived by his widow and a daughter.

## ALAN ROSCOE

Alan Roscoe, 44, died at Cedars of Lebanon hospital, Hollywood,

# Jenie Jacobs

March 8, after a lingering illness. He was born in Memphis, Tenn., Aug. 23, 1888.

## LOUIS B. GARDNER

Roscoe was one of the early players in pictures. Popular in the days of the silent picture as a male lead, he had assumed character parts in the talkies.

During his career he appeared in pictures for First National, Pro-Dis-Co, FBO Columbia, Paramount, Metro, Radio and for state rights.

Roscoe was divorced from Barbara Bodory. Surviving him is his daughter, Barbara.

## DICK FERRIS

Dick Ferris, sportsman and theatrical producer, 68, died at St. Vincent's hospital, Los Angeles, March 12, after a lingering illness. Born in Washington, D. C., he served as a page in the house and senate, then became actor and matinee idol in Minneapolis. Later a sports promoter, promoting first aviation operation in his country at Los Angeles in 1910.

Was married to Florence Stone, actress, divorced 14 years ago. Retired for past 10 years. Survived by daughter.

## LAURA E. JARVIS

Laura E. Jarvis, 67, former actress, died March 9, at the county hospital, near Downey, Calif., from injuries received when she was struck by a hit and run driver. Deceased is survived by a daughter.

## M. A. MALANEY

M. A. Malaney, 43, one of the best known theatrical publicity men in the country and for the past 15 years director of advertising for the Loew theatres, Cleveland, died there March 9, following an emergency operation for the removal of gall stones. He was a visitor to New York only a few weeks ago and then seemed in the best of health.

As advertising man for Loew, Malaney won many of the prizes of-

ferred by that circuit for exceptional efforts on some special picture or campaign.

Survived by widow and three daughters.

Mose Bloom, brother of Sol Bloom, who was associated with him in real estate ventures, died of heart disease in New York March 8.

# Literati

(Continued from page 47)

cable. About as complete as that type of book can be, but limited to the British trade, whereas most books of that type attempt a world survey, that part of it generally incomplete and more troublesome than valuable.

## Hearst Daily in Chain Gag

Los Angeles 'Examiner' (Hearst owned) showed the example of the 'Times' last week by innovating a chain subscription selling gag. 'Times' and 'Examiner' are both devoting full and half page displays to the idea, taking advantage of the falling off in mercantile advertising during the bank holidays, to exploit their circulation drives.

## Minor Worry

Teddy Epstein, the mag publisher, extending his activities. Not only will his 'Broadway Tatler' become a bi-monthly shortly, but he is getting out a new humor mag, called 'Hot-Cat.' Fact that 'Broadway Tatler' can't go through the mails doesn't bother Teddy at all.

## On the Side

Albert Deane, head of Paramount's foreign publicity and servicing departments, is acting as agent for couple of his Australian writer friends on the side. He placed 'White Man, Brown Woman,' by T. L. Richards with Dodd, Mead and now is playing with some picture offers on the book.

## Janus Journalism

Innovation in newspaper racket at Albuquerque. 'Journal' and 'Tribune' being published in same plant under different editors and separate editorial policies. 'Evening Journal' dropped and 'N. M. State Tribune' cut to 'Albuquerque Tribune' which reports on mechanical and business people out.

## L. A. 'News' Cutting Size

L. A. 'Daily News,' running recently 20 to 24 pages, is going to a straight 12 page day. Several persons have been dropped from the payroll. Kenneth Fogarty, radio editor, who was out, was recalled after three days when readers protested the elimination of a radio column.

## Jones Settles With Sper

Howard Jones has made a settlement with Norman Sper of his contract with the Sper newspaper syndicate, with indications that the U.S.C. coach will join the Christy Walsh roster of sports writers. Understood that Jones paid Sper \$2,500 for the release.

## A Roosevelt Pin

Corinne Roosevelt Robinson, sister of the late Theodore Roosevelt, who passed away on Feb. 17 at the age of 71, was the author of a number of books, including a volume of poems entitled 'One Woman to Another.' She was well known in literary circles and as a public speaker.

## Dunked the Beard

Wallace Smith, who's a bug on good titles, has a red ace in 'The Captain Hates the Sea,' his latest opus.

It's about a Swedish chap who was expelled from home after dunking his father's beard in the soup. Smith's sympathy is all with the father.

## Try and Do It

Phyllis Bentley, author of 'Inheritance,' is coming to America to make a lecture tour. One of these days she'll be back to return compliment by sending half a dozen of its authors abroad to do the same. There ought to be some reciprocity somewhere along the line.

## Mitchell's Sunday Feature

Jim Mitchell, showman for the L. A. 'Examiner,' is now doing a full page of film features for the Boston 'Sunday American.' Mitchell also writes a daily trade story for the L. A. 'Examiner' drama page.

## Another Lit Mag

Darvel C. Doran, Thoda Curroff and George Morris, Jr., are all

# Despite Grief, Setbacks, Bad Times Chi Expo Beating Jinx—Looks O.K.

## Installment R.R. Fares

Birmingham, March 13. The Illinois Central railroad has launched a plan to boost travel to the World Fair in Chicago. Tickets will be sold on the installment plan with the down payment being \$1.

## \$1,200,000 SKYRIDE

### Pretentious Thriller \$500,000 Over Budget

Chicago, March 13. Skyrider, the most pretentious amusement item of the World's Fair, will cost \$1,200,000 when complete. That's nearly half a million over the original budget. Two towers, one on each side of the lagoon, will be higher than Chicago's most lofty building.

Present thought on price is to charge 40 cents per ride. Ride is by cable cars. It is a 'slow' thrill. Cable company, elevator company, and a steel company merged to put over the concession, expected to dominate the Exposition in size and uniqueness.

## Iowa Fair Date

West Liberty, Ia., March 13. Dates for the 71st annual West Liberty fair, one of the outstanding fairs in Iowa, have been set for Aug. 21-24.

'Fair will be on a parity with those of previous years. Details to be worked out in keeping with trend of times.

## 80-Yr.-Old Fair Lapses

Woodstock, Vt., March 13. The Windsor County Fair will not be held this fall and already work has been started demolishing the buildings. The Unbridge Fair association has purchased the merry-go-round.

The fair has been in operation for 80 years.

aboard with a new literary periodical known as 'The Midwest Review' of literature, news and roasts of books and authors, of which the woods are full.

## Still Buying

Clayton Magazines arc not folding 'Rapid Fire Detective' or 'Rapid Fire Western.' They are not only going along, but they are buying stuff for the two entries.

## Chatter

Walter Paul Tully, writer, of 66 W. 140th street, New York, went the bankruptcy route with \$11,210 in liabilities and assets.

Simon & Schuster want to publish Frank Scully's life story. He pleads he can't think up one.

Ripley has taken to the high seas to bring back another catch of 'Believe It or Not.'

John K. Winkler is out with another biography, this time about Woodrow Wilson, subtitled 'The Man Who Lived.' Its publishers are the Vanguard Press.

Erskine Caldwell back to Maine. Zona Gale has a new book out, 'Papa La Fleur,' after a long interval.

Herbert Asbury here with the completed script of his book on 'Frisco's Barbary Coast.'

Typical Pirandello title is that for his forthcoming book, 'One, None and a Hundred Thousand.' You figure it out.

Mary Roberts Rinehart has finished a new one, which she will call 'The Album.'

Liam O'Flaherty goes to Macmillan with his next book.

Mark 21 years as a scribbler for Kathleen Norris.

James Weldon Johnson has delivered his autolog to Viking.

Putnam has lost Gettelle, the French authoress, to Farrar & Rinehart.

Chicago, March 13.

In 13 weeks the Century of Progress Exposition will open with some 44 buildings erected, of which number the majority are now well under construction. Work of landscaping the tract of land three miles long, which is the site of the World's Fair, started last week.

It is believed that a big chunk of the \$2,000,000 cash reserve of the fair will be taken to beautify the grounds. This aspect is stressed as the barren, unfinished, unturfed condition under which the Philadelphia Sesqui-Centennial Exposition opened had lots to do with the unhappy destiny of that enterprise.

Good Concession Response. Feeling locally is optimistic despite the gloomy fiscal involvements of the moment. It is felt that the fair has been driven rough against terrific handicaps and discouragements and that by June 1 the nation will have regained its composure. Within the last few weeks all available space for best buildings has been taken, and it is expected smaller concession space will be filled completely. Fair has had many disappointments from foretold cancellations and the international favor will be limited at this exposition. However, compensations have been realized against the setbacks.

In view of financial and general conditions, Major Lennox Eohr is being given much credit for putting through the gigantic undertaking. Lohr is a military engineer picked by the War Department for what was, and is, admittedly, the prize tough job of the depression.

# Win and Lose, Miller Ahead on Lawsuits

Oklahoma City, March 13.

A judgment for \$102,240 in favor of Col. Zack Miller of the '101 Ranch' against the '101 ranch' trust was granted Friday at Newkirk, Okla., by Judge Claud Duval in the Kay county district court.

The court ordered foreclosure in Miller's favor on 1,200 acres of ranch land in Kay, Noble, Pawnee and Osage counties.

In turn, judgments were granted in favor of Security Bank & Trust Co. of Ponca City for \$29,000, and to Lew Wentz, oil man and financier, for \$12,899 against Miller, involving mortgages on the same ranch tracks.

# FUN-CHASE PIER

in  
**Wildwood, N. J.**  
is available to  
a real showman!

The only pier in Wildwood, the playground of a

**MILLION BUYERS  
OF ENTERTAINMENT**

**CONCESSIONS ALONE  
WILL PAY THE RENT!**

**Wildwood Pier Realty Co.**

5th Floor, Broad & Wallace St., Phila. (Attention, M. Lichtenstein)

**ILLUSION:**

A large packing case is exhibited on a raised platform. A young woman climbs into the box. Head, hands and feet protrude, and are held by spectators while the magician takes a crosscut saw and, with the help of an assistant, saws through the center of the box and apparently through the woman.

**EXPLANATION:**

There are many explanations for this illusion. One method of performing this illusion requires the presence of *two* girls in the box. One girl curls up in the left half of the box with her head and hands protruding, giving the effect you see illustrated above. The other girl is doubled up in the right half of the box, with only her feet showing. Nobody is sawed in half.

## It's fun to be fooled — ...it's more fun to KNOW

Cigarette advertising, too, has its tricks. Consider the illusion that "Flavor" can be achieved by some kind of magical hocus-pocus in manufacturing.

**EXPLANATION:** Just three factors control the flavor of a cigarette. The addition of artificial flavoring. The blending of various tobaccos. And the *quality* of the tobaccos themselves. Quality is by far the most important. Domestic cigarette tobaccos vary in price from

5¢ a pound up to 40¢ a pound. Imported tobaccos vary from 50¢ a pound to \$1.15.

No wonder, then, that cigarettes differ in taste—since distinctive, *pleasing* flavor depends so largely upon the blending of the *costlier* tobaccos.

**It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.**

Try Camels. Give your taste a chance to sense the subtle difference that lies in costlier tobaccos... a difference that means all the world in smoking pleasure... in pure, unalloyed satisfaction.



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**— NO TRICKS  
..JUST COSTLIER  
TOBACCOS  
IN A MATCHLESS BLEND**



# CAMELS

# THEATRE

PRICE  
15¢

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66 PAGES

## NEW BROADWAY OF FUTURE

### Havana, Another Worry for Florida, Offers Sprees at Woolworth Prices

Havana, March 15. — The coming cheap playground of the western hemisphere, where every evening the 3 o'clock curfew tolls by cannon at the Cabanas Fortress. This is an old Spanish custom used years ago to clear the streets of the populace with the exception of Spanish soldiers. But the cannon's roar now means that the 114 is off for the night and everything goes.

Visitors may spend an evening at Woolworth prices. Nowhere can food, amusement, gambling, etc., be had at such low cost. This is one spot where the live ones are nursed and protected. Local police are efficient, and it is their boast that not a single case is recorded where an American visitor has been mistreated.

On arrival you are greeted by a cop who hands you a card which gives the information that throughout the city, police or constabularies wearing white hats, speak English and will give the visitor any information. The new Spanish slogan is to protect, not to kill, the zones that laid the golden egg and turned it in for currency.

Havana is gambling crazy. It's a disease and a fever with the natives anyway, and is quickly learned by the visitors from Des Moines or Passaic. Latter are educated on the boat by masters of ceremonies who double in what appears to be innocent gambling schemes such as horse racing, here comes Charlie and other gimmicks with the percentages from 20% to 35% in the operator's favor.

**The Boat Take**  
After the education on the boat, this leaves them gullible for the big Havana killing in the form of sweepstakes, jae-ai-ai, the Cuban national ball game on which there is much betting. The Cuban lottery, of course, is well known.

The class gambling joint is the Casino Nagonal, commonly known as the Havana Casino. No one is taken like a gentleman and a gentleman like a diplomat. Dinner, dancing and roulette featured, the food being the finest and

(Continued on page 54)

### L. A. Sends Out Units To Meet Quake Talk

Hollywood, March 20. — Los Angeles Chamber of Commerce, believing the city got bad breaks in eastern earthquakes on the Quake, is sending two lecture units on the road, each to have a Chamber speaker and seismologist plus a motion picture showing little damage done here.

Will appeal particularly to tourists with point stressed that 50 years will elapse before recurrence of a tremor of similar proportions. Long Beach and other communities, hard hit, will be ignored by lecturers.

### Loosening Up

Liberality of money around Broadway, further emphasized by a return of gambling for big stakes, is said to be the direct reflex from the banking moratorium. The good-time disciples now figure they may just as well play around with it as keep it idle.

This psychology has also been reflected in more free spending in the nite spots, along with the general loosening up for commodities, etc. New York department stores, for example, went berserk on sales the day the banks reopened.

An instance of the big betting, for the average Broadwayite is the 6c and 10c point bridge games in the various clubs, and it costs much more to open a poker pot than it used to.

Wall Street brokers spent the moratorium going to their offices at the regular hour, and immediately starting bridge games which lasted until the 5:15 home trains.

### REPORT LONDON BAN ON DESIGN

London, March 20. — Understood here that the Lord Chamberlain has refused a license for Noel Coward's "Design for Living." Intention had been to produce the play, with the original New York cast, after its current New York run.

In New York several days ago, Coward told intimates that he might not appear in his comedy in London because it is too "light and undignified."

Coward is known to be slated for knighthood in Britain for his writing of "Cavalcade." Under the circumstances, it might not be politic to appear there as an actor in a sophisticated farce.

### REVENGE

Act Pays Off Commission—Pennies Aid Jig Saw Note

Height of something or other is the way Douglas and Elaine, burning at their agent, made payment of some commission.

Paying off \$400 to the agent, they wrapped it together in pennies and gathered each copper separately in a piece of tissue paper. Along with the payment, the act sent a letter which had been cut up in jigsaw puzzle fashion.

### BEER FOR STEM, 6TH AVE. RIALTO

Whole White Way Blocks Already Set for Brew Gardens as Rockefeller and Hearst Plot to Shift Mazdas' Block East—Real Estate Holdings Credited as Reason

### FILM COS. TAKE HAND

They're trying to take the bright lights away from Broadway. There's a plot on a deep, dire plot—to move the theatrical mazdas one street east to Sixth avenue and turn the actual Broadway into Beer Alley.

The plot is insidiously being hatched by the Rockefellers and Hearst. Whether they're sufficient to pull the trick remains to be seen, but they're banding all their efforts that way and from a film standpoint at least have the cooperation of Fox, Radio and Metro. With Universal and Columbia necessarily in, because of their Radio ties.

Where Hearst comes in is the fact that the publisher and his chief columnist-editor, Arthur Brisbane, own a goodly portion of Sixth avenue property from Central Park down Rockefeller, with their Radio City properties are a natural tie-in. The Chase Bank-Rockefeller-Radio Pictures-Fox medley is public property. Metro gets into the thing two ways, first through the Hearst-Cosmopolitan Films thing, and via a back door because of the Fox-Loew stock deals, claimed to be only on paper, but perhaps enough alliance to insure cooperation.

### Theatre Aspects

According to the current lineup it would take about five years for such a switch to be effected. meantime Hearst has purchased the Ziegfeld theatre on upper Sixth avenue over to Loew's for practically nothing. That's just a beginning and will give Metro a spot when and if a deal is in progress for demolition of the New York theatre property on Broadway, that site to be assembled by the United beer interests for a gigantic beer garden. Attempt is being made to have the deal include the Criterion also, for that whole block frontage.

Anheuser-Busch is understood already set on the entire block (Continued on page 50)

### Community Sing

With the cuts 'n' everything, such home office personnel is grimly humming the Ann Heerleis tune under the title of "Bankers Away!"

### Whole Town Goes Burlesque; Clevé's Theatre Shutdown Great for Shakers

### Americana

Chicago, March 20. — The late Mayor Cermak's much quoted phrase, "I'm glad it was me instead of you" is the title of a new song by Art Kassel, band leader at the Bismarck hotel here. Feist will publish.

Cleveland, March 20.

Closing of all Cleveland's film and vaude houses, together with lifting of bank holiday that put plenty of dough back into circulation, helped to give George Young's new burlesque stock at the Gayety more lucky breaks than any opening received here in 10 years.

Young has house scheduled to open Saturday (18) and was dubious about the outlook. But when union trouble over wage cuts suddenly put the shutters on 92 local theatres Thursday, leaving show-goers who had money with no place to go for entertainment he advanced the opening three days.

Hunch proved correct, for opening show drew the biggest crowd any burly venture has seen in years. Unprecedented combination of a 15 to 40c scale and first-string drama critics who had nothing else to cover and gave it more space than an Ethel Barrymore drama, brought out half-block lines of curiosity-seekers in front of theatre—a rare sight these days.

### Five-a-Day

Three shows were given first day but Biz picked up so phenomenally that Young juster it five-a-day on Saturday and Sunday, keeping troupe working almost continuously and on their feet for 12 hours. At the last midnight performance most of the girls were as groggy as marathon dancers, but still game and tickled to be working after layoffs of several months.

Spot is on a side street, located in a former Moose Fraternity building auditorium with 1,000 capacity, yet its novel status as the only theatre now open downtown, results in turning away a couple of hundred customers per day because of lack of room.

Despite size, it's a gold mine for the backer, Dave Lederman, local lawyer with wealthy relatives who has a yen for backstage stuff and who also angled the Cameo's tilted stock burley last summer. Nut for entire house is approximately \$1,700, but manager is booking a Corio, Peaches Browning and Hindu (Continued on page 38)

### LITTLE HOLIDAY PAPER BOUNCES

There were some chiselers who secured Broadway theatre tickets with bouncing checks during the banks' closed period but the large majority of such paper was honored. Exceptions being checks on the Harriman National Bank and those drawn on out of town banks, which had not cleared last week.

One 'no account' passer is known to have used at least two rubber checks and obtained tickets for two musical shows, "Take a Chance" (Apollo) and "Melody" (Casino). The fellow displayed business cards on a dress house known as Rubet Frocks. There is such a firm, which upon inquiry stated that Rubet is a trade name, being the combination of Ruth and Betty. The chiseler signed the checks "J. D. Rubet, Jr."

Checked given for 'Chance' tickets called for \$12.50, with about the same amount for 'Melody.' As a protective measure the box offices stamped all tickets sold by check, 'not to be resold nor exchanged.'

### Parade Squares Hotel's Eviction of Show Troupe

St. Wayne, March 20. — Short-sightedness of a hotel here was squared by the entire community with a parade and lots of extra courtesies for George White's "Scandals" company. Troupe was evicted from the hostelry during the banking holiday when financial matters jazzed up the company's affairs.

A \$1,700 check was sent on from New York by White to Tom Rodkin, company manager, to cover all expenses, but the paper couldn't be honored as it was non-liquid money at the time. So the hotel presumptorily decided to do without the patronage of the "Scandals" personnel.

In the course of the next day the Chamber of Commerce, the mayor, et al., heard about the situation and paraded the show company as a squarer.

### Colored Jazzists Turning Down Soviet Offers

Femme rep of the USSR in New York has been approaching colored jazz bands for a tour of the Soviet republic. Idea, it is set forth, is that Stalin's figure a little jazzier for the proletarians might brighten things commercially, economically and morally.

Money being offered is small, so the American colored jazzists are telling the Soviet rep that Lincoln solved their problem back in '65.





# KING OF THE TOWN

## 'KING' KING OF BALTO AT WOW 17G

Baltimore, March 20. "King Kong" is king of the town here. It is a week from the great bell, and no mistake. Coming in with a striking exploitation campaign, it started off to capacity business, and held to that pace throughout the weekend, turning in five full houses on Saturday and four on Sunday. It brought to town the first sidewalk holdout in months.

Takings for the picture are on the up to the Stanley, and if that prodrome the highest mark it has seen in a month of Sundays, a terrific \$17,000 mark in a house which has been averaging around \$10,000. Playing down its vaude, which is usually its big note, the house clipped it to \$10,000, and even didn't need that. Management is now trying to get out of contracts for new week's vaude, and if that can be done "King Kong" will hold over, making the first h. o. ever for this town in a vaudein spot.

Flicker groovy for this one has everything in town backed off the boards. Against that \$17,000 mark for the picture, the vaude doesn't show, the stage show Century, with its much larger seating capacity, falling under this figure. "King Kong" and Jack Pearl in person on its stage at a fabulous figure.

The Century and the Hip there's nothing else to talk about. "Whistling in the Dark" is in the show at the Stanley, and if that mystery starting weak and ending worse. Ernest Truax doesn't want a thing to the flicker fans. Will put the house badly for this one.

Schanberger brings back the old release, "Follow the Leader," in the show at the Hip, and it's doing now than last year. But repeat is showing no real strength except for the kid trade. "House is Easy" has been as the theatre of radio flickers. Maybe that's an idea.

**Estimates for This Week**  
 Century (Loew-VA) (25-35-40-165)—"Men Must Fight" (MG) and vaude. Jack Pearl in person, but for six days only. Flicker getting good notices and building up a record of the box-office receipts. Will total to approximately \$16,000 for the season, and substantial increase. Would have the top spot if it had not been for the terrific sock of "King Kong" at the Hippodrome. Last week netted \$12,100 for "King's Vacation" (WB).

Hippodrome (Rappaport) (2,600; 25-35-40-55-65)—"Crime of the Century" (Par) and vaude. "Kong" is the hottest thing that's hit this town. Started off to a heavy male play, but now it's going to get a fairer sex, hair; building rapidly, and the talk of the burg, proving that a picture can do as much as a play. Last week days it's what they want. Extra a seal \$17,000, a terrific figure at this house. Will likely hold over, something that's never happened before in any vaude house in this town. Last week down to \$9,800 for "Our Betters" (RKO).

Keith's (Schanberger) (2,400; 30-40-50)—"Follow the Leader" (Par). Had a week's run, but now it's played for Loew's here about 18 months ago and starved, but may be able to give this house enough to get it into the top three. It's rep as the radio house of town. Drawing the ether fans exclusively to take \$2,000 in tickets. Previous session \$3,400 for "Crime of the Century" (Par).

Stand (Fitz Mutual) (1,800; 15-25-35-40-50)—"Cavalcade" (Fox). Two weeks at two-a-day under the auspices of M. Mechanic. "New Mechanic" (1,800; 30-40-50)—"Humantly" (Fox). Evidently the type of tear-jerker the shopping man want. "New Mechanic" (1,800; 30-40-50)—"Humantly" (Fox). Evidently the type of tear-jerker the shopping man want. "New Mechanic" (1,800; 30-40-50)—"Humantly" (Fox). Evidently the type of tear-jerker the shopping man want.

**Estimates for This Week**  
 Century (Loew-VA) (25-35-40-165)—"Men Must Fight" (MG) and vaude. Jack Pearl in person, but for six days only. Flicker getting good notices and building up a record of the box-office receipts. Will total to approximately \$16,000 for the season, and substantial increase. Would have the top spot if it had not been for the terrific sock of "King Kong" at the Hippodrome. Last week netted \$12,100 for "King's Vacation" (WB).

Hippodrome (Rappaport) (2,600; 25-35-40-55-65)—"Crime of the Century" (Par) and vaude. "Kong" is the hottest thing that's hit this town. Started off to a heavy male play, but now it's going to get a fairer sex, hair; building rapidly, and the talk of the burg, proving that a picture can do as much as a play. Last week days it's what they want. Extra a seal \$17,000, a terrific figure at this house. Will likely hold over, something that's never happened before in any vaude house in this town. Last week down to \$9,800 for "Our Betters" (RKO).

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## New K Wondering Where Are the Good Pictures?

Newark, March 20. Rain and sleet denting the weekend, but aside from '42 Street' at the Branford no one is going anywhere, anyway. The "Farm" musical should be swell at \$17,000 unless this weather lasts all week.

No present intention of dropping vaudeville anywhere. Loew's has given notice, but chiefly for protection.

Cantor-Jessel show closed Saturday night after three performances. Bad advance sale despite good notices. Called off Friday mat. with excuse of props not arriving.

Some complaining of lack of product at a time when hits are needed.

**Estimates for This Week**  
 Branford (WB) (2,700; 15-25-35)—'42 Street' (WB). Only theater will stop its topping \$17,000 on eight days. Probable holdover. House more aggressive and now allows smoking in balcony. Last week 'Blondie Johnson' (WB) weak on Saturday \$15,500.

Capital (WB) (1,200; 15-25-35-50)—"She Done Him Wrong" (Par) and "Nagana" (U). Showed early but weak. "Nagana" (U) weak. Last week 'Girl Missing' (WB) and 'Hello Everybody' (Par) good enough at \$4,000.

**Estimates for This Week**  
 Little (WB) (299; 25-40-50)—Dark. Reopens Thursday. Sound went up. Could have reopened to give preference to what it's doing. Last week Ed Wynn no draw and 'Follow the Leader' (Par) and 'Libeskom' maybe (Tohn) weak at \$10,000.

Loew's State (2,700; 15-75)—"Hal-leluja, I'm a Bum" (UA) and vaude. Maybe high \$7,000. Last week 'Clear All Wires' (MG) no money with \$9,000.

Newark (Adams-Par) (2,248; 15-39)—"King of Jungle" (Par) and vaude. "King of Jungle" (Par) no money for three days not likely to beat \$9,000. Last week, second of 'Sign of Cross' (Par), six days feeble on \$6,900.

Packer's (RKO) (2,300; 15-75)—"Great Jasper" (RKO) and vaude. Even with unusual preview of 'King Kong' it hardly topped \$9,000. Last week 'Child of Manhattan' (Col) good enough with \$12,500.

**Estimates for This Week**  
 Terminal (Skouras) (1,900; 55-83-115)—"The Sign of the Cross" (Par). First roadshow prices in Newark this season, and outcome in doubt. No question of demand for vaude. "Sign of the Cross" (Par) money? At old price (15-20) on three days 'Infernal Machine' (Fox) weak. "Child of Manhattan" (Col) good enough with \$12,500.

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## Blyn's Cuts in Scale May Help B.O.'s Later On

Brooklyn, March 20. All dropped night prices with 55c. top week days. Fox remains at 50c. "The Sign of the Cross" (Par). Reduction didn't seem to increase volume as yet but probably will when new scale catches on.

All houses have equally mediocre screen and stage fare this week so new prices may prove to be insufficient to get the trade to the new town. It is expected that de luxe drop will have an echo in the better neighborhood houses.

**Estimates for This Week**  
 Albee (3,500; 25-35-55)—"Christopher Strong" (Radio). Will be away off at \$15,000. Last week 'Our Betters' (RKO) good at \$11,000.

Paramount (1,200; 25-35-55-75)—"Woman Accused" (Par) and F&M unit. Lacks draw. Newspaper ads were Eddy heading stage unit. Doing o.k. and may get \$12,000. Last week 'Hip Pay-Off' (Ind) and Jack Osterman's headliner. Last week good \$18,000. Some confusion when house on Wednesday night refused to take \$12,000 stage. Last week good \$18,000. Some confusion when house on Wednesday night refused to take \$12,000 stage. Last week good \$18,000. Some confusion when house on Wednesday night refused to take \$12,000 stage.

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## H. NORMAL Fans Forgetting All About the Banking Moratorium

New Haven, March 20. '42 Street,' a holdover at Roger Sherman, but his bill will mull on second week.

Threatened closing of local nabes failed to materialize. "Farm" musical. Stormy weekend didn't help any. Things in general swinging back to normal with moratorium apparently forgotten by the fans.

Par looks best currently.

**Estimates for This Week**  
 Paramount (Publix) (2,348; 35-60)—"Crime of the Century" (Par) and "Lady's Stratton" (Par). Better this week at \$6,000. Last week 'Hell to Heaven' (Par) and 'Vampire Bat' (MG) \$2,300.

Palace (Arthur) (3,040; 35-60)—"Men Must Fight" (MG) and "Cohens and Kellys in Trouble" (U). Financial recovery will probably mean bill \$6,000 for this one. Last week 'Our Betters' (RKO) and 'Salor's Socks' (RKO) \$2,300, a good figure considering emergency.

Roger Sherman (WB) (2,200; 35-60)—'42 Street' (WB). Second week weak. "Farm" musical. Stormy weekend didn't help any. Things in general swinging back to normal with moratorium apparently forgotten by the fans.

**Estimates for This Week**  
 Boston, March 20. This, the first week the public isn't shopping around all shows are feeling the impetus of that something-in-the-air which forecasts up-and-up all along the coast. Currently daily intake is the best in many weeks, and with few exceptions the film theatres are benefiting.

Showmen feel heartened again. Too much so, but sufficiently so that they reach to enter talks on effort to get unions to take cuts like all the rest. Vaude would be reduced immediately to two houses if such result could be worked.

**Estimates for This Week**  
 Keith's (4,000; 25-40-55)—"Parole Girl" (MG) and "Who's Who" (WB). Big building up fine for this de luxe house, indicating that "King Kong" is doing very well. "Parole Girl" (MG) and "Who's Who" (WB). Big building up fine for this de luxe house, indicating that "King Kong" is doing very well.

**Estimates for This Week**  
 Boston (RKO) (4,000; 25-40-55)—"Salor's Socks" (RKO) and vaude. Re. Sam Jack Kaufman registering hit as new m.c. Biz very brisk, with outlook for \$9,000, perhaps even better. "Salor's Socks" (RKO) and vaude. Re. Sam Jack Kaufman registering hit as new m.c. Biz very brisk, with outlook for \$9,000, perhaps even better.

**Estimates for This Week**  
 Oklahoma (Wilby) (2,800; 25-35-40)—'42 Street' (WB) and vaude. Best week since "Strange Interlude," on the 10th of last week. "King of Jungle" (Par) was pulled after four days because of poor business and "Woman Accused" (Par) put in; fair business. "King of Jungle" (Par) was pulled after four days because of poor business and "Woman Accused" (Par) put in; fair business.

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## If It's Not the Banks Then the Weather Socks B'way; Par's 50G's Okay, However; 'Secrets,' \$31,000

If it isn't one thing it's another, when it comes to being unkind to the box offices. On top of being in Lent, Sunday and storm with rain continuing yesterday (Monday), added to the tough breaks. Although that's tearing grosses down, business is still good in numerous spots, due to the strength of box office attractions.

Paramount with Walter Winchell and Ben Bernie on its stage, will top \$60,000, while two other houses, retaining the multiple b.o. of last week are "42 Street" at the Strand, and 'Secrets' in its first week at the Rivoli. "White Stripler" is also off nicely at the Astor at \$20,000.

'42 Street' will get \$30,000 or better, lots of profit, on its device week, and will remain a third. "The Key-hole" (Kay Francis) will be the musical's successor.

Mary Pickford, at the Rivoli, will end its first seven days tonight (Tuesday) at around \$31,800, very okay. Comparisons all along the coast three weeks' run in slight, Pickford picture is getting the women. Critics were mixed, but the female critics were for a gal, the poorer notices coming from the male commentators.

Over in Radio City, hard by the elevated, the Music Hall this week will not get over \$60,000, not so much as "Salor's Socks," "Dunbar Eilers" seamer, while the RKO

there's a rainbow. Good \$24,000 in prospect this week.

Proley (Publix)—"Crime of the Century" (Par) and vaude. Town's sensation so far as percentage of profit goes. Dought to rise to \$15,000. Comparisons all along the coast Manager Vinson's favor when it is recalled that Scollay has fewer critics here than any of the others. Last week 'Hard to Handle' (WB) and fine vaude will be the mark to get to this week.

Paromum (Publix) (1,800; 25-35-50)—"Wax Museum" (WB) and "Salor's Socks" (RKO). Headed for \$20,000. Last week 'Hell to Heaven' (Par) and "Parachute Jumper" (WB) did well at \$7,600.

## Vaude Compish Hillites B'ham; '42d St.' \$10,500

Birmingham, March 20. Vaude returns to town with a flourish this week with three houses playing stage shows up. Weaver Brothers, the best draw ever to hit Birmingham, opened at the Ritz Sunday (19) for a week but remains to be seen whether vaude will be the main attraction. "Love in Morocco" (B-B). Considering current week's drawbacks doing better than "Secrets" (WB) which was hit \$8,000, not so bad. Last week 'Crime of the Century' (Par) on \$11,000.

Palace (L'700; 25-40-55-75)—"Mussolini Speaks" (10-22 week). After good first week, taking big drop to \$6,500. Initial seven days \$11,300.

Paramount (3,664; 35-65-75)—"Stripler Personal" (Par) and stage show. Walter Winchell and Ben Bernie, on stage, currently responding to nice \$50,000 or better. "Between Men" (MG) \$11,000. Stage show totals \$17,000. Last week 'Woman Accused' (Par) and stage show, tobogganed house to \$30,000.

**Estimates for This Week**  
 Alabama (Wilby) (2,800; 25-35-40)—'42 Street' (WB) and vaude. Best week since "Strange Interlude," on the 10th of last week. "King of Jungle" (Par) was pulled after four days because of poor business and "Woman Accused" (Par) put in; fair business. "King of Jungle" (Par) was pulled after four days because of poor business and "Woman Accused" (Par) put in; fair business.

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Roxy, on third week of "King Kong" tapers off to under \$30,000.

On Friday (31) the RKO Roxy goes stage band and picture with Horace Hildt orchestra in on that date.

The old Roxy upped its week end price from 35c to 55c. Saturday and Sunday \$11,000, and with that boost to help, ought to get around \$17,000 this week, okay. Picture is "After the Fall," Fox foreign import. House may go to a 55c top all week later, and will thus be in better position for major product.

"Mussolini Speaks" at the Palace, on its second week, falls off to \$6,500, but this is not bad. RKO's former sister house, the Mayfair, now operated by Walter Rade, will get \$8,000 or better on 'Love in Morocco', foreign-made Reg Ingram production. "Mussolini Speaks" at the Palace, on its second week, falls off to \$6,500, but this is not bad. RKO's former sister house, the Mayfair, now operated by Walter Rade, will get \$8,000 or better on 'Love in Morocco', foreign-made Reg Ingram production.

Capitol, by comparison with the other New York first runs, is in pooray state. The Johnny Hopper picture, "Fast Workers," with stage show, won't get house \$25,000, brush-off only \$19,000.

Though his bad weather, et al. the Rialto won't be doing so poorly at \$9,000 on 'Hell to Heaven', but it's not doing so well. This sugar, house will be in the black at a 40c scale.

"Dunbar Eilers" at the Astor at a \$2 top, will do better than its predecessor here, "Rasputin." It's new opposition for "Cavalcade," which is now hitting through the \$10,000 mark.

**Estimates for This Week**  
 Astor (1,012; \$1-10-\$1.65-\$2.20), "White Stripler" (MG) (1st week). Opened Friday night. (17) and off to a good start, with good reviews to help, plus names of Gable and Evelyn "Gaspin" (1st-62) had a 12 week run for \$11,000.

Capitol (6,400; 35-75-99-165)—"Fast Workers" (M-G) and stage show. John Gilbert in a riveter not helping him, indications point to a disreputable gross of under \$25,000. "White Stripler" (MG) (1st-62) had a 12 week run for \$11,000.

**Estimates for This Week**  
 Gaiety (811; \$1-10-\$1.65)—"Cavalcade" (Fox) (11th week). Into second week, quite a bit of time on its run, still doing profitable volume. Last week, 9,000, while first four days of this week \$17,000.

Palace (1,700; 25-40-55-75)—"Love in Morocco" (B-B). Considering current week's drawbacks doing better than "Secrets" (WB) which was hit \$8,000, not so bad. Last week 'Crime of the Century' (Par) on \$11,000.

**Estimates for This Week**  
 Paramount (3,664; 35-65-75)—"Stripler Personal" (Par) and stage show. Walter Winchell and Ben Bernie, on stage, currently responding to nice \$50,000 or better. "Between Men" (MG) \$11,000. Stage show totals \$17,000. Last week 'Woman Accused' (Par) and stage show, tobogganed house to \$30,000.

**Estimates for This Week**  
 Radio City Music Hall (6,945; 35-65-75)—"The Sign of the Cross" (Par) and stage show. Unlikely to get much as \$60,000, unless it week. Last week 'Crime of the Century' (Par) on \$11,000.

Rivoli (2,800; 40-55-75-85)—"Secrets" (UA). Will end its first full week with a drop to under \$10,000 around \$13,000, very good. Final week (third) of 'Perfect Under-23' (WB) slightly over \$8,000, poor.

RKO Roxy (3,255; 35-65-75)—"King Kong" (RKO) and stage show (32) and picture (17) on Tuesday and goes out Thursday night (23). Hardly warranted holdover. Second week \$28,000. "White Stripler" at the b. o. New stage band policy with Horace Hildt starts March 31. RKO (6,200; 25-35-50)—"After the Fall" (WB) and stage show. With the extra 20c on orchestra seats over the weekend, this partly offset the week's drop to under \$10,000 intake of \$17,000. "Heritage of Descent" (Fox) last week did \$16,000, a slight loss.

Strand (2,800; 35-55-65-75)—"42 Street" (WB) (22 week). One of the best grossers on Broadway in some of a big first week. "Heritage of \$40,000 looks to get around \$30,000 currently. Stage a third week.

## Gross Pages

In addition to the major keys presented on the other Grosses are reported on pages 10 and 11 of this issue.

# Execs' Lack of Candor on Payroll Causes Unrest, Employee Ill-Will

Chicago, March 20. All circuits paid off their help, union and otherwise, short last week. RKO, which means the Palace, met its payroll 75 cents on the dollar to actors and 66 on the dollar to stagehands, musicians, operators, janitors. Balaban & Katz have ranged as low as 50% to house managers and employees.

Meanwhile Jack Miller, representing the circuits and exhibitors, was scheduled for conferences with the unions over the week-end. That Miller will seek permanent concessions and reductions was expected. That he would get them wasn't so definite, however, the necessity that agitated employees, in and out of unions, was whether they would receive the unpaid part of their salaries at some future date.

Balaban & Katz house managers and other were frankly grumbling and rebellious after taking three cuts within the past year to get a slash with no explanation from the company as to whether this was temporary or permanent. During the banking moratorium the short payroll was taken for granted, although the lack of candor from their superiors was resented by the rank and file of employees. A very pronounced diminution of employees' good will unquestionably resulted because of the lack of explanation.

**Uncertain Outlook**

B&K execs were not disposed to discuss the situation and probably won't clear up their own minds whether to admit a liability for the unpaid portion of salaries or whether to frankly consider it closed history. Emergency ended with the opening of the banks at least the acute emergency. B&K's needs for further pruning of overhead and relief from the unions is still very real.

Just how the circuits expected to make permanent savings by taking advantage of the temporary moratorium isn't clear. Although the unions are the natural point of attack, other employees of the developments to date were verified the burden of the economies would fall upon those who had already taken it on the chin several times.

Balaban & Katz watched the results of RKO's Thursday payroll most closely for the union reaction. It was reported some unions, notably the Janitors' and the Electricians' two-thirds payment. Possibility of drastic action was feared, but didn't materialize. Unions made no categorical demand for full pay. B&K payrolls are met Friday and Saturday.

## WALKER MENTIONED AS PAR CO-TRUSTEE

Frank C. Walker, showman-politician, is mentioned as a likely trustee for Paramount-Public in bankruptcy. If chosen and accepted, he would probably share with Adolph Zukor and Charles D. Hill, who are expected to be retained, the duties of a trusteeship. Irving Trust, on a court order, has removed itself from the field of availability, on grounds that the bank is now trustee for a P-P subsidiary, Public Enterprises, Inc.

Whether Walker will accept is not known. He was reported to have declined an executive post in favor prior to the equity receivership, and though mentioned for recent political appointments, is said to have thought none. Walker is treasurer of the National Democratic Committee.

Active as general counsel of the M. E. Comerford, his uncle, Walker is also counsel of the N.T.O.A.

**Creditors Meet April 3**

While the exact date has not been set, it is likely the creditors of Paramount Public will meet on April 3 to consider choice of trustees for P-P bankruptcy. This is the tentative date under consideration.

A week ahead, this Friday (24) a hearing on the P-P bankruptcy and pending actions of bondholders in connection with the prior equity receivership of the company and an involuntary petition in bankruptcy not as yet acted on, will be held.

Meanwhile, Jack Miller is believed that Adolph Zukor and Charles D. Hill, who it is believed will become trustees for P-P in bankruptcy, are to continue as equity receivers. As such pending election

### Figuratively

Question on the future of show business, amidst depressed grosses, cuts, etc., with their industries apparently moving along, is answered by one Broadway savant, as follows:

"If you have the measles it takes a little time to recover; if you have malaria, it takes longer. Show business has malaria."

## Fear Lobbying Reaction to Pix Because of Cuts

Instead of helping matters and giving the industry its strongest argument against adverse legislation, the 50% salary slash is reported to be providing just the opposite reaction. With 176 bills involving the industry in new taxes and censorship yet to be cleared up in states, film legislative agents report a freeze-up attitude current in high political circles since the semi-annual moratorium was officially confirmed.

Where these agents until this year were conferring with lawmakers, they find that an industry which paid the highest salaries in the world certainly could afford to meet taxes, the slant is now more involved—so much so that even some of the industry's statementers are a little confused.

**Cut Broke Bad**

The big cut broke just at the wrong time for most picture distributors and exhibitors. They were gloating over the revelations made at a banking inquiry that a bank president could draw only a modest salary but derive an income more than the highest price picture star through the bonus system.

Another thing making it tough for the theatres and producers is the view of the legislators that they still find their neighborhood houses crowded nightly. They can't figure why the picture steno-grapher should have to go on half pay when the public in such numbers to her boss' theatres. However, film's rep can authoritatively point out that, after all, admissions are virtually half what they were a year ago.

### Michalove as Receiver's Advisor on Public Ent.

Unavailability of Louis Cohen (of RKO) has propelled the selection of Dan Michalove as the likely operating adviser to the receivers of Public Enterprises, Par theatre subhold. Irving Trust is the receiver for the company and choice of an operating adviser comes through recommendations made by creditors' committee headed by S. A. Lynch.

Michalove is a former Warner company official and once was associated with the S. A. Lynch film and theatre enterprises in the south. He's also been in the Par employ as film buyer under H. B. Franklin.

## N. Y. CENSORING HELD UP BY FIGHT FOR JOBS

Picture channels in New York threaten to be clogged this week due to the concentration of censor authorities in Albany today (21), who are fighting for their official lives.

Bill ending official censorship is having its day before the legislators and the job holders, in order to be on hand for their own interests, are reported forgetting all about new product qualifications for the immediate time.

of a trustee or trustees in bankruptcy, Zukor and Hill are subject to the jurisdiction of the court granting the original equity receivership.



**WILL MAHONEY**

This week, Mainstreet Theatre, Kansas City.

"The Boston 'American' said: 'Each feat of Will Mahoney's is a signal for handclapping, loud and long. If Mahoney were alone on a program, Keith's it would be well worth while for Will Mahoney hasn't a peer in his line.'"

Direction  
**RALPH G. FARNUM**  
1650 Broadway.

## FOX-WC DEBTS 3 TIMES ASSETS

Hollywood, March 20. Listing liabilities of \$24,968,134 and assets of \$8,846,868, Fox-WesCo filed schedule in bankruptcy Friday (17).

Claims of secured creditors total \$3,671,793 and unsecured, \$14,900,000. Unsecured film rentals total \$284,000 and due on notes in excess of \$6,000,000.

Principal assets are stocks and bonds in subsidiary companies to aggregate value of \$6,534,153; receivable on notes, \$1,885,000; debts due on open accounts, \$174,541 and cash, \$8,875.

Among secured creditors the heaviest account is that of Adolph Brinich, amounting to \$99,576; Chase National Bank, secured for \$50,000; David M. Croft, covering purchases of theatres in Calexico, Calif., \$47,754.00; Universal Pictures, covering circuit theatres in Santa Ana, Fullerton and Anaheim, Calif., \$42,000.

**Wesco Biggest Creditor**

Heaviest unsecured creditor is the Wesco Corp., listed at \$11,904,774.17; Chase Bank, \$4,060,000; Fox Film Corp., \$2,456,198.07; Wolf & Shanberg, Kansas City, \$488,923; Reid, Yemm & Hayes, Springfield, Ill., \$386,104; National Theatre Supply Co., \$271,000; EXRT, \$115,677; Fleiss Amusement Co., \$129,000; K & F Realty Co., Trinidad, Colo., \$75,000; L. M. Miller, Kansas City, \$61,500; Rialto Amus. Co., Rock Springs, Wyo., \$59,373; Lyric Amus. Co., Douglas, Ariz., \$76,500; Fanchon & Marco, \$46,000; Ackerman & Harris, and their partner, George Oppan, each \$23,214; Universal Pictures, covering Oregon theatres, \$21,877.

**Film Rentals Due**

Amounts listed as due distributing companies for film rentals include Fox, \$74,000; Metro, \$15,000; Paramount, \$119,000; RKO Radio, \$12,000; United Artists, \$3,000; Universal, \$6,000; Warner Bros., \$24,000.

Bankruptcy schedule was filed by Baile, Turner & Lake, attorneys for the bankrupt and signed by Charles A. Buckley, U. S. of Fox and West Coast. Document was filed with Samuel W. McNabb, referee in bankruptcy, who will likely call a meeting of creditors within the next 10 days at which time a trustee in bankruptcy is expected to be elected.

### TOM MIX CIRCUS IDEA

Screen Cowboy May Tour World Under Own Big Top

Tom Mix may head his own circus troupe on a world tour that will take him to England, Africa and Australia.

Deal is now in the confab stage between Mix and theatre interests from abroad. Idea is for Mix to assemble his own show for the tour.

# Indies Renew Hopes of Competing With Lower Cost Films of Majors

## Jensen & Von Herberg Taking On NW Houses

Seattle, March 20. Jensen-Von Herberg have acquired Fox theatre here to open first run policy with possibly stage presentations at 35 cents post starting between April 1 and 16.

House is one of best in the northwest. The operators are angling for the Orpheum in Spokane, but deal uncertain now.

## Film Shortage Opens Way for Foreigners Here

It's the biggest moment in the lives of foreign film producers. The American market is more open-minded about European pictures than ever before, with foreign language flickers even being sent for by circuits. With the answer, of course, in a current film shortage.

Newest foreign film purchase by big companies are two Ufa titles that are up for sale Columbia is trying to buy 'F.F.I. Antworst Nicht' and Metro would like, it has indicated, 'Morgenorrot.' Paramount is also reported to be looking for the latter, a submarine story.

Universal has its English-German picture 'Be Mine Tonight' ready for the Radio City Music Hall and Fox's 'After the Ball,' a Gaumont-British, is currently at the old Roxy, New York.

With that in mind, two of the biggest European companies, Gaumont-British and Ufa, have started a serious raid on American talent.

Not only actors, but writers and directors are being looked for by these companies from America. Gaumont-British's latest acquisition is James Gleason, who's been taken for two pictures. Several other American actors, including Victor McLaglen, Olive Borden, Gene Keenan, Joe Pennington, MacDonald, are over there, while two of the agents have requests from several of the British companies for any available name actors, preferably not in the line of the picture below. Another preference mentioned is for typical 'Americans,' with Gleason pointed out as what is in uniform.

Ufa has also approached several of the agents for people, though mentioning not only actors, but writers and assistant directors are wanted here. Ufa has to get somebody who can help put American atmosphere and feeling into the European pics.

Meantime the showing of 'Mädchen in Uniform' on the RKO Metropolitan circuit has broken down the chain bookers' general opposition to foreign-mades. Picture did good business almost along the entire run. Both Metro and Paramount are talking numbers for booking of 'Hertha's Awakening,' current German dialog subject at the Little Carnegie. Also in a big distribution deal for 'M,' German talker which Joe Plunkett is preparing. No deal here, likely, however, until Plunkett opens his place at the Mayfair, New York, in several weeks and makes sure of what he has himself.

Gaumont-British's New York office has looked about eight of its Brits right on Broadway recently and has several more to come, for practically a record for any foreign film company. Not much circuit booking here yet, with the exception of 'Rome Express' which Universal is distributing, but more dates than ever.

Another German picture that is being talked of for big distribution deal, is 'Salto Mortale,' retitled 'Trapeze.' This is a Jennings-Ann Sten picture which has already been distributed in the original version. L. B. Nichols has dubbed it into English and retitled a third time to 'Circus of Sin.' It has been doing big business in London for the past few weeks.

### Hollywood, March 20.

Cutting of budgets among major producers is hopping a lot of inlets into renewed activities and sending some of them east to make new deals. Also independent are welcoming the slashing of major product costs, claiming that if the big releasers lower the amount expended per picture, they can raise the top on their budgets and compete more favorably.

Indies figure that they can turn out features at from \$50,000 to \$75,000 that will stack up with any \$150,000 picture from the major lots. Lack of large story, home office or studio maintenance overhead is what gives the indie the edge, is claimed.

### Three Traveling to N. Y.

Going east this week are Phil Goldstone, Kenneth Goldsmith and I. E. Chadwick. Goldstone will null things over with his Majestic releasing affiliates, as well as clear up the matter of Fox's new associates not picking up their last three features, 'Kiss of Araby,' and a western, both produced by Burton King, and other writings, which Ralph like made for the major lots. Goldstone finances both King and Like.

Like is dabbling with a Hollywood releasing organization to make 24 features a year, with the home office here. Another Like possibility is a six picture deal in anticipation of a product shortage during the late spring. Like's desire for a long-term contract is to keep his international studio busy.

Kenneth Goldsmith is eastbound to readjust state-right contracts and make new deals in territory where his product remains unlifted. Chadwick goes east upon completion of 'Return of Casey Jones' (Monogram release) to peddle 'Something More' Important, two- reel Grand Guignol picture produced cooperatively with George K. Arthur, and line up a release for more of this nature as well as make new deals on feature' product with Monogram or another company.

### Now East on Release

Fanchon Royer and Jack Gallagher are already in New York, working on a release for the Spanish version, 'Revenge in Monte Carlo,' and are other Spanish direct-shots they plan to make this year in addition to their eight for Mayfair. Miss Royer has Jose Crespo under contract as his current film for English-version popularity as well as the Spaniards.

George Weeks has switched his intention of getting a major release for 'Original Sin' and is making his four Denny release for Mayfair release. Denny will work on a percentage sharing deal with Mayfair on the series, getting a couple of grand features in the line of directing and starring, and the remainder at count-up time.

## WB-FN Eight Week Rest Depends on Film Supply

Hollywood, March 20. Eight-week shutdown scheduled for Warner-FN studios, starting April 3, may be shortened considerably, if the shortage of picture features acute through cessation of production on other lots.

Although Warner's have around 12 features completed and awaiting release, it is thought they are not yet in features suitable for key spot deluxers would quickly use up available product on hand.

Several writers slated for vacations have been told to stay on, and studio will have several scripts in readiness if there is a sudden decision to resume activity. 'Good-bye Again' and 'Henry Stevens,' starting this week, wash up the current production schedule.

## Bischoff-Hammons Cold, He's Making 12 Anyway

Hollywood, March 20. Sam Bischoff's proposed new deal with E. W. Iammonson looks dead, so he will probably produce 12 pictures for the latter with no release yet determined for 'KBS' product. 'Deluge' will be his first, with Felix Peist, Jr., on the film as his first directing job. 'Big Brain' will be the second.

# WHOLESALE CUTS, IF--

## H. O.'s Opine That Non-Uniform Wage Scales the Major Reason Why There Can Be No Nat'l Shut-Down

Holding Monday (20) that unionism can never shut down the national box offices because of its peculiar 'set-up' and non-uniform scales of locals, film leaders, setting about to re-open sporadic theatre demonstrations, such as the plan to frankly admit the average unionistic group is better equipped right now to fight than the average theatre.

That Col. E. A. Schiller was hastening to Cleveland last night (Monday), with the confidence of New York theatre spokesmen that he would bring an end to Cleveland's darkness, before the end of this week, the same circuit intermediaries were holding up the Cleveland demonstration as one for other cities not to follow. Local autonomy makes it impossible for the industry to meet unionism on a national front, it is being pointed out. Scales vary and hardly any two cities are alike. Furthermore, in many of the cities the existing labor salaries are satisfactory or have since been satisfactorily adjusted.

Because of this, exhibitor groups in cities which may have any plans of following Cleveland's lead are being warned that they will have to fight with their own limits and suffer the consequence.

**Theatre Always Loser**  
In such fights the theatre every time is the loser, it being pointed out that but a fraction of the receipts go to union help while if, in order to reduce that fraction, the theatre closes, the exhibitor and distributor carry the bulk of the permanent loss represented in them. There is an aftermath which is almost as costly, it is declared in the warning quietly broadcast over the week end. The bulk of the average box office's attendance is composed of people who are sympathetically inclined to the union's cause. In further support of the industry's inability, through the union's set-up, to wage a national fight against pit and booth payroll, circuit spokesmen estimate that at least 50% of the 14,000 theatres open today are employing non-union help and could not be enrolled in a movement against labor. And not all of the remaining 7,000 theatres, which have organized labor, are in trouble with the unions. It could not be expected of those agreeable to existing scales to join in a protest.

Marked modification in the industry's attitude toward union help is expected in certain executive picture circles to come out of those New York conferences. The get-together now is not being announced, although a decision is expected for at least another week. One important West Coast intermediary with the unions who was expected in New York last week is now not looked for until the end of this week. Information concerning the proposed arbitration of union heads and company representatives in New York is being labor, taking the same cut as the industry's personnel, has been extremely meagre over the week-end.

### Lightman Sticks

Memphis, March 20. M. A. Lightman today decided to retain the presidency of the Motion Picture Theatre Owners of America until the industry's new constitution is sufficiently under way, so that the directors of his organization can find time to convene and name a successor. Officially, Lightman's term as president expires today. He had previously announced that he could not afford to give further time to the new circuit of 25 theatres throughout Tennessee. Leaders of state units finally persuaded Lightman to carry on.

### The Week's Rumors

The week's moratorium rumors, variously denied, include: Roosevelt bawling out Hays over the telephone for the 50% cut. Agreement of major companies to abet the cut by letting out 25% of their personnel. Closing of the Hays west coast office. Universal financially delayed somewhat because it had its main account in the closed Harriman bank. Hays being influenced by Hoover to an acute depressionistic viewpoint. Withdrawal of several major companies from the Hays Organization.

### PAR'S VERY OK CASH POSITION

Paramount, in bankruptcy, is revealed as one of the paradoxes of the film industry. Reported to be collecting \$500,000 weekly in the U. S., not including foreign, this means that its pictures are bringing in a weekly gross, at the country's box office, of around \$2,000,000.

Isolated by its status from bankers' credit, in normal as well as present times, the order has gone through the organization that it must continue to produce and distribute strictly within cash limitations.

Emanuel Cohen is in New York going ahead with production plans. He has concluded that good first run product can be turned out for as low as \$100,000 a picture. On the basis of \$500,000 a week, which is claimed within the organization to have been realized by Paramount in distribution even during the heaviest of depression, the company is figured to be able to meet the bulk of its payroll and at the same time turn out new product almost at the rate of one feature a week.

### RADIO CITY'S 20% CUT SAVES \$6,000 WEEKLY

Except for the ballet and Roxettes, a 20% cut was put into effect at all Radio City employes by the RKO management, thereby slicing some \$6,000 off the weekly overhead of the two R. C. theatres. Previously some of the execs and higher paid employes were slashed according to individual capacity.

This cut is made independently by RKO and is one which the RKO management had decided upon before the 50% general salary cut agreement was made by the companies together.

### Carroll After Pic Names For 'Murder at Vanities'

Hollywood, March 20. Agents here have been receiving requests from Earl Carroll for film names to appear in the stage's "Murder at the Vanities." Producer informed agents he wants an all picture cast, with a star of importance if possible.

## UNIONS MUST CUT, OR ELSE

25 to 50% Slashes Asked—All Keys Affected—Cleveland 100% Theatreless as Downtown De Luxers Join Last Week's 80 Nabes and Take the Campaign—Other Key Cities Ditto—Set March 30 as Deadline

### MAYORS SITTING IN

Cleveland, March 20. Deadlock between theatre owners and unions that refused to take 25 to 50% cuts has caused Cleveland's theatres to go completely dark for the first time. A 12 downtown chain houses have followed example of 80 nabes in putting up the shutters, throwing 2,500 out of work and also bringing about an alarming slump in downtown restaurants and even gas stations in the theatrical sectors. Situation became so drastically serious that town's mayor, appointing himself arbitrator, stepped into battle to suggest reopening of all theatres under a truce until both exhibitors and unions come to a retroactive wage agreement.

Spurred on by newspapers' editorial protests against theatre war, Mayor Ray T. Miller laid down his plan of arbitration before representatives of theatres and unions.

Col. E. A. Schiller, of Loew's, left New York for Cleveland yesterday (Monday) to confer with the Mayor of Cleveland the following day. The theatre man is visiting Cleveland by majority invitation, with the city's chief magistrate manifesting willingness to officiate as mediator in the theatre vs. unions deadlock.

Officials during a conference he called Saturday. Nothing settled, due to absence of J. J. Franklin, of RKO, and H. M. Addison, of Loew's, who were New York out negotiators will be carried on at a second huddle ordered for Tuesday (21).

Exhibitors still demand a flat 25% cut in urban theatres for first-run downtown pic houses, which folded last Thursday night while owners of nabes that went dark 10 days ago are asking both-men's local to take a 50% slash besides reducing staff of two to one for each house. Heads of operators, stage-hands and musicians have turned down their demands, but it is rumored that both sides will compromise some time this week if hopes are repented.

Harland Holmden, his manager operators' local No. 180, protested against any further heavy cuts on grounds that his union took a 17% reduction last fall; that exhibitors are arbitrarily holding up 50% of both-men's salaries due them March 6, and that their wage scale has been grossly exaggerated.

Present scale per man for downtown houses is \$2.07 for vaude-pic theatres; \$3.50 for de luxers and \$3 for small downtown grinders. For nabes, scale for two men in de luxers is \$141.10; Class C, \$107.30; Class E, \$95.45; Class A, \$83.

Holmden, who is V.-p. of International union, also charged that "it seems as if Cleveland was selected as the start for a concerted drive through the country on the part of theatre managers bring about an additional reduction in pay for operators. Just why Cleveland should have been selected for the entering wedge in the fight, which is virtually a lockout, is difficult to understand."

Manus W. McCaffery, rep of stagehands who average \$33.50, also (Continued on page 54)

## Picture Cos. Now Hooked Up to Ride Through '33-'34 Production Bankerless and Self-Sustaining

### First Indie Film Gets Break on Air Program

Hollywood, March 20. For the first time 'Hollywood on the Air' will be used to plug an independent picture today (Monday) when dialog and action descriptive of Monogram's "Phantom Broadcast" will occupy almost the entire half hour program. Heretofore Radio pictures have received this air exploitation with other major companies occasionally getting a break. Scenes from the Monogram picture will be enacted by Ralph Forbes, Vivienne Osborne and Big Boy Williams.

### RKO POWWOWS PROD. COSTS; UNIT PLAN?

B. B. Kahane and Merian C. Cooper in New York will talk over RKO studio matters with home office execs this week. Group is scheduled to foregather on budget requirements for the coming season with the probability being that discussion may also follow on Cooper new contract proposal, as studio chief.

Kahane left the Coast Thursday (16) with Cooper following. He was to have flown east but weather decided him otherwise. The two will remain east about two days with Cooper planning to rush back by plane to attend the opening of 'King Kong' at the Chinese, Hollywood, Friday (24), but bad flying weather again may shift those plans.

The New York meeting is expected to result in a stringent economy stand being taken by the RKO company heads on studio expenditures. Possibility also of RKO taking a stand for a uniform unit production system over all its studio activity.

It is belief of the eastern RKO heads that the unit system is the only system through which proper curtailment of unnecessary studio expense can be had. Recent expenditures on the RKO lot are given as examples of what the company might save through unit idea and which can't be controlled under the present system.

### EXEC RESIGNATIONS REPORTED OVER CUTS

Disatisfaction voiced by some execs in the home offices at the recent salary cuts may see some resignations by some of these executives. Their economic standards, it is argued, forfeit any such radical slashing of income, as proposed.

### Capitol Hears Pres. Heard About the Cuts

Washington, March 20. Wholesale cuts in the industry, according to current reports here, got to the White House and Pres. Roosevelt supposedly had a hand in stemming them. President is reported to have indicated to industry that any such slice-in-entertainment-field would have far reaching effect. Theatres are too close to public and make too good copy for papers.

Establishing the most important of all-time precedents, the major industry virtually set to ride bankerless through the 1933-34 production season. With little or no banking credit, producers are satisfied that can make ends meet by cash within picturedom's bounds. Plus the cuts and the distribution income in a normal depression (or summer) week via the box offices, major companies are certain they can self-support themselves with an aggregate total of \$7,000,000. On a general basis, \$3,000,000 weekly is officially reckoned to take care of Hollywood.

Extent of confidence in its own banking abilities will largely determine the duration of the present salary cut. Certain Haystan directors, following modification of the original slash last week whereby providing for commercial loans to be exempted, announced privately that with the first steady return to normal at the national box office the cuts would be rescinded in full. It was also noted out, in this respect, that the business is yet new to the feel of being its own banker. And because of this, it is being emphasized, the industry is restricted in activity to the box office barometer—something which wasn't even dreamed of, when any major could get a million and a smite from practically any bank at any time.

**\$700,000 Weekly Saving**  
In itself the cut now represents a saving to majors of about \$700,000 weekly. There are two media seen as leading the way to restored credit, and at least partial restoration of original wages. Majoring these is Roosevelt's bank reorganization program. If this contains a plank providing for commercial loans to industries, then filmdom's back on its old borrowing plane. The other is an unexpectedly heavy attendance at the box office, due to a let-up in the New York return to entertainment spending.

### 100% PROD. ON COAST AGAIN

Hollywood, March 20. Resumption of production at Fox today (20) brings all studios back to normal, with Universal the only one remaining closed, due to the annual shutdown, however.

All studios are paying off now on a 25-35-50% basis for the talent. However, full salary for the big four unions goes until they arbitrate the New York short-out. Fox picked up where it stopped on 'Adorable' and 'Pilgrimage', and put in two more, 'Five Cents a Glass', which is Frank Craven's first directing assignment, and 'My Life with Bruce', starring John G. Blystone meggings. Going in shortly also are 'Dressmaker', with William Dieterle staying on loan from Warners to direct. 'Soi Wurtzel's first, 'It's Great to Be Alive', starts April 3 with Al Werter directing, Paul Roulien starring.

### Harlow, Gable Force Metro Script Rewrite

Los Angeles, March 20. 'Nora' temporarily shelved at Metro with Jean Harlow and Clark Gable refusing to do the picture as 'Be Alive', which is an outcome they will get a complete rewrite.

# Mortgages and Bonds; Realty Obligations, Mostly Theatres

Mortgages and bonds guaranteed by P-P run to \$4,069,057, while miscellaneous obligations that are guaranteed total \$1,352,644. Latter includes Paramount employees subscriptions to the P-P stock, amounting to \$174,213. This stock was bought by Par employees when in the '50's. It is now below \$1 in value on the N. Y. Stock Exchange.

Under mortgages and bonds guaranteed by P-P, the company lists the following:

- Paramount Annex building, N. Y., \$631,912.
- Par News Laboratory, N. Y., \$137,200.
- Forbes Property, San Francisco, \$350,000.
- Corral Gables, Fla. (East Coast Theatres, Inc.), \$37,500.
- Dundas St. property, Montreal (F. P. C.), \$290,118.
- Phillips Square property, Montreal (F. P. C.), \$509,208.
- Various properties and stock investments in Minnesota Amusement Co., \$518,750.
- Paramount tract, Hollywood, \$690,000.
- Paramount tract, Hollywood, \$250,000.
- Cocanut Grove theatre, Miami, \$62,400.
- Newman theatre, Kansas City, \$35,000.
- Royal theatre, Kansas City, \$5,000.
- Various G. B. properties and theatres, with Olympia Theatres, Boston, as primary obligees, \$591,065.

The miscellaneous obligations guaranteed by P-P and listed in the bankruptcy schedule are:

- Letter of credit re Marks Bros., Chicago, \$292,170.
- Note discounted by San Antonio Amusement Co., \$22,500.
- Note re acquisition of American Amusement Co., Minneapolis, \$89,444.
- Note re Palace Wilson Sengser Co., \$10,150.
- Notes re J. H. Cooper's 5% interest in Lincoln Theatre Corp., Lincoln, Neb., \$127,500.
- Employees' subscriptions to P-P stock, \$174,213.

Debtenture bonds of G. B. Theatres (Olympia Theatres, Inc.), \$636,660. Paramount's obligations on which are secured by leases of the Paramount Public Corp., Paramount theatre and studio, in L. A., are also similarly mortgaged.

Other properties on which P-P leases are pledged to cover mortgages are Florida theatre, Jacksonville; Florida theatre, St. Petersburg, Fla.; Paramount San Francisco Tennessee theatre, Knoxville; Tampa theatre, Tampa; Folk, at Lakeland, Fla.; Paramount, Toledo; Millon Dollar theatre and building, Los Angeles; Paramount film exchanges in Boston and New York, and the matter of Paramount Broadway bonds, which cover the Paramount building, N. Y.

The bonds of the Citizens Bank & Trust Co. as obligee and represent an unpaid balance, according to P-P bankruptcy schedule, of \$1,751,000.

### Obligations on Leases

Accommodation paper of P-P under its bankruptcy action are continuing obligations (rent) under leases guaranteed, \$432,102; rent obligations under leases not premises subsequently sublet or assigned, \$483,839, and miscellaneous possible contingent obligations including claims that are listed as 'unknown', \$437,377.

Theatre rent revealed as due under leases guaranteed include on Paramount, Portland, \$41,690; Rialto, Portland, \$12,000; Paramount, Seattle, \$10,000; Asbury Park, \$2,000; St. James, Asbury Park, \$27,000; Sevoy, Asbury Park, \$6,000; Paramount, Asbury Park, \$2,374; Strand, Freshford, N. J., \$2,471; Paramount, Long Branch, N. J., \$29,000; Strand, Long Branch, \$7,000; Crescent, Perth Amboy, N. J., \$4,804; Majestic, Perth Amboy, \$13,142; Strand, Perth Amboy, \$9,204; Oxford, Plainfield, N. J., \$12,128; Paramount, Plainfield, \$12,987; Strand, Plainfield, \$15,000; Carlton, Red Bank, N. J., \$12,608; Great Lakes, Buffalo, \$47,687; Century, Rochester, N. Y., \$12,498; Regent, Rochester, \$2,273; Frankford, Philadelphia, \$985; Nelson, Philadelphia, \$1,232; Roosevelt, Philadelphia, \$202; Philadelphia, \$2,239; Birmingham, \$5,250; Beaus Arts, Palm Beach, \$10,000; Kettler, West Palm Beach, \$5,876; Carolina, Greenville, S. C., \$4,781; United Artists, Chicago, \$45,000; Circle, Indianapolis, \$22,933; Indiana, Indianapolis, \$48,866; Fisher, Detroit, \$25,000; State, Detroit, \$61,553; United Artists, Detroit, \$34,000; Rivoli, Greenville, S. C., \$2,182; and Newark, Kansas City, \$4,671.

Rent is arrears in numerous other theatres of the company but leases are not guaranteed by the parent (P-P) company in those cases. This list of houses includes the Walter Reade string in New Jersey which were turned back to Reade recently and are being operated by Reade, as well as houses in the Public-Skouras partnership (Atlantic States) which are operated by Skouras with indie associates.

The miscellaneous possible contingent obligations of P-P lists among others Jesse L. Lasky and Sam Katz with amount of possible claims named in papers as 'unknown'. Another under the 'unknown' designation is General Cable Co., Ansonia.

Listed miscellaneous possible obligations are Commercial Investment Trust Co., as assignee of S. A. Lynch Enterprises Finance Corp., N. Y., \$218,688; and U. S. and Foreign Securities Corp., as assignee for the same S. A. Lynch company, \$378,889.

### Realty Affiliates

Of accounts payable to affiliated companies, totaling \$4,686,713, Paramount Public's obligations are mostly to theatre realty and holding companies.

The exceptions include \$230,429 owed by the P-P parent company to its domestic distribution subsidiary, Paramount Pictures Distributing Corp., and \$261,826 due the foreign sales subsid, Paramount International Corp.

Largest item in accounts payable by P-P is \$2,980,647 due Paramount Pictures, Inc. on P-P subsidiary owned realty and other properties.

Another large item that of \$1,022,110 payable to the Los Angeles Theatre Enterprises, Inc.

Other than those already set forth, accounts payable embrace the following:

- Cedric Realty Co., \$36,617.
- Coast Theatres Co., \$17,605.
- Charles Frohman, \$225,210.
- Granda Realty Co., \$64,902.
- Orbi Mundi Realty Co., \$48,067.
- Ottis, Inc., \$100,000.
- Paramount Land Corp., \$141,223.
- Afgar Corp., \$11,926.
- Parcol Corp., \$4,313.
- Fenn York Supply Co., \$55,428.
- San Francisco Enterprises, Inc., \$53,562.
- State Theatre Co., \$1,000.
- St. Francis Amusement Co., \$229,518.
- Publix Northwest Theatres, Mpls., \$30,232.
- Zelda Amusement Co., \$700.
- Associated Film Co., Inc., Porto Rico, \$388.
- Les Productions Francaise Paramount, Paris, \$2,379.
- Pennecorp Corp., Scranton, Pa., \$18,916.

Corporations for which addresses are not here listed, are given in the P-P schedule as 1501 Broadway, h. o. of P-P.

The Rialto, N. Y., and the Criterion, N. Y., are held, respectively, by the Orbi Mundi Realty and the Cedric Realty companies, included in the petition.

### Hollywood, Again

Los Angeles, March 20. Hollywood studios were discussing the stampede at a local theatre during the earthquake. Audience dashed out of the house, trampling the manager who received contusions and a broken arm.

'What was the picture?', asked one of the H-V mob.

### EX-PAR OFFICIALS AND PLAYERS, OWE P-P

In a long list of debts due to Paramount Public on open accounts are the names of several former Paramount and Public officials, as well as some still with either company. Also set forth as owing P-P are theatre circuits, film producers and studio actors.

Listed as among the company's assets, these debts run to a total of \$1,029,316.

The Fox Film Corp. is in debt of \$200,000 to P-P. The total of \$456,210. Papers do not indicate what debts are except in two cases where notes, plus interest thereon, are listed. In the matter of the Fox Film, \$100,000, \$100,000, \$100,000 include rentals owed the firm for film products as well as other probable obligations.

The Skouras Bros. are next to Fox in the size of the unpaid P-P. Skourases are listed as being in debt to P-P to the extent of \$118,587.

Among former Par or Public execs major and minor listed as being in parent company's debt are Thomas H. Bailey, now with Fox, \$10,866; Harry C. Ballance, also now with Fox, \$6,782; Milton Reid, presently aligned with Sam Katz, \$6,248; LeRoy J. Furman, Sam Katz's secretary, \$1,833; John Hertz, \$400; Jesse L. Lasky, now with Fox as a producer, \$4,377; Fred Metzler, former Public comptroller now with F-W-C, \$7,873; Earl W. Wingart, who switched from Par to Fox last summer, \$4,390; J. W. Fingerlin, \$4,610; James R. Cowan, \$10,938; William Saal, now of KBS, \$18,407; L. J. Bamberg, who switched to RKO, \$3,348; Harry Hollander, lately with Ed Roach, N. Y., \$1,038, and Sam Katz, \$11,689.

Paramount execs still with Par who are among debts include Joe Cooper, Lincoln, Neb., theatre operating partner, \$79,809; Leon Netter, g. m. of film buying for Public, \$1,867; Austin Keough, head of P-P legal department, \$400; Ralph Kohn, treasurer of P-P, \$631; M. F. Cowpe, comptroller, \$1,000; J. A. Hammel, assistant western division sales manager, \$625; Morris Greenberg, at Paramount Hollywood studio since J. B. Armstrong, \$387, and N. M. LaPorte, \$1.

Harold B. Franklin, RKO theatre head, is up in the top brackets as owing \$61,934, while his former business partner, J. B. Armstrong, of Los Angeles, is listed as obligated to amount to \$4,740.

Among theatre circuits, Orpheum is on the top, owing \$26,071. Others and listed debts are Loew's, \$17,000; Polka Bros circuit, Chicago, \$1,281; Fischer Theatre, Inc., Milwaukee, \$2,144; Spokane Theatres, Spokane, \$6,923, and H. Reaves circuit, N. Y., \$2,206.

Studio listed as P-P debts include Sam, \$7,876; RKO, \$4,251; Warner Bros., \$268; United Artists studio, \$49; Universal, \$280, and Sennec, Picture Corp., \$241.

Fox Film Corp., Los Angeles is listed as owing \$2,008 and apparently refers to the studio.

Aside from the UA and Goldwyn interests \$43,000 of United Artists Corp. is designated as owing \$246.

On the Coast several actors are among debtors but not to large amounts. They include William Fairbanks, \$1,338; George Raft, \$400; Clive Brook, \$43; Marlene Dietrich, \$85; Eather Ralston, \$142; and Chico Marx, \$13. George Metaxa, of New York, who recently played the Paramount, N. Y., is listed as owing \$631.

Miscellaneous debts due PP include Academy of M. P. Arts & Sciences, \$991; Central Casting Bureau, Hollywood, \$1,500; University of Rochester, \$2,000; Ray & Hewes, legit producers, \$1,735; and H. Buxbaum, \$3,831. Buxbaum is the New York branch manager of the UA.

Two notes, with interest charges appended, are listed as due. One is from E. J. Sparks, Florida theatre operator, with note \$34,748 and interest \$4,000. Other note carries name of William Bloom, with principal \$28,525 and interest \$598.

Other Notes

William Morris agency, Spyros Skouras and Joseph M. Schenck's Art Cinema Corp. are among persons and corporations whose notes, held by Paramount Public, are among the company's assets.

Sam Katz, head of the group, on a note of \$10,000. William Morris, et al. is listed under notes receivable in PP's schedule of 'Personal Property' at \$3,833, while Skouras is in a much higher bracket at \$77,000.

The Skouras Public Theatres Co. also is on a note, amounting to \$13,000.

Others on notes receivable make up a total of \$322,048 are Lincoln Theatre Co., N. Y., \$10,000; S. C. Lavine, Brooklyn, \$2,250 and Carl H. Fulton, Chicago, \$750.

## \$450,000 Bondholders

A total of \$450,000 in bonds of Paramount-Public are held by show people and relatives, according to schedule of bondholders listed under heading of 'creditors whose claims are unsecured' in P-P's voluntary petition in bankruptcy. These are bonds in names of persons rather than corporations.

- Holder of the 20-year 6% sinking fund gold bonds, due Dec. 1, 1947, and on which principal is \$11,892,000 include:
- Edna M. Kussel, \$2,000, and Gilbert W. Kahn, \$200,000.
- Watterson R. Rothacker, \$50,000.
- Mildred Zukor Loew, \$22,000.
- Lottie Zukor, \$18,000.
- Emanuel Cohen, \$12,000.
- Eugene Zukor, \$8,000.
- Mrs. E. J. Ludvigsh, \$5,000.
- Walter B. Cokell, \$4,000.
- Harry G. Ballance, \$3,000.
- Joseph H. Seidman, \$2,000.
- F. Ray Comstock, \$7,000.
- Edward V. Darling, \$1,000.
- Norman Colver, \$1,000.
- Milton E. Kussel, \$1,000.
- William Brandt, \$1,000.
- Jesse L. Lasky, as guardian for Josse L. Lasky, Jr., \$1,000.

## Another Lawyers' Field Day Arguments Before Judge Bondy on Par Receivership—Beaucoup Wrangling

That the involuntary petition of three bondholders claimed to have filed first should be adjudicated under the prior, the consideration of Paramount Public's voluntary petition in bankruptcy; that Adolph Zukor and Charles D. Hillis should be immediately removed as equity receivers; that Hillis is unfit for that post, through alleged association with bankers; that granting of the P-P bankruptcy violated the law calling for a 10 days' notice to creditors, and other charges figured in argument of sundry counsel Friday afternoon (17) before Judge Bondy in U. S. Federal Court.

Hearing was on an order of Levy

800; Polka Bros circuit, Chicago, \$1,281; Fischer Theatre, Inc., Milwaukee, \$2,144; Spokane Theatres, Spokane, \$6,923, and H. Reaves circuit, N. Y., \$2,206.

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Others on notes receivable make up a total of \$322,048 are Lincoln Theatre Co., N. Y., \$10,000; S. C. Lavine, Brooklyn, \$2,250 and Carl H. Fulton, Chicago, \$750.

Harris and other bondholders who filed first receivership action against Par and on the P-P bankruptcy petition granted last Tuesday (14) by Judge Bondy.

After listening to miscellaneous arguments of lawyers representing Paramount, the P-P receivers, Broadway 20th Properties, Inc., bondholders and auditors, with numerous laughs provided in exchanges with the bench, Judge Bondy adjourned hearings to Friday (20) at 4:00 p. m.

While Root, Clark & Buckner, attorneys for Zukor and Hillis as Par receivers, wished a postponement to some day the following week, opposing counsel insisted on the date the present week.

The Harris bondholder order to show cause why Zukor and Hillis should not be made permanent receivers in equity for Paramount came up last Tuesday (14) when the P-P voluntary petition in bankruptcy was filed. Counsel for bondholders were attempting Friday (17) to set aside bankruptcy order on the show cause order on Zukor and Hillis had been decided.

Among the points brought up was whether the court could grant a bankruptcy receivership while actual proceedings filed were pending, notably the involuntary petition in bankruptcy of three bondholders whose action was originally taken Jan. 26, the date when P-P was placed in receivership. The Harris bondholder order to show cause why Zukor and Hillis co-receivers, on complaint of the Broadway & 20th Properties, Inc., San Francisco.

Although there was some citation, Judge Bondy refused to accede points of law.

Judge Bondy vs. Saul Rogers

Saul R. Rogers engaged in a warring verbal debate with the bench, but the court refused to accede to the petition in bankruptcy was filed, other proceeding had been started and that a bill in equity never had existence.

Judge Bondy finally drew laughs, saying to Rogers:

'You don't know your law,' 'I don't think I'm wrong,' shot back Rogers.

'You sure are,' retorted Judge Bondy.

Shortly thereafter, with Rogers unable to get Judge Bondy to state what he was in equity receivership or 'we are in bankruptcy receivership' rather than in both, Rogers gave up.

In declining to pass on any motion to set aside the show cause order on adjournment, Judge Bondy insisted that his duty was in conserving the best interests of P-P and that, in his belief, Zukor and Hillis were the best receivers of the company's assets as co-receivers.

Attorneys for bondholders, pressing for a hearing on charges that Broadway & 20th Properties applied for an equity receivership did not have precedence, got personal by making inferences about a Federal Judge. This line of attack was rebuffed by the bench. Judge Bondy said that if he (Bondy) was in mind, he wanted the name mentioned.

In Re Hillis' Status

Same attorneys charged that P-P rushed in on Tuesday (14) and got their bankruptcy petition before Judge Bondy when the show cause order to remove Zukor and Hillis as receivers was to come up. It was alleged that a 10 days' notice to creditors was necessary before a voluntary petition in bankruptcy could be considered as valid of an involuntary petition (one of Jan. 26). Judge Bondy disagreed, stating that any one can file a petition in bankruptcy without notice to creditors.

When charges were made that Hillis was disqualified to act as a Paramount receiver in equity, in which he and Zukor are continued under receivership, Hillis was in the bankruptcy action, due to his contacts with the Bankers Trust Co. in the 'diversion of \$10,000,000 of assets,' Hillis prepared to leave the court. He took \$25,000.

Beulah Livingston, \$1,000. While the schedule of P-P does not show the names, numerous others are shown as holders of P-P bonds through corporations formed for the purpose of holding the paper. Among these is the Sumal Operating Company, which holds the bonds of Adele F. Godman, wife of Maurice Godman, theatrical counsel, and former Sen. Henry J. Wallers, et al.

When the Hillis Trust charges in connection with Hillis came up on two different occasions, they remained unanswered by either Hillis or attorneys.

In making these charges yelled the loudest of the forendo fraternity on hand doing any talking.



# PARAMOUNT'S \$2,000,000 CASH TRUST

## How \$13,000,000 Loan Was Split Up

The exact setup of the Paramount Public loan flotation of over \$13,000,000, among a group of 12 banks in the spring of 1932, through organization of Film Productions Corp., as holder of film negatives, is revealed in the P-P bankruptcy action.

Exact amount of the loan floated was \$13,988,935.82. Equal amounts of \$1,443,244.70 was subscribed by the following banks: Bankers Trust Co., N. Y.; Central Hanover Trust Co., N. Y.; Chemical Bank & Trust Co., N. Y.; Commercial National Bank & Trust Co.; Continental Illinois Bank & Trust Co., Chicago; First National Bank, Chicago; Manufacturers Trust Co., N. Y., and National City Bank, N. Y.

The four other banks in on the loan and amounts were Bank of America, Los Angeles, \$481,081.62; County Trust Co., N. Y., \$360,111.18; Empire Trust Co., N. Y., \$481,081.62, and the Tradesmen's National Bank, Philadelphia, \$500,000.

P-P in its bankruptcy lists the total of over \$13,000,000 as a liability by virtue of notes of the Film Production Corp. covering loan, which were endorsed by P-P and are held by the 12 banks.

There has been considerable controversy and litigation over the piling of Paramount film negatives as security with Film Productions in lieu of cash to secure this loan. Numerous suits filed by bondholders attempting to set aside the deal alleged that it violated the indenture of P-P bonds.

## Most Important Creditors

A total of 53 commercial creditors of Paramount Public, whose claims are listed in the P-P bankruptcy schedule as unsecured, are in the red to P-P for amounts of \$1,000 or over. Claims of under \$1,000 are about four times as numerous and go to as low as \$60, listed as due the New Jersey Bell Telephone Co., Perth Amboy, N. J.

Largest creditor is Chemical Research Products, Inc., with a claim of \$1,138,112. Second largest is that of Tobis Filma, Berlin, \$165,634, and third largest, Walter Wanger, \$90,000.

Other important creditor claims are Chemical Bank & Trust Co., \$61,089; Sidney F. Kent, \$65,000; E. F. Schulberg, \$60,000; J. E. Brulaker, Los Angeles, \$51,740; RCA Pictures, \$40,000; Research Pictures, Inc., agent and trustee, New York, \$44,685; J. E. Brulaker, Inc. of Long Island City, \$19,111, and Nutter, McClellon & Fish, attorneys of Boston, \$21,923.

Schedule of creditors reveals that among money owed is close to \$5,000 to the Hayes organization, the M. P. D. A. Exact figure filed is \$4,356. Complete balance of creditors with claims of \$1,000 or over are:

- Comfort & Co., New York, \$5,177.
- Eastman Kodak, Rochester, N. Y., \$6,989.
- Nellie Cunningham, Kansas City, \$1,600.
- Powers Reproduction Corp., New York, \$2,905.
- Aquid Studio, New York, \$4,723.
- Pedigree Publications, \$4,466.
- Mace & Co., N. Y., \$2,047.
- RCA Victor Co., Camden, \$2,328.
- Employers Liability Assurance Co., N. Y., \$3,962.
- Steinway & Sons, N. Y., \$1,031.
- Gordon Press, N. Y., \$2,515.
- Tower Bros., N. Y., \$1,008.
- N. Y. & Queens Electric Light & Power, Long Island City, \$1,607.
- Travelers Indemnity Co., New York, \$9,021.
- Western Union, N. Y., \$2,250.
- Price, Waterhouse & Co., N. Y., \$5,600.
- American Bank Note Co., N. Y., \$12,000.
- Chase National Bank, N. Y., \$3,858.
- Consolidated Film Industries, N. Y., \$7,648.
- Harold Lloyd Corp., L. A., \$3,336.
- New York Supply & Inspection Co., N. Y., \$1,126.
- E. E. Byrd, Jr., and George Palmer Putnam, N. Y., \$2,362.
- Variety, Inc., N. Y., \$2,185.
- Morgan Litho Co., \$1,517.
- Robert Teller, Sons & Dornier, N. Y., \$1,141.
- F. Weidner Printing Co., Brooklyn, \$5,811.
- Southern District Court Reporters, N. Y., \$2,976.
- Technicolor Corp., L. A., \$10,000.
- Haywood-Woodward Co., Monroeville, Mich., \$18,734.
- Sonnenschein, Berkson, Lautman, Levinson & Morse, Chicago, \$5,580.
- Rapp & Rapp, N. Y., \$15,000.
- H. Content & Co., N. Y., \$2,460.
- George Benz & Sons, St. Paul, \$5,608.
- John D. Clark, N. Y., \$26,171.
- Robert T. Kane, Paris, \$5,854.
- Receivers for the Shuberts, N. Y., \$3,532.
- Sheriff of Los Angeles County, L. A., \$4,784.
- B. Barklees Co., A., \$1,071.
- Spree & Aller, Hollywood, \$1,730.
- V. & D. Productions, Inc., N. Y., \$1,087.

## \$106,000,000 Invested

A total of \$106,809,557 is invested by Paramount-Public in a substantial number of affiliated companies.

The largest investment is in Babylon & Katz, 96% of the stock of which is owned by P-P, amounting to \$20,559,989. Next largest investment is in the Famous Players Canadian strand, worth \$17,482,053.

Others which run \$500,000 or over, and among the P-P assets, are Public Enterprises, Inc., now in bankruptcy, \$14,000,000; Olympia Theatres, Inc. (New England), \$1,654,046; Pennam Corp. (Comerford), \$3,300,000; Saenger Theatres, \$6,392,372; Paramount Properties, Inc., \$4,231,137; Public Northwest Theatres, \$1,100,000; San Francisco Entertainments, Inc., \$3,606,154; Flag Amusement Co., \$4,206,500; New England Theatres, Inc., \$1,064,210; Paramount Pictures Corp.,

\$1,200,000; Seneba Holding Company, \$1,100,000; Public Netoco (New England), \$1,220,680; Marks Bros. Theatres, Chicago, \$1,547,770; Paramount Astoria Theatres Ltd., \$972,000; Granada Realty Co., \$793,527; Charles Land Corp., \$380,741; Parman Frohman, Inc., \$500,000.

### MARY PICKFORD'S RETURN

According to home office announcements, Mary Pickford departs from Genoa, Italy, Tuesday (23), on her return trip to Hollywood. Meantime Douglas Fairbanks will depart upon his projected elephant hunt in India.

Miss Pickford, following her departure from New York, Feb. 19, was met by Fairbanks at Villa Franchi, Italy. From there they went to Sorrento, where the couple were entertained by Count and Countess Casanelli. They were the guests of Countess Dentice di Frasso at the latter's home in Rome.

## STORIES SELL IN WHOLESALE LOTS

Yarns by Well Known Writers, Bought by Studio, Now on Block for Ready Cash

### LIQUIDATING ASSETS

Hollywood, March 20. In an attempt to liquidate some of its story assets, and possibly gather in a little ready cash, Paramount is offering for sale, over \$2,000,000 in story material to the other studios. Schulberg-Feldman agency has been commissioned to handle the sale. This is one of the few times a major studio has offered stories in wholesale lots. No prices quoted, Paramount inviting offers for consideration.

Most of the yarns are plays or novels. However, studio has listed several original stories by the writing staff. Some offered have been on Paris for a number of years, such as 'The Fortune Hunter.' Others, such as 'As Husbands Go,' are recent purchases. Studio is offering them as individual buys or in lots.

### Scripts for Sale

Yarns listed to be sold down the river are: 'Ask Beccles,' by Cyril Campion and 'The Great White Shot,' an original by Herman J. Mankiewicz; 'Blow That Man Down,' George Broadhurst's play; 'Break-Up,' the Hagar Wilde play; 'Buckaroo,' an original by W. W. and E. L. Barker and Charles Behan; 'Alfred Stout's play, 'Builder of Bridges'; Octavus Roy Cohen's novel, 'Buy Your

A number of the listed properties were bought when the major studios were contemplating a cycle of red-light pictures several years ago. By the time the studios were well represented, being the theme of almost one-third of the listed stories.

'Come On, Marines,' an original by James K. McGowan; Waldemar Young, H. J. Mankiewicz and Thomas Boyd, is on the block. This particular story was David O. Selznick's last assignment in the writing mount. Picture was in the writing for almost a year and is reported to have set the studio back close to \$250,000 in preparation, only to be abandoned, it is said, because production was to start.

### Others on the Block

'Chance at Heaven,' recently bought by Verna Delmar story; John Colton's 'The Great White Shot'; 'Showers,' the Floyd Dell-Grant Mitchell play which Paramount outdid Metro and Warners to buy; 'Gags' an original story by Courtney Ryley Cooper; 'Gliming Vine,' original by Fred Jackson; 'Dancers in the Dark,' Dorothy Speare's story which was bought for the title, but which the studio figures is still a saleable story after using the title on another story; 'Pines of Spring,' an Edwin Justus Mayer original; 'Diana Dobson's,' Cecily Hamilton's novel; 'The Last of the Gladiators,' 'Dream Without an End,' 'Death Takes a Holiday,' supposed to be hot material when several studios were dickering for it two years ago, is listed, as is 'The Dover Road,' the A. A. Milne play which Paramount has had on the shelf for several years. Two novels which had split bids, a couple of years ago, landed them this time: 'Glass Key,' by Dashiell Hammett, and 'The Girl from Scotland Yard,' by Edgar Wallace, also can be had. 'The Last of the Gladiators,' Richard Tabor play, and 'Scarab Murder Case,' the S. S. Van Dine 'Philo Vance' novel bought for William Powell, who skipped over to Warner Bros. last year, were produced, can also be turned into grip for the Paramount film.

### Yell or No—for Sale

'Lustiana's Secret,' the James Warner Bellah-William Kay story

## Assets Triple Listed Debts In Paramount Public's Bkptcy.; Schedules Require 300 Pages

In its petition in bankruptcy, Paramount - Public chooses the Broadway & 20th Properties, Inc., theatre holding subsidiary of San Francisco, as the creditor which it admits it is unable to pay. It was this San Francisco company on whose complaint P-P was placed in equity receivership on Jan. 26, the same date three bondholders sought to throw P-P into involuntary bankruptcy. The Broadway & 20th Properties is listed as a creditor for only \$29,166.

Assets are approximately three times the total of the debts. The assets are estimated at \$19,748,885; the liabilities total \$55,317,767.

P-P's petition, on file in the U. S. District Court for the Southern District of New York (Manhattan) sets forth that the Paramount board of directors in meeting Monday night (13) adopted a resolution admitting the company was unable to pay its creditors for 20th Properties, Inc., and that the best interests of P-P, its creditors and stockholders was in the filing of a voluntary petition in bankruptcy.

Par has many creditors to which it owes much more than it does the S. F. subsidiary. Rosenberg, Goldman & Cohn, 80-10th Avenue, New York, acted as attorneys for P-P in petitioning for a bankruptcy, which was granted

## \$40,000,000 in Advances

Paramount Public's advances to affiliated companies, mostly theatre subsidiaries, listed as among P-P's assets, amounts to \$40,476,773.

- The advances are: Minnesota Amusement Co., \$2,465,905; Grand Theatre Co., \$10,100,000; Public Enterprises (in bankruptcy), \$1,005,360; Saenger Theatres, \$204,144; Acker Theatre Co., \$710,082; Altico Film Corp., \$1,093,100; Bakula Theatre Co., \$200,000; Brooklyn Paramount Corp., \$1,070,207; Crescent Theatre Corp., \$467,282; Grand Theatre Co., \$1,000,000; Elwood Amusement Corp., \$1,000,000; Empire State Theatre, \$4,000,172; Flag Amusement Co., \$414,940; Broadway City Operating Co., \$500,222; Madison Operating Co., \$400,422; Grand Theatre Co., \$1,000,000; Paramount Broadway Corp., \$1,853,137; Paramount Pictures Distributing Co., \$1,752,502; Berkeley Realty Corp., \$1,005; Paramount 43rd St. Corp., \$5,041; Paramount News, \$260,200; Paramount Pictures Distributing Corp., \$494; Paramount Productions, Inc., \$1,045,102; Grand Theatre Co., \$1,000,000; Public Music & Production Corp., \$20,004; Public Richards Inc., \$272,810; Public Theatre Corp., \$1,815,733; Seattle Theatres Corp., \$100,240; Simons Home Co., \$1,618,040; South Broadway Building Corp., \$163,091; Grand Theatre Co., \$1,000,000; United Plays, Inc., \$205,180; Atlanta Theatre Co., \$1,000,000; Famous Players Canadian Corp., \$231; Grand Theatre Co., \$1,000,000; Paramount Astoria Theatres, Ltd., \$564,750; Paramount Films of Cuba, S. A., \$201,010; Paramount Leads Theatres, Ltd., \$332,643; Paramount Manchester Theatres, Ltd., \$291,838; Paramount Newcastle Theatre, Ltd., \$499,582; Anonyme Im Mobilien, \$201,808; Societe Immobiliere du Vaudeville, \$172; Grand Theatre Co., \$1,000,000; Erie Operating Corp., \$33,028; Famous Music Co., \$324; Simons Home Co., \$1,618,040; Skouras Super Theatres Corp., \$301,623; Grand Theatre Co., \$1,000,000; Public Duhinsky Bros. Theatres, \$1,145; Grand Theatre Co., \$1,000,000; Public Phipps-Richter McElroy, \$1; Grand Theatre Co., \$1,000,000; Societe Anonyme Immobiliere Enterprises, \$2,800.

### In Deference To Double Bills, Jones' Shorts Cut

Hollywood, March 20. Warners has halved the length of the Bobby Jones golf shorts to one-reelers, figuring that with double bills, it will be easier to book the shorter films.

Story in comedy material in the series of six has been eliminated and they now include nothing but form info. Jones, the sextet completed, returns to Atlanta this week.

Tuesday (14) by Judge Cox, who designated H. K. Davis as referee in bankruptcy for the case.

The Par petition in bankruptcy was signed by Norman Collier, assistant secretary of P-P, with schedule of assets and liabilities attached to by Ralph Kohn.

The 300-page petition and schedule includes a complete list of all holders of bonds, as well as all creditors, with names and amounts, obligated on an open books, rents on properties and theatres due, accounts payable to affiliated companies, etc.

### Taxes Have Priority

A statement of creditors, who are to be paid in full, or to whom priority is secured under the law, includes taxes owed the U. S., \$256,258.82; and taxes owed states and public subdivisions thereof, \$54,690.24.

The \$256,258.82 owed the U. S., \$36,463.97 is listed as withheld from non-resident aliens during 1932, while \$283,794.85 is listed as Federal income tax for prior years in default.

The \$4,690.24 owed states and subdivisions is made up of accrued franchise tax, New York, \$28,000; tax withheld at source, \$5,426; realty tax on Wilshire studios, Los Angeles, \$1,237.10; realty tax on Marathon street property, Los Angeles, \$21,086.89; and money due city collector of New York for water, \$441.25.

Total amount of debt listed as due creditors holding securities is \$2,476,023.80.

Creditors whose claims are unsecured total \$2,922,025.63, while accounts payable to affiliated companies is put at \$4,686,713.98 in the schedule.

Among creditors whose claims are unsecured are holders 20-year 4% sinking fund gold bonds due Dec. 1, 1947, with principal of \$1,182,000; holders of 20-year 5 1/2% sinking fund gold bonds due Aug. 1, 1950, with principal of \$1,511,000 and interest in default on both bond issues amounting to \$361,652.

In addition to these bond issues, figuring as major liabilities are \$4,089,051 in mortgages and bonds guaranteed by Paramount-Public; notes of the Film Production Corp. endorsed by P-P and held by 12 banks amounting to \$13,859,232; miscellaneous obligations guaranteed by P-P of \$1,362,644; contingent obligations under leases that are guaranteed, \$632,102; rent obligations under subleases covering premises, \$488,889; and miscellaneous possible contingent obligations of \$437,377.

### Principal Assets

Principal assets include real estate, embracing studios and land in Los Angeles, valued at \$23,417,000; property of \$21,111,502; debts due P-P on open accounts, \$1,029,315; advances to affiliated companies of \$40,476,773; investments in affiliated companies of \$108,909,657; Liberty bonds of \$1,997 and cash in bank of \$507,158.

The only real estate listed in the schedule is that of the West Coast office equipment valued at \$823,417 and buildings thereon, \$2,171,295; Wilshire studio property, Los Angeles, land, \$36,887, and buildings, \$1,000,000; tract of land in Los Angeles, \$93,209.

This apparently is the only real estate which P-P as a parent holding company directly owns, everything else being in subsidiary firms. Personal property listed in assets as \$2,111,502 is composed of the following: Notes receivable, \$322,048; Film inventory and rights, \$1,447,702; Equipment in buildings, \$341,751. The equipment in buildings includes Hollywood studio, \$182,511; office equipment of \$117,781, and sound equipment of \$37,713 in the Paramount buildng, New York, and sound equipment in film exchanges in the U. S. of \$38,106.



# Distributors Want Guarantee Protection

## Until Grosses Spurt Markedly, the Mere Percentage Gamble Is Deemed Insufficient

Until the present emergency lifts and theatre receipts are restored nearer to the normal plane they enjoyed prior to the bank holiday, distributors are demanding flat engagements in place of percentage when the latter is called for. Exchanges have been advised to either hold up percentage pictures or conform deliveries only after a satisfactory flat rental arrangement has been arrived at.

The theatre, in the majority of instances reported, are refusing to substitute flat for percentage deals on the ground that the account should not be forced to shoulder the entire burden of the present situation. Theatres feel it is only reasonable and fair at this time to expect that the distributor will gamble along with them.

Before the banking crisis was relieved through reopening of banking institutions around the country, distributors were taking certain pictures of release altogether, refusing to let them go out in the face of greatly diminished box office possibilities. These pictures may be held back indefinitely.

The fear of the distributors now is that those pictures which were sold on percentage will not obtain their normally anticipated bits as a result of business in theatres remaining highly doubtful. All along, throughout the current season, distributors have been holding out for guarantees in many instances as a protection, usually with independent accounts.

With the circuits, majority of the deals are on straight percentage.

## Sylvia Sidney Balks, Raft's Personal, Solo

After billing Sylvia Sidney and George Raft, over the week end, for a joint personal appearance next week (24), the Paramount, New York, had to take the advance stuff down yesterday (Monday) when Miss Sidney balked at the terms, and cancelled. She wanted \$4,000 per week, but the Raft's best offer was \$3,000.

As a result of the Sidney-Raft combination dissolving, Raft may play the Brooklyn Paramount next week by himself instead.

Raft's rift with Paramount Pictures has been settled and he returns to the studio about April 1. New deal is at the old salary, \$150. Raft's chief objections were to the part assigned him in 'Temple Drake'. He called the role unsympathetic and feared it would hurt him with the fans.

## 25% for Victims

Los Angeles, March 20. All Southern California film houses will give benefit performances Wednesday (23), with one-fourth of the gross for the day going to the earthquake sufferers. Exhibits aim at a \$50,000 pot for the cause.

All-inclusive benefit supersedes the proposed performances in 73 West Coast houses, originally set for last Friday.

## Von Sternberg Home

Joe von Sternberg is due in New York late tonight (Tuesday) on the Europa. That sets at rest all the talk of his joining a European producing company, although Paramount still insisted yesterday that it had nothing in view as regards von Sternberg.

According to a rumor von Sternberg has a deal lined up with Fox, which company is also understood talking seriously to Marlene Dietrich.

Also on the Europa, after a short European visit, are Constance Bennett and the Marquis de la Falaise.

Songsmiths Go Camera Master Arts has set Dorothy Fields and Jimmy McHugh for a one-reel musical short.

Song writing team will sing their own numbers.

## NATIONAL B.B.B. WILL O.O. FILM ADVERTISING

National Better Business Bureau is including in its investigatory scope, along with phoney film and writing schools, the authors of bad advertising. From all indications, violators of the Hays Advertising Code, which has been mild in enforcement, and had to swallow summary 'blows', will from now on be called on the NBBB carpet.

The Bureau, as those in show business know, works hand in hand with police and district attorneys throughout the country. It is now forming its own Reviling Board for all advertising.

Picture companies will have to watch the following conditions:

False statements or misleading exaggerations.

Indirect misrepresentation of a product or service through distortion of details, either editorially or pictorially.

Statements or suggestions offensive to public decency.

Statements which tend to undermine the industry by attributing to its products, generally, faults and weaknesses true only of a few.

Price claims that are misleading.

## JAILED IN AGUA, SUES BACKERS FOR MILLION

Los Angeles, March 20. Suit for \$1,000,000 for alleged false arrest and imprisonment was filed in Los Angeles Superior Court this morning (Monday) by Attorney Edward E. McCullough on behalf of James McCarthy, an eastern newspaper man, and his son, a prominent eastern politician, against Joseph M. Schenck, James Coffroth and Baron Long, as operators, and the Agua Gallena Corporation.

Suit in outcome of arrest Feb. 20 at the resort of McCarthy and seven others on suspicion of floating bad checks. McCarthy was kept in Tia Juana jail 18 hours and was badly cut by the night by a Mexican cellmate armed with a knife.

## Gummo Marx's Dress Biz All Gummed Up, Bkpt

Milton G. (Gummo) Marx, who quit the Marx Brothers act several years ago to go into the dress manufacturing business, has returned to bankruptcy as the way out. Petition he filed with the U. S. Court here Saturday (19) tabulated his liabilities at \$105,568 and assets none.

His brother Arthur (Chico) is among the creditors for \$29,000. Other principal liability items include the dress manufacturing shop's landlord, the 1,375 Broadway Corp., for \$13,750 and a number of bank loans.

## Garbo Holding Out

Hollywood, March 20. Despite press releases that Greta Garbo has left Stockholm for the Metro lot, the Swedish star is still a holdout, remaining at home to battle out contract difficulties with the studio before making the ocean hop.

With Miss Garbo a month late in arriving, studio has stopped further work on her first story, 'Christina', until she is aboard a U. S.-bound boat.

## Joan Blondell's Act

Due in New York in three weeks on a two months' leave of absence from the Warner studio, Joan Blondell will immediately go into rehearsal with Harry Ross, stage m. c., with whom she'll do a vaudeville turn. Publix has the act tentatively set.

Miss Blondell and Rose teamed up for a week in Chicago some time ago.

## Bank Repercussion

Paris, March 10. Connie Bennett almost became a 'home-loving' French-woman. She told the press, on arrival here a couple days ago that she was going to settle down in that dear France and raise babies instead of Hollywood hops.

Almost the next day, however, the bank thing blew across the ocean, the Bankers Trust company couldn't give Connie a survey, and poor V. hotel shrugged its elegant shoulders and they do tell that Miss Bennett's opinion of everything French, as broadcast by her, was all changed.

## Important Test Over Product in Turnback Houses

Minneapolis, March 20. Publix lost its first major house in the territory since the start of its reorganization when, Joseph Friedman, wealthy St. Paul real estate and art dealer, took back his Tower theatre, St. Paul, under a clause in the lease authorizing such action for non-payment of rent. The Tower was regarded among the 'desirable' houses which the circuit hoped to retain. Friedman, who built and formerly operated the theatre, proposes to operate it again.

In an effort to compel Publix to relinquish such of the product which it has 'sewed up', Friedman is preparing to institute court action to obtain relief. It will contend that a portion of the product for which Publix has contracted was intended for the Tower, and that he should be allowed to take it over. The suit will be in the nature of a test case into which the issue of alleged restraint of trade also will enter.

Friedman also owns the Strand, St. Paul, which he recently took back from Publix when the structure was condemned because of a defective wall. He plans to remodel, enlarge and operate it along with the Tower.

With these two theatres he would be almost on an equal footing in the St. Paul loop with Publix, which would have only the Paramount, most elaborate deluxer, and the Riviera, a smaller theatre, as loop first-run spots.

J. J. Friedl, operating local Publix houses, on the receiver, returned from New York after finally completing deals which give Publix, Metro, Fox, WB and FN product, in addition to Par for the entire northwest territory.

## KID ACTORS JAZZ UP FAST PROD. SCHEDULE

Hollywood, March 20. Warners' short shooting schedule, Ervyn Redkey, went haywire on James Cagney's 'Mayor of Hell', which finished Saturday after eight weeks in production instead of the four programmed.

Prime difficulty was the delay occasioned by slow process of training many kids used in film.

## 'I Love a Parade'

Joe E. Brown is on the receiving end of a \$450 New York suit filed by Al Boasberg, who charges he wrote that much stage material for Brown to produce.

The Boasberg pleaster was slapped on Brown while the comic strutted in Warners' '42d Street' ballyhoo parade in New York last week.

## 'Cavalcade' Cycle on?

Los Angeles, March 20. Herman A. Wohl and David Miller are to produce independently a picture dealing with American history. Wohl is unrolling picture which is being made at Universal which gets first call on releases. Wohl thought two other companies are dickering.

Wohl formerly was with Fox and Paramount. Miller just finished editing 'India Speaks' for Walter Futter.

# How Film Savants Analyze Some of the Brighter Aspects of the Industry's Stringent Economies

Declaring that the worst crisis of the depression has been weathered by the industry and is virtually over, leaders this week in all branches of filmdom are now reckoning some of the advantages which can only come with new experiences in hard times.

Chronologically, first comes the realization, by independent exhibitors, that without a strong national organization they are powerless and the last to be considered by the industry in times of emergency.

Secondly, completely upset is the belief of moralists of other years that the public must have only comedy. Hit pictures during the past year, a survey disclosed, were 10 dramas to every comedy.

Third, realization that it is folly to depend upon credit; that had the business kept within its own financial bounds most of the worries and hardships of the past two years would have been averted.

Fourth is the partial acknowledgment that not only is important as money; that the business must return the cuts and never allow itself to slip again into the position where having salaries is the only immediate resort.

Fifth, possible revision of some of the practices of exchanges in view of the fact that nearly \$5,000,000 is being tied up in miscellaneous view of the country.

Indies See the Light

It took the moratorium, however,

## B & K-DISTRIBS POUT OVER PLAYDATES

Chicago, March 20. While the banking holiday lasted the relations between Balaban & Katz and film row, notably Metro, were less than fraternal. B&K felt that what with rigid credit rules and ban on release dates film row was protecting itself and letting their chief and best customer go jump in the lake.

At least two downtown theatres, Oriental and Playmakers, were reported desperate for product and obliged to make unwarranted holdovers. Metro in particular yanked play dates on 'White Sister' and 'Tonight We Love', both choice pictures, while other distributors took the same view that nothing but sough stuff would be released.

Tart comment from B&K and shoulder-shrugging from the distributors left a rankling friction that hasn't been assuaged up to date although the play dates are not reinstated.

## Cuts Keep Constance Cummings in England

Hollywood, March 20. Despite offers from Metro and Charles R. Rogers, Constance Cummings remains in England for one more picture.

Reason for turning down offers is the eight week pay cut period. She's on full salary in England.

## L. A. to N. Y.

George Brent. Pat Casey. J. E. Chadwick. Ernest Chaney. Maurice Chevalier. Merlan C. Cooper. Kenneth Goldsmith. Phil Goldstone. E. E. Kahane. Max Broa. Nat Perrin. Arthur Sheekman. Ernest Truex.

## N. Y. to L. A.

Michael Farmer. Mr. and Mrs. Alfred Newman. Charles Chase. Edgar Ulmer.

to impress upon the indie exhibs, as it has never been emphasized before, his helplessness as an individual. The directors of distributors of some indie groups were laughed at by distributors who flatly refused to recognize them. When informal ultimatums were delivered that Indies would close down in certain sections unless they got relief, the industry is known to have boasted that if the Indies did so it would only result in increased patronage for circuit houses.

Turned down right and left, having to pay cash for film at exchanges, going without any official explanation for the cut not being passed down to the box-office, after they had long ago taken it upon themselves to cut ticket scales, union labor capped the climax when they refused the cut and threatened to darken the entire industry.

So galled are some of the more active of indie leaders that they are now considering means to empower the Indies to cope with the unions. They are figuring on a national machine, patterned after political party lines, with a strong aggressive leader in each of the country's congressional districts. This would present a picture of 465 such exhibitors who would be responsible for an average of 30 theatres in each district. These leaders would comprise the national indie committees which would elect one man in each to a compact executive body just as union heads do today.

Indies' Union? Either that or certain exhibitor spokesmen behind the movement are for Indies playing for membership in the American Federation of Labor and putting their theatres on the same union plane as projectionists and electricians and all other crafts.

Just like the major industry, in its preliminary deals on the cuts with organized labor was banded from one union head to the other until the final committee finally materialized at the behest of the Hays Organization, so Indies hold they have been shifted from department to department in most of the cuttings.

Of that \$1,000,000 per day loss during moratoria's reign, exhibs hold themselves as the principal losers. Only \$20,000,000 each of the year lost to production and distribution while the theatre had to carry the full weight of the remainder.

Another revelation made by the industry and justifying the department by major companies is that the worse matters are throughout the country the more the picture-going public favors dramatic material on the screen.

During the past year only one of 10 outstanding hits was a comedy, and of 48 other features which rated high at the box office only 18 come out of the comedy category. The percentage of individual players hold true as well. Will Rogers in 'State Fair' has less comedy opportunities than in any picture in which he has been starred.

## Reverse of 1907

It was just the opposite in 1907 and the depression before. Then legit dominated, and the record shows that producers shelled a amount of legit comedy scripts to buoy up the buyers.

The bankerless era and summer plans of the industry are covered elsewhere in 'Variety'. But the moral angle is currently all-important.

Leaders in the business contend the cuts must be rescinded, the way the Indies feel they see no uniformity such as the Introduction, with the return. They figure that one or two companies will take the initiative and others will follow, save possibly one or two whose problems may protract the semi-moratorium on payroll.

On the matter of exchanges the light is being shed. The 350 such deals have as many accounts in as many banks throughout the country. Although the accounts are constantly flowing, the amount on deposit in each of these banks is about \$5,000. When certain of the banks failed to open with the others last week, practically every major distributor had some of its currency frozen.





Comparative Grosses for March

Total of grosses during March for towns and houses listed as previously reported weekly. Dates given are the closing day of the week. (Acute banking situation nationally must be kept in mind as regards March grosses, especially where new lows were established.)

NEW YORK

Table with 4 columns: Date, Title, Gross, and Notes. Rows include CAPITOL, PARA-MOUNT, RKO ROXY, MAYFAIR, and STRAND.

CHICAGO

Table with 4 columns: Date, Title, Gross, and Notes. Rows include CHICAGO, ORIENTAL, PALACE, and LOS ANGELES.

LOS ANGELES

Table with 4 columns: Date, Title, Gross, and Notes. Rows include STATE, PARA-MOUNT, HOLLYWOOD, and DOWN-TOWN.

BROOKLYN

Table with 4 columns: Date, Title, Gross, and Notes. Rows include PARA-MOUNT, FOX, METRO-POLITAN, and AEE.

SEATTLE

Table with 4 columns: Date, Title, Gross, and Notes. Rows include PARA-MOUNT, FIFTH AVE., MUSIC BOX, and LIBERTY.

SEATTLE BELIEVES DEPRESSION IS OVER

Seattle, March 20. Mae West on quick return is getting the dough with Paramount advertising under 16 not admitted. Looks \$60,000. This week with \$8,900 three weeks ago for the same time.

Dull Market Moves Only Sidewise; Amusements Ignored, Merely Drift, Prices Await Some New Influence

Yesterday's Prices

Table of stock prices for various companies like Con. Ed., East. P., and RCA.

By AL GREASON

Course of security prices got into a rut early (Monday), with little evidence of developing a tendency either way. Losses of a fractional sort outnumbered gains, but volume was so small as to rob the day's dealings of much significance.

BANKS MAKE K. C. OK AGAIN; 'AFRICA,' \$9,000

Kansas City, March 20. With the banks open 100% and a fairly attractive lot of pictures available, the current week should show some signs of revival.

Estimates for This Week. Fifth Ave. (WST) (2,300; 25-40) 'Woman Accused' (Par) getting a big billing, with 'Face in the Sky' (M-G) completing double bill.

Estimates for This Week

Liberty (Dubinsky) (860; 10-20) Silver Dollar (FN) first half, and Main Street (RKO) second half.

With Banks Open, Pitt's Worse Than Last Week

Pittsburgh, March 20. Expected return to something approximating normalcy with the reopening of banks not materializing with prospects far from bright this session.

COL. CAN'T DO GOOD BIZ WITH MEDIOCRE FILMS

Columbus, March 20. Film men for the present week none too strong in their efforts to be reflected at the b. o. Next week's attractions are already receiving orders for more than a message 45.

Indpls. on the Upbeat; 'Scandals' Tab Helps, 10G

Indianapolis, March 20. Grosses are picking up a return to better money conditions and good pics. Particularly of the show biz is showing with the scheduling of George White's 'Scandals' at the Indiana, thrice daily, at one ap.

Estimates for This Week

Apollo (Fourth Ave.) (1,100; 25-40) 'Our Bette' (RKO) (2,600; 25-40) 'Private Jones' (U) did around that figure.

# Going Places

By Cecelia Ager

## Mary Hasn't Changed

It's the old Mary Pickford in "Secrets," the wholesome little, roguish little America's Sweetheart. Styles in picture heroines may change, but at last Miss Pickford realizes in "Secrets" that she was more than a style. She is a character. Eyes which today determined coyness brings shudders and boos, but because of the might of her legend audiences will take coyness, wide open. The Pickford public is loyal—to the good old Pickford. A wised up, jazzed up Pickford, they insist, is not the Mary they want.

So there's a tremendous do-do about little Pickford pantalettes peeking beneath great big hoop skirts, a rolling and a rolling and big brown eyes, a mass of blonde ringlets bobbing under tiny bands of ribbon, a cast full of comparative giants for Miss Pickford. She is a rolling and a rolling and batches of loyalty, steadfastness, sweetness and simplicity, shining through it all. Tragic grief nips in for a minute or so, but she is a rolling and a rolling and effective restraint, proving that at some time during all the years Miss Pickford has been a personality, she became quietly an actress too.

## Poor But Satisfied

And now Sally Eilers, in "Sailor's Luck," joins that vast aggregation of pictures' very poor young men who come about a penny in their pockets but with satin next to their skins.

The costly frock of silk and lace that adorns Miss Eilers' picture, she can't pay her room rent; why, too, she can't be stern as she should, with passing sailors; doubtless she arrives at what the ambulance surgeon will think of her if ever she's in an accident, feels she must be equipped for emergency. Her stockings, too, indicate where her money goes. Miss Eilers' wardrobe is frivolous, no matter how strictly utilitarian the exigencies of her role demand her outer clothing be.

Since the possession singular is used for "sailor" in the title, Miss Eilers brooks no misapprehension of her apparent amiability. Homelessness and hunger motivate her drive her to the ultimate test, a thousand times that she yields only to the wedding band, but when a young lady looks like Miss Eilers, she takes a look at about big things, is as spirited and natural, she'll find a wedding band is forthcoming even from a sailor. Miss Eilers is so loyal, she got herself a pair of smart, well-fitting pyjamas with an anchor on the youthfully severe bodice despite her poverty. Such resourcefulness must be pardoned.

Ester Murr prefers the Navy to just one sailor, proves it by her Sadie Thompson clothes and makeup.

## No Depth of Thought

The Music Hall Ballet Corps and Roxettes are in no way nonplussed in finding themselves working in a stage show that boasts "The Graces and its Dance Group, and a number called 'Artists' Life,' too. If it's going to be an artistic week, very well they can take it. The "White Ballet" goes in for no deeper meanings, but it's a lovely thing to look at, simple, effective by its sheer mass, its contrast of white and black, white and black, white and black velvet hung stage. Even Patricia Bowman sticks to white in her costuming. Because she is the prettiest dancer in the show, her costumes made of chiffon, sparkle with paillettes, while the girls must be content to do their pretty leaping in just little skirts with satin bows. But the girls are used to a shade less grandeur in their accoutrements, compared to Miss Bowman's. Her superb ballet technique so often covers up the fact that what she's doing so proficiently really has no heady significance.

For "Artist's Life" the Music Hall troupe permits some strangers in for a brief peek at the stage, to show how horizontal they can keep their limber long legs, Irene McBride and Roger Dodge for a bit of convulsive hey-hey, the modern dance follow and a black satin. Now it's the ballet corps' turn, a dash of conventional merry-making in an artist's studio, with half the corps artists' models in child, pink velvet, elastic draperies lined with silver, half the artists themselves in egg

shell satin bouffants and violet velvet trousers and tams, The Roxettes, to be consistent, fancy themselves in a box of pastilles, step out of the huge stage box so labeled, and frolic decorously in costumes whose delicate color gradations are attenuated to a mere cylindrical length. Artistic restraint, with any lurking theatrical brassness well under control.

## Be Dumb to Win

"From Hell to Heaven" knows the secret of keeping a large cast of women content; it treats them all alike, awards each one of them equal back attention, should any one of them steal a march on the others, she's on her own. The production assumes no responsibility for it, it deserves none.

Carole Lombard, Adrienne Ames, Shirley Grey, Nydia Westman, Cecil Cunningham, Rita La Roy, Verna Hillie each enacts her own little parcel of "From Hell to Heaven" story, but it is a bunch of the girls who are whooping it up at the Luray Springs Hotel. It's a hotel hard by a race-track, and the moral is that if you're a girl with a good girl, for your horse can tell.

In this case the horses are smarter than the audience, for Miss Lombard's flamboyant make-up, which a close mouth might lead a body to suspect her of far greater accessibility than she will admit to. Her hair is so very blonde, its flat-top, its supercilious neck contour so patently calculated to ensnare a roving eye, it does seem a little odd that when it comes right down to cases, suddenly she goes stammering.

Then there's the problem of Miss Ames, who stands by her embezzling young husband with exemplary loyalty, a splendid, amiable, devoted little bride—yet a young lady who, discovering in her own general set-up and facial characteristics a certain resemblance to Joan Crawford, joyously accentuates it, and makes her eyes pencil and lip, using, for a model Miss Crawford's mask for "Rain." Verna Hillie, a newcomer amidst so many experienced screen actresses, decides to give up in such illustrious company, and so by being natural, not bothering for effect, taking it lightly, she turns out the belle of the lot. She made the biggest killing at the race, too, Horse sense.

## Dressed Up Lady Clown

There is no reason, Lyda Robert proves in the Paramount stage show, why actresses with good dispositions shouldn't have style sense too. Just because the combination is seldom met doesn't stop straightforward Miss Robert from flaunting it. She finds smartly flattering clothes, a becoming, fluffy culture no drawback to her amiable clowning.

Her smile is no less winning because her white mouseline dress, tight at her waist and throat with black cre ribbon, happens to foretell the mode, her friendly antics no less effective because she sides with the fashion doers who insist gloves should match the frock, and her white gloves, too, are cuffed with cre ribbon.

No knowing, she is so correctly and interestingly groomed only gives her strength to carry on in a waggish show that's apt to upset her. It's a pity that any of the one of the wags gets another idea. Whatever happens, at least she can be sure of one thing, that she looks grand.

## Ganging the Girls

The little child would have no trouble selling off the gals in "Strictly Personal." Dorothy Jordan wears nainsook princess slips guthers and a black neck with baby ribbon—she is a sweet innocent anachronism. Marjorie Rameau's style is kind and mellow—she has a black neck with baby ribbon walks in with an arrogant slouch.

(Continued on page 48)

## Fox Resumes Westerns

Hollywood, March 20. Although it has been decided to abandon making western pictures, Fox has changed its mind and is preparing a Zane Grey story for George O'Brien, who is in Europe. John Stone, who is supervising pictures on the Western avenue lot, will handle it.

# 2 N.Y. BANK SITUATIONS NIP MANY SHOW PEOPLE

The Harriman National Bank's jam, through failure to open, with a Federal conservator installed, and the deferred reopening of the Mercantile National Bank on Seventh Avenue, have streetily involved quite a few show people. Universal's account in Harriman and Jules E. Brulatur's funds in Mercantile, of which latter he is a director, are the outstanding show people. The William Morris agency is also inconvenienced by the Harriman situation.

A large number of the lesser exchange, film specialty and service people, with offices at 1600 Broadway (where the Mercantile is located) and at 728 Seventh avenue, and adjacent offices are involved by the Mercantile's deferred reopening. The bank is open for limited business, as during the national banking moratorium, and pending reorganization is merely making change, etc.

The Mills-Rockwell musical artist enterprises are tied up considerably by the situation. Don Redman, Bill Ellington, Cab Calloway, Bing Crosby, M-R, Inc., and allied artists had capital there. Tommy Rockwell of M-R was also hit again in the Harriman closing. Kinematograph and Charles Hopkins are others in the Mercantile situation.

Universal received sufficient income from its exchanges to meet payroll and otherwise meet financially liquid for all immediate needs. Mercantile is the reorganized Chelsea Exchange which suffered one of those 1930 "runs" and had to close, reorganize and then reopen. Some small music publishers were also involved in the Merc.

The Lehling ticket agency and several big securities excesses of \$100,000 on deposit in the closed bank. It has opened accounts in other depositories.

It is declared that Harriman will be able to pay off the basis of not less than 45 cents on the dollar and there is likelihood that the final settlement will be in full.

# OHIO TAKES TEETH OUT OF STATE CENSOR LAW

Columbus, March 20. Ohio's state censors and owners won their first victory in this year's battle against censorship of films here last week when both houses of the legislature passed a bill which practically nullifies the work of the board. The governor's signature is assured. This bill eliminates fines against exhibitors for showing films ordered censored by the board. Distributors alone are now to be held responsible for making all ordered cuts, where in the past both exhibitor and distributor were subject to heavy penalties.

Film men feel that with this bill about to become a state law, the censors will either have to become more lenient or they will be overridden by distributors who will be fined only once.

The legislature is to take up another bill affecting censorship within the week, a house measure being up which would halt all viewing of news reels by the board.

# James Hall Absolved

New Haven, March 20. Charges of non-support against James H. Brown, alias James Hall, from pictures, and any other charges, the actors' appeal to the Court of Common Pleas here.

Decision was based on the ground that Brown, with support of extradition papers were issued bringing Hall here from Cal., contained untrue statements concerning Hall's alleged residence here.

On original return, Brown was ordered to pay his wife \$100 per week for one year or accept a six-month jail term.

# A. H. Blank Trustee

Des Moines, Iowa, March 20. A. H. Blank, name of note in bankruptcy for A. H. Blank Theatres Corp. of Nebraska and Public Nebraska, Inc.

The A. H. Blank Theatres Corp. of Iowa, has advanced \$722,000 to the Nebraska Bank Corp. and \$622,000 to the Public-Nebraska corporation, named largest creditor.

The two companies, which went into liquidation in bankruptcy, operate 16 houses in Omaha and other Nebraska towns.

# BEER SPEEDS ROGERS

Adds Megger to Have Pic On Screen When Brew Is Legalized

Hollywood, March 20. Charles Rogers immediately put two production units to work on "Beer Baron," as soon as Pres. Roosevelt's message to Congress asked for early brew. Intention is to rush this Paramount picture out in order to have it in theatres simultaneously with the first legal foam.

Ralph Murphy is continuing to direct the dramatic scenes with Harry Joe Brown assembling a second unit to film simultaneously atmospheric scenes and long shots. Intention is to beat the release date by several weeks.

# Under-\$50 People Happiest on Cuts, Others Squawking

With the cut payroll well into its second week, stenographers and clerks are happy by the modification, which makes them now exempt, but the first and second bracket executives are even louder in their lamentations.

The east, however, gives the west full credit for bringing about the modification. If it hadn't been for those mass meetings in the studios a week ago there would still be a minimum earning basis of \$15.

Exhibitor leaders Monday were inclined to credit the pressure which they exerted, and Washington, for the salary amendments which puts \$50 and down on a no-touches basis. Fox was the only company to resist. It let the modifications exist for a day, when it declared that the standing minimum for people making \$100 and over would be \$65.

Universal was the only major company to suffer from the moratorium after Roosevelt had lifted the ban. It had its money in the Harriman National Bank, but even when that bank failed to open it found enough money in circulation to meet the payroll on Monday indicated that it will pay off this week unless something unforeseen out in the field happens.

Officially there was no indication Monday of any date on which the cuts will be rescinded, although producers are still speaking in terms of the eight weeks.

# Universal Down to Four Writers; Phone Economy

Hollywood, March 20. Four contract writers are left at Universal, the lowest number since the studio became a major proportion.

Facing their typewriters on the lot are Tom Reed, Lard Doyle, Tom Kilpatrick, James Knox Millen.

Another economy move at the studio is the removal of all excess telephones this week.

# Jules Levy's Drive

A national sales and collection campaign will be instituted by RKO Radio Picture, April 1 for six weeks in commemoration of Jules Levy's first anniversary as the general sales manager of the company. Drive originated in the field on suggestion of Harry Cohen, western district manager.

The new drive follows closely upon the usual seasonal sales and collection push at this time of the year in Radio as well as other companies.

# N. E. A. Man to Marry

Los Angeles, March 20. Dan Thomas, Los Angeles bureau manager for NEA Service, and Gene Stratton Monroe, daughter of Leo Meahan, will marry in Los Angeles April 6. This is the groom's second marriage.

Miss Monroe is a grand-daughter of the late Gene Stratton-Porter, novelist.

# MARIN BACK

Ned Marin is back in New York after something more than a month's business trip to London, Paris and Rome.

He will remain east for two or three weeks.

# SURPLUS SEATS CUT BY 5,000

Schenectady, March 20.

Closing of Plaza, RKO, here has helped the other downtown theatres, all operating under pooling arrangement between Farnish Company and RKO. W. W. Farley, head of the Farnish chain, has renewed the agreement with RKO for three years.

When Plaza closed it removed 2,300 seats from a town that has long been over-seated. Since pooling arrangement went into effect during early winter some 6,000 seats have been removed from the downtown theatre capacity by closing three houses.

This situation, together with fact that General Electric Company booked more orders last week than it has done in two years and story that four departments of that company now located in other cities, are to be moved back here, has theatre people much cheered.

John J. Plaz, Plaza manager, has been transferred to RKO Tilbury, Brooklyn.

# Bank Conservator Takes Big Judgment Vs. Zanft and Blumey

Judgment of \$28,000 was entered in New York last week against John Zanft and A. C. Blumenthal in connection with a loan from the Bankers Trust Co. of Philadelphia, made by Zanft and endorsed by Blumenthal. Action was brought here in behalf of the secretary of banking of the State of Pennsylvania. Philly bank is now in the hands of a conservator.

Loan originally amounted to \$32,000. Difference between this figure and the judgment amount is represented by a \$1,500 payment made by Zanft and the proceeds obtained from the sale of stock that the latter had put up as collateral.

# GRADING WAGE SCALES BY TYPE OF THEATRE

Grading of union wage scales in accordance with week classification and admission, rather than by type of houses as now, being pushed by the new administration in New York operators 306, will, it adopted, become the standard. Metro is making Harry Sherman, 306 president, is forcing the plan despite membership opposition.

Sherman, who was on the other side of the fence through a chain executive post with Public for five years, admits he is looking at it from the other fellow's viewpoint.

# Retakes for 'Gabriel' After Hays' Protests

Hollywood, March 20. Bringing the picture down to the minute, to include the bank holiday, and soft-peddling references to the presidency, to which the Hays office took objection, Metro is remaking and adding scenes to "Gabriel Over the White House."

New York office of Metro sent back the first print, which had been rushed east before the picture was previewed here.

# Katz Nephew Out, but Goes Through Motions

Detroit, March 20. I. M. Halperin, former division manager here for Public Theatres, continues to report at the local Public offices despite the fact that he was relieved of his duties when the local houses were placed under the supervision of B&K in Chi.

It is understood that his continuance to report is in a belief that the contracts a contract he held with Public Theatres, Inc. Under this contract he is understood to have been getting about \$300 weekly after all costs.

Halperin is nephew of Sam Katz, but denies any plans of joining up with his relative.

# Soviet Films Drifting Down Grade; Social Sermons Choke Human Note

By EUGENE LYONS

Moscow, March 3.  
Russian film industry had better look to its laurels. Its reputation in the outside world for eminence in picture technique is well-deserved. But it rests almost entirely on past performances. The general level in the past few years has been far below the one established before 1929. Unless Soviet cinema can manage to match its own past works with new production, its reputation will certainly fade.

This warning comes from one who has watched Soviet motion picture output pretty closely for five years right here in Moscow, and has been inclined to give Russian production the benefit of any doubt. There is little question that Russia has the edge on Hollywood and most other places in the theory of film art, in still photography and effective photography—above all, in making pictures socially significant rather than merely entertaining and ornamental.

But without overlooking exceptions the level of its film output has been steadily dropping instead of rising. One after another picture which were touted loudly in advance turned out flop. Alexander Dovzhenko's latest, "Voyage," from the angle of the audience rather than the theoretician—much rather than his "Earth." Veselod Pudovkin's latest, after years of revision and haggling with censors, seemed ripped off the surface here, and surely is no match for his "Last Days of St. Petersburg" and "Mother."

The writer and several Muscovites much interested in the film art, recently, as a test, made a list of pictures on which the Soviet reputation abroad chiefly rests. Americans convinced that Russia is making a tremendous contribution to the art, were asked to make a list of pictures on which their conviction is based. American highbrow articles on Russian pictures were consulted.

### Stress of Five Year Plan

The most important conclusion which emerged from the test is this: with only one outstanding exception, Russian's laurels rest on pictures produced four or more years ago. The exception, of course, is "Road to Life," finished in 1931. The others, it appears, belong to the years before the Five Year Plan got under way: "Potemkin," "Ten Days That Shook the World," "Old and New," "Village of Sin," "Turk-ub," "Storm Over Asia," "Mother," "St. Petersburg," etc. There is no reason to say there have not been some good and many middling pictures in the last three or four years, but rather that the really outstanding ones came before. Such a clear and exacting fact cannot be entirely accidental.

The reasons for the film slump here are not far to seek. The hardships, both physical and psychological, of the intensive program of the Five Year Plan give a cue to the decline. Increased censorship is a by-product of economic difficulties under a dictatorship. Advent of sound films, for which Russia is technically unprepared, die its share in depressing the general standard of production. Another important deduction may be drawn from a study of the history of the Soviet film. It appears pretty clearly that the pictures which went over big abroad are the same ones which went over big at home. And conversely, a picture which set a Russian audience yawning or

(Continued on page 46)

### Another Paris Deluzer

Paris, March 20.  
Still another big picture house opens here Friday (24). Theatre is the Pathe-Marignan, newest addition to the Pathe chain and has a 2,000 seating capacity.  
House is located in the swanky Champs Elysees sector and will not have stage shows, though attempting to lux atmosphere every other way.  
"Theodore and Co." is the picture selected for the opening week. It's a Pathe-Natan production.

### Shy Cash, Mex Producer Calls Off Three-Reelers

Hollywood, March 20.  
Mexican colony here was too short of cash to finance Frank Z. Clemente in making pictures for the Spanish market, and the producer has folded, and moved on the Republic lot.  
Clemente had organized Latin-American Pictures to produce three-reelers to be exhibited on L. A. Mexicans to angel him.

### Metro to Build Its Own German Dubbing Plant

Practically certain, though unofficial, that the teeth will be taken out of the German quota law by June 1. Information is that the new law to be enacted probably will replace the current quota law, will still require dubbing within the country, but no contingent licenses will be asked for pictures brought in for dubbing purposes.  
With that belief practically a certainty, Arthur Loew says for Berlin Friday (26) to approve plans for a Berlin Metro studio. These plans have already been prepared by Metro's German office, and Loew will go over them, make changes where he sees fit and start the actual building. That he will prefer to rent a building in the local market is not believed likely, it always having been Metro's preference to work on its own grounds abroad.

Since Loew's last European trip, several of his companies has opened dubbing plants in Paris and Rome and he will examine these also.  
Loew has been one of the most insistent of Americans on the subject of staying out of German production during the past year. He fought the local dubbing laws hardest when they first came up yet, and has been the only one of the major American foreign chiefs to stick to his guns in the matter of staying out of Germany. Now, he says he changes his mind, dubbing abroad but insists he won't be forced into actual foreign production if possibly avoidable.

With a comparative certitude, however, of the situation being eased, he figures on being ready to take advantage of the situation.  
To Resume in Yugoslavia When Quota's Repealed  
American companies are all set to reopen offices and business in Yugoslavia on April 1, although no move has been made in that direction yet, or is likely to be made before the actual date. Business resumption depends on a promise of the Yugoslav government to rescind present quota laws which the Americans consider too drastic. Americans are not willing to make any definite move towards resumption until the laws are definitely off the books.  
U. S. timers, when the quota law was passed last autumn, walked out of the territory. Attempt was made several times since then to straighten things out, but Americans have stood firmly for the tot of their demands, with the Yugoslav government, urged on by showmen in that country, finally capitulating.  
But Americans are still taking no chances on moving in, figuring that the Yugoslav politicians may yet change their minds.  
finance, steps out first and buys a twelve-cylinder car for himself and a new outfit for the missus and runs stock of cash with three more studio days to pay for.  
Thus, film bank may do a lot to put production on sound financial legs, and, with a boss like Konrad Marny, who has the standing and a big shot in the banking world, it may stop the better class of investment bankers from turning up the nose at the bank.

This is, in a nut shell, what the thing will look like if and when it comes off. There's every hope that it will, although, for the time being, it's still in the air, of course, the negative stays firmly vested with the film bank until the indie has met the very last of his notes. Future profits on sharing terms.

# U. A. Producing Six French Mades In Paris Under Bernard Deschamps

### Jeannette MacDonald's Belgian Fan Tribute

Brussels, March 9.  
Belgian admirers of Jeannette MacDonald, who has been singing at the Alhambra, ties her here a few days, has presented her with a tiny Brussels griffin as companion for the oversize hound she takes around with her.  
Miss MacDonald peevish Brussels reporters by failing to meet them as arranged and then squared everything by receiving them extravagantly in her hotel.

Paris, March 20.

United Artists has completed plans for production here and will go into immediate activity, starting this third world producing center. Bernard Deschamps, Paris director, has been named head of production, and will immediately form a company. He is to make a minimum of six pictures during the next year, all of which he will either personally direct or supervise.

It's up to Deschamps what sort of films he wants to make, although United Artists has informed him that it prefers musicals when and if possible. First of the films must be finished by June 15, according to the arrangement, meaning that Deschamps goes to work immediately.  
Kolly Closs Deal  
United Artists is helping finance the films, although not undertaking the entire capital, and the cash to be subscribed in France. But the American company will have the absolute distribution rights on the pictures for France, Far East, the U. S. and South America. Rest of the world, including England, is subject to territorial sale.

### CHINESE FANS PICK OWN FAVS

Shanghai, Feb. 21.  
Popularity contest conducted by three Chinese papers, "Pictorial Weekly," "The Morning Post," "Movie" and "Radio Daily News," indicates striking divergence of Oriental and Western tastes re films, although "Tommes, Gairn, Garbo, MacDonald and Dietrich hold individual leads.  
Lionel Barrymore, popular here with foreigners, falls down with Chinese. Appended voting table:

#### Ten Best Stars

1.—Janet Gaynor	14,916
2.—Greta Garbo	14,892
3.—Jeannette MacDonald	14,720
4.—Marene Dietrich	14,681
5.—Charles Farrell	13,542
6.—Maurice Chevalier	13,299
7.—Norman Shearer	12,445
8.—Joan Crawford	12,445
9.—Wallace Beery	12,017
10.—Lionel Barrymore	11,953

#### The Best Pictures

1.—"Love Me Tonight"	13,645
2.—"Doomed Battalion"	13,490
3.—"White Hell of Pitz Palu"	13,447
4.—"Mata Hari"	13,258
5.—"Four Intantries"	12,905
6.—"One Hour With You"	12,650
7.—"First Year"	11,454
8.—"The Man I Killed"	11,249
9.—"Dr. Jekyll and Mr. Hyde"	10,928
10.—"The Man From Yesterday"	10,825

### 'M' Commish Suit

Because his client was outbid on a picture deal, J. Krumgold, agent, has filed suit against Walter Reade, head of the Metro Picture Co. (German), and several other persons for \$10,050.  
Krumgold was agenting for the Shuberts in an attempt to purchase American distribution rights on "M." While the Shuberts were hedging on money, Reade and Plunkett walked in. Krumgold says he doesn't care who bought the picture so long as he gets his commission.

### Time Check on Kids

Brussels, March 11.  
Cineac, Brussels, Belgium, only newsreel theatre, open from 11 a.m. to midnight, with admission prices 6, 8 1/2 and 11 1/2 cents, is making a special effort to attract children.  
In addition to news, program includes a documentary and short comic and never exceeds 1 1/2 hours. When taking their tickets kiddies are given by the b.o. clerk a control bulletin showing date and time of entry to the theatre which allows parents to check movements of their offspring.

### GERMAN TAX PLEA

Berlin, March 11.  
The Berlin exhibitors have just launched an appeal to the mayor with a view to have the entertainment tax reduced to 5%, and, may be, dropped entirely during the dull season in June and July.  
Just of late, recently about the U. S. need of putting independent production on a sound financial footing and "rationalizing" the industry.

### Films on Day Off for Paris Opera Comique

Paris, March 11.  
Startling announcement comes from M. Gheust, managing director of the Opera Comique, that arrangements are now under way to turn the traditional home of the Parisian opera into a class picture house one day a week.  
As the Opera-Comique gives no performances on Monday, M. Gheust plans to put in films to prevent his house being idle four or five days out of each month. The ministry of fine arts is said to be favorably disposed towards the unique innovation.  
The Paris Opera was actually transformed into a huge film studio the other night when the big gala for the benefit of picture charitable organizations was held there.

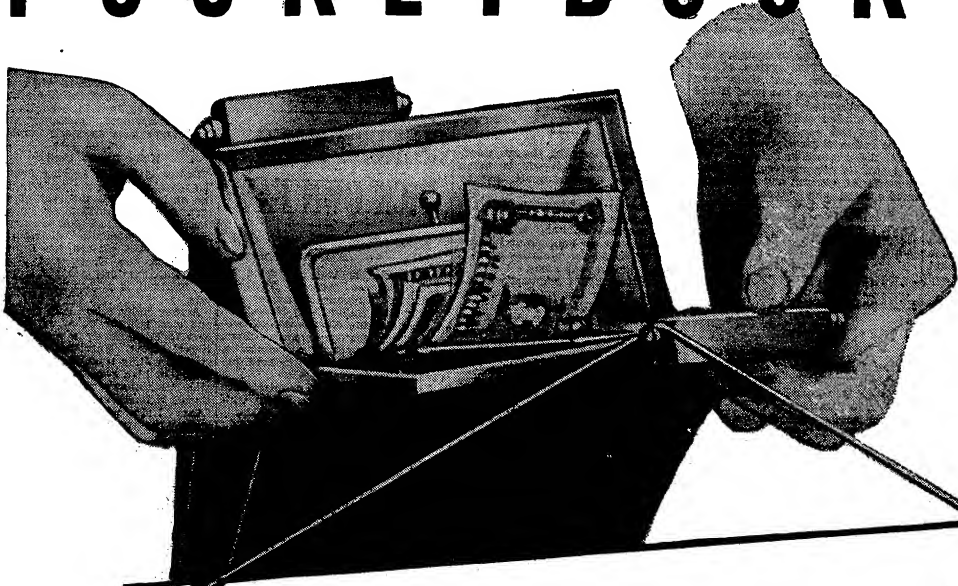
### Ufa's Cairo Location

Cairo, March 11.  
Reinhold Schunert, Ufa director, is in Cairo, shooting a film entitled "Idylle au Cairo." The picture is a musical comedy done in German and French versions, having W. F. Murnau as director, and the German version and Henri Roussel and Georges Rigaud for the French one.  
The Metropole Cinema of Cairo has made a deal with Ufa for exclusive exhibition.

### Mickey Mouse Honored

Havana, March 20.  
National Academy of Arts and Letters here has awarded a special honor diploma to Walt Disney for his creation of the Mickey Mouse and other cartoon characters.  
Henry Weiner, United Artists rep here, was given the diploma to transfer to Disney.

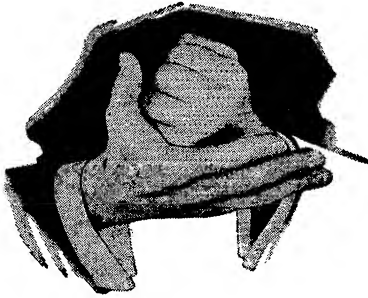
# AMERICA'S POCKETBOOK IS



OPEN FOR  
BUSINESS

AT THE VERY HEIGHT OF THE MOST TRYING TEST THAT EVER FACED ANY INDUSTRY, **WARNER BROS.** HAVE PROVED ONCE MORE THAT "THE DOUGH IS THERE IF YOU'VE GOT THE SHOWS"!





No Shutdown—  
No Letdown—but  
**A SHOWDOWN**  
in the war against depression!  
Whether you're a Democrat or  
a Republican you'll endorse—

# WARNER BROS.' 10-WEEK RECONSTRUCTION PROGRAM

Nine big-star pictures and one new-star sensation rushed through for emergency release . . . With more consecutive star strength than has been massed in any other period of Warners' most sensational season!



MAR. 25  
KAY FRANCIS — "THE KEYHOLE" — GEO. BRENT



APR. 29  
JOE E. BROWN — — — — "ELMER THE GREAT"



APR. 1  
WARREN WILLIAM — — "THE MIND READER"



MAY 6  
JAMES CAGNEY — — — "PICTURE SNATCHER"



APR. 8  
BETTE DAVIS — "EX-LADY" — ALL-STAR CAST



MAY 13  
RUTH CHATTERTON — — — — "LILLY TURNER"



APR. 15  
RICHARD BARTHELMESS — "CENTRAL AIRPORT"  
with SALLY EILERS—TOM BROWN



MAY 20  
GEORGE ARLISS — — "THE ADOPTED FATHER"



APR. 22  
BARBARA STANWYCK — — — — "BABY FACE"



MAY 27  
EDW. G. ROBINSON — — "THE LITTLE GIANT"



ROXY, N. Y.

New York, March 18. Once upon a time there was an old man with every ailment in the world. He started off on a trip across the globe in a dirigible...

Two months ago the Roxy operators dropped the curtain on a trimmed every possible angle of expense and found themselves with the first batch of profits in over a year...

Current week's show is a fair example of what the Roxy audience expects. It's not a bad show, but has nothing new, and in other respects is very least reworked.

Show starts with the gale strutting up on the stage via the pit. Band is already on the rostrum, and after a few minutes the girls bring on Dave Schooler, who m.c.'s the show and acts as a baton for the band and the musicians.

Couple are okay skaters and a nice dancing act. The show ends with a routine by the band and the girls.

Jack Fulton, also a Whitehead cartoon on wigs, is a good one or three numbers and satisfactory. His last number is backed by the girls in a romp on in summery clothes with a few hoop skirts and a May Day routine.

Walter 'Dare' Wahl is given a big buildup by Schaefer as turns out to be a comedy acrobatic team. They're good, but there's no reason to give them a big buildup.

Back come the girls to a combination Sousa-Gauthier soldier parade. That's pretty nicely staged. For a highlight the girls do a parade there's Brenk's Golden Horse with Bella Donna.

All that would be pretty brutal elsewhere, but the audience at the Roxy is not so easily shocked. It is the type that liked it. All of which leads right back to the original thought that the theatre has at least a chance to survive.

MUSIC HALL

New York, March 18. Some may pretend to know what von Grona and his dance group are attempting behind a scrim on one of the upraised stage platforms of the M. H. against a blue-and-green background to the music of Rachmaninoff's 'Prelude in C Sharp Minor'.

When customers are impelled to try and figure the meaning of such a number that number ceases to be entertainment which is the principal reason for interpretive dancing not belonging on a picture house stage.

On the other hand, the 'White Ballet' and the 'Pastel' number of the current show are just modern dance to familiar music, and the two vie with each other for customer appreciation.

Same goes for Patricia Bowman, who gets her first real break in a long while in having the entire vaudeville audience give her the pleasure to behold. A ballet dancer that can hold the Music Hall stage to itself needs no other recommendation.

Except for a specially acrobatic dance number by the Stanley Twins and the final act of singing performance by Maria Samson, that's about the whole show at the M. H. It's a confined and tame affair.

It's curious to note that the picture is being used so soon after its beginning. 'White Ballet,' which was on the opening bill, is now the highlight of the show.

Feature 'Sailor's Luck' (Fox). Film and also carries newswire and a short, 'Birds in the Spring.' Show.

STRAND, B'KLYN

New York, March 17. Time was, and not so very long ago, that a visit to the Strand was as much a part of the orderly life of the city as the morning Saturday night bath. Brooklyn was proud of the house with its Latin text on the outer wall, and its general air of excellence.

Then the only opposition was Loew's Metropolitan, with its vaudeville bill and the vaudeville in rather shabby contrast to the production excellences of the Strand shows.

Today, except on Saturday and Sunday, the Strand is a seldom called-for, and on this holiday evening the lower floor was less than a quarter filled, with the upper reaches as

sparingly tenanted. Program had the unusual novelty of a first-run sluff film, 'Girl Missing,' the first time in an extended period that the house has an authentic first showing, but that seemed to make no one's heart beat.

As the previous film draws to a close, the organ console is shoved onto the right-hand side of the stage in wire the floor over the activities of the men handling the keyboard forming a disturbing factor for all on one side of the house and shutting off what would have been the sight lines had there been sufficient people to fill that section of the house.

John Randolph, when the lights go, takes his place at the console and punches out one tune with the words flashed on the screen, but no one is to be seen.

Outstanding fact is that amplification is through the screen sound but the music is through the address system scattered through the auditorium. Horns are never moved from the screen, and the music is scattered horns.

Only the boys and girls, themselves, are to be seen. The girls are in a number, and the boys are in a number, and the girls are in a number, and the boys are in a number.

PARAMOUNT, L. A.

Los Angeles, March 16. The stage and Marco have thrown on the house a new act and act and act surrounded them with some pleasing line routines and band music. There emerges a show that is voted 100% entertainment by the radio fans that comprise the majority of the seat-holders.

Top honors belong to Kay Van Ripper, who has built her English Coronet's series over KPWB (Warner) and the picture 'The Girl on the Boat.' Miss Van Ripper plays the lead in this series of British hits.

Sterling Holloway, with his sleazy delivery in 'The Girl on the Boat,' is a real find. He is ably straitlaced by Johnny Murray. Both have plenty of stage experience and show it.

NEWSREELS

EMBASSY

Odd Fellows and Hiernians alike were completely satisfied with the Embassy program. There was plenty of material in Germany and the bill which was led off by a photographically great version of St. Patrick's parade and the Embassy was the only newswheel show Saturday afternoon showing the Irish subject.

First views of the Retchetawg waltz still smouldering were included in the program. Newswheel, which has the reputation among newswheel people for its publicity seekers, got plenty of footage by claiming scholastic relations with Roosevelt.

Usually skilling is old stuff to newswheel audiences. There has been so much of it that the thrill of flying through space has dulled the average patron. However, when someone in skirting takes to the heights and come down informally on their haunches, there is excitement as well as interest for female as well as male onlookers.

Strange audience reaction is that which the Patricia Kendall observation is getting all over the place. Gandhi to task for fasting. It is probably her marked pro-British attitude on skirting which is inspiring sporadic hissing.

Now that spring is near the reels are doing the seasonal rushing act. The subject of Canal workers singing at their tasks is about as natural as a burlesque stage setting.

William Green comes out in behalf of labor for full support of the program.

PARAMOUNT, B'KLYN

New York, March 17. New policy at this house for one week only brings in lower prices and a Fanchon & Marco show. It's the same sort of thing as was tried across the street at the Fox for some time and failed to work out, although the price there was and is even lower.

Practically no talent to speak of. Maybe, if better, the show would be better than the one at the Fox. It looks basically wrong in itself. Unit consists of Nadine Gaye, a dancer, with four boys; Stetson, a juggler; and a heavyweight wrestler and a dozen girls. A slim talent list. It's called 'Joy Balls.'

The soprano's next. She has a nice voice. With her Miss Gaye comes plus the girls for another number. Novis is introduced by a mike announcement from offstage and runs on a single note.

Girls follow in a neat routine, and then comes the hat-and-cigar-box routine. Her a good juggler who also makes the mistake of not giving his audience credit for any intelligence. He overdoes the attempt to get laughs out of misses to the point where it becomes annoying.

Back came the girls for an F. & M. finish. For real novelty they have little bells slung across their tummies and a single note of music. By shaking these they get tunes.

Also a Rubinfon grouch of Irish tunes—this an original item—was St. Patrick's parade. The picture is 'Woman Accused' (Par). Bit about 50% off Friday night. Kauf.

TRANS Lux

Both newswheel theatres had what looked like one of their biggest Saturday attendances in months. They were up and running them up from three o'clock on.

Universal had first views of the Tennessee tornado, and the coverage was complete. Paramount at the same time did a more thorough follow-up job on the earthquake than did the Embassy.

English steeplechase with amateur riders was covered about the same as the Japanese parades, and many of the far eastern events, apart. Thus, not only have we been given the talking reporter, and, if necessary, what happened in Japan or China yesterday could be on the newswheel screen.

Both houses are closely following baseball, Embassy giving the boys more footage. Universal covered the Green-Eberts contact in New York and also had some late views of Rome excavations.

President Roosevelt. Lloyd George receives an ovation on his 71th birthday. Society girls dance for the night. Herbie's circus clips have their local in Egypt.

Even the St. Patrick's Day parade over on the avenue was no opposition for the Paramount on Broadway, where Walter Winchell and his band were jamming them in all day Friday. Standees in the lobby, a slight but steady stream of people, were denied forever, were really glad. The house will have to grab the currently magnificent sum of \$50,000 in the next week in order to avoid owing itself money next Thursday night.

The buildup for this Winchell-Bernie engagement at the Paramount is going on for months. In Winchell's daily newspaper column and on their respective programs of the late 1920's. Par figured that campaign good enough to be able on a \$15,000 stage show at a time when all other theatres are a heavyweight every week in the town. The important salaries on the show are \$5,000 for Bernie and \$4,000 for Winchell, a total of \$9,000 for Winchell all by himself.

That \$7,000 for Winchell, should with the all by himself part, should be a good deal for a month. The newspapermen who figure on blowing and opening up a nice delicatessen store or something in the Bronx.

Another member of the current Paramount show is Lyda Robert, a heavyweight every week in the town. She has a \$1,750 single would headline any show. At only \$1,750 Miss Robert wasn't even mentioned in the house ads until Thursday.

Outside of one our note the Friday night show was a good one. The picture was a good one. The picture was a good one. The picture was a good one.

The soue note the columnist's strongarm exploiting of Fritz Schaefer who has been a bad publicity man for the Broadway columns, and who takes another session in person. The sum and substance of the picture was a good one. The picture was a good one.

Winchell gets most of the topcers. His home town following seemed to like it best. The picture was a good one. The picture was a good one. The picture was a good one.

Read **BETWEEN** The Lines!

## BANKS RE-OPEN

"YOU'LL HAVE A GRAND AND GLORIOUS TIME seeing Miss Pickford's newest offer to cinema-kind."

Three and a half stars.

— Irene Thirer, *Daily News*

"'Secrets' is genuinely touching. The hero is most attractively played by Leslie Howard."

— Richard Watts, Jr., *Herald-Tribune*

## STOCKS AND BONDS SOAR

"Effectively pictured. The star contributes truly a great moment of tragic pantomime."

— John S. Cohen, Jr., *Sun*

"Mary at her best. There's scarce a woman in the land who won't enjoy their secrets. The story reaches into the heart."

— Regina Crewe, *American*

## SENATE PASSES BEER BILL

Mary Pickford gives effective portrayal from youth to gray hair. *Secrets* is a charmingly sentimental drama. Mary's latest should please her large army of admirers."

— Rose Pelewick, *Evening Journal*

"'Secrets' summarizes all that Mary Pickford has meant to the screen . . . Pickford fans should storm the box-office . . . The finest picture of her career."

— *Hollywood Reporter*

## BUSINESS ZOOMS AS CROWDS STORM RIVOLI, N. Y., TO SEE MARY PICKFORD IN "SECRETS"

The tide has turned! Business has re-turned! Read the lines above! Then see the lines at the Rivoli! Frank Borzage's magnificent production of Mary Pickford in "Secrets" with Leslie Howard is packing 'em in at every performance! Good times are here again! Hail prosperity!

**UNITED ARTISTS PICTURE**



# EXPLORATIONS By Epes W. Sargent

## It's the Depress

Canadian theatre recently put on the live baby offer with the result that much comment was stirred up. More when the baby turned out to be a baby chick instead of the usual pig. Probably the manager has to keep expenses down these days.

It has been a long time since anyone staged a real baby offer. This in times past has been a house-packer. Arrangement is made with some orphan asylum for the loan of an attractive child, with the manager even arranging for the couple who give best evidence of being able to give it a proper home. Child is permitted to play in the mezzanine or in a store window, with merchants promoted to supply clothing, toys and nursery accessories.

Few seem willing to assume additional burdens these days, but it's well to remember their money in the stunt if it is rightly handled.

## Said It with Monks

The Rust-Steagall duo huddled with St. Paul's municipal zoo tender to manage a group of monkeys—a huge male and two smaller females, each with an infant monkey clutched to her breast. The five monkeys were housed in cages in the RKO lobby, the cage being placarded "Wheeler and Woolsey in this is Africa, their there's fun than a cage full of monkeys."

Steagall arranged with the zoo keeper to have a city employee on duty twice a week to clean the cages and care for the beasts. So well they taken care of that the exhibit was permitted to clear the zoo.

Not one simoleon did the stunt cost the house, as Steagall arranged to store two doors away, and so acknowledged "coming to the zoo to feed the animals! They eat only fresh fruits and vegetables from the Walgreen Drug Co., 7th and Wash-8ta.

So much of an attraction did the scampering simoons become to the natives and their offspring that the S. P. C. A. felt the monks should be protected from the rabble's hands, and the stage on which the animals removed. Steagall, however, hurried to the courthouse and had a special permit from the park commissioner and compromised with the S. P. C. A. by erecting a guard rail two feet out from the stage, to prevent the monkey brothers from attempting to become too familiar with the four-footed chatters.

## Trolley Jazzed

For "Broadway Bad" the Palace, New York, used a display in the lobby extending from side to side, showing a section of a street, presumably Broadway itself. To jazz things up a trolley ran back and forth on an endless belt, a recess at each end of the sign permitted the fan to turn around or sight.

Where this idea is used, there should be only one point of contact between the belt and the pulley, to permit it to round the pulley at either end. Round being its best. Where there are two, the pulley would be better to use a belt with several cars which are returned to give more life to the display, but a lot of people were stopped by the single car in the Palace display.

## Playing Politics

Columbus. Loew's Ohio theatre insures repeal referendum for Ohio should happen when the state legislature meets next week, when the state legislature voted to submit repeal to the voters in November. As the solons argued the Capitol will be busy with debating and while they were voting, Loew's Ohio had 20 men at the house playing politics. Signs bearing the words "What! No Beer!" It was a splendid stinup for the opening of a film at the Ohio Friday, and, due to the fact that the vote was being taken at that time, even the police entered the theatre after the vote by the sandwich men to leave the state house grounds.

## Starting a Band

Hippodrome, N. Y., has started to organize a boys' band of 250 members to be known as the Hippodrome Cadets. They are to be used for promotion work and possibly to show on the stage. The boys will be called regularly in the room once used by Sousa and will be coached by a professional band leader. As time goes on, the band may be sent to the Chicago Fair in August.

For a long time Keith theatres maintained a boys' band, but this was dropped when the debacle started.

## Too Realistic

Bank holiday hit some managers in what they think is their sense of humor. They started to kiss the depression and when most people do not regard it highly as a joke.

One man had what he thought was a bright idea when he got out of a depression lobby, with wrapping paper valance, crudely lettered posters and half the bulbs in the lobby display replaced by dead lamps from the discard.

He got a big laugh out of the brightness of the idea, but people actually turned away when they reached the house, reminded anew that this was a time to save money. They were coming to the theatre to forget, and being freshly reminded of their lot out of the anticipated pleasure. It was several days before the effect wore off, though the lobby was changed before the manager was able to get it right.

It works the same way at other times. A lobby may be made horror compelling, but it should never be lugubrious.

## Air in Capital

With town swamped for three weeks with topnotch radio names heading stage bills and most stars in the men for two long thumbs and waiting for ether to blow away, Hardie Meakin carried the fight right into camp. "This is 'This is Africa' and 'King Kong,' Keith's didn't have a show of legitimately climbing on rails in the theatre. Hardie, however, sat down at his telephone and made arrangements for spot announcements on three out of four stations here. Had more stunt coming out of loud speakers on air-ship show than others had on Bernie and Cannon.

Unusual stunt was angle used on "King Kong" for two weeks Meakin had announced repeating with feat and trembling "King Kong is Coming." Nothing else. No plugs. Not even a mention of the theatre. Result was town puzzled and ripe for press ads when he shoots them.

Method used locally for securing spots is worth passing on. With cash plenty scarce, boys are slipping passes to announcers and stationing in a man for two weeks. NBC automatically turns mikes over to Keith's because of RCA theatre. WOL, and independent radio spots for paper and even stages dramatizations of pictures for right to see them next week.

## Holiday Sold Scrip

Manager who had been trying to launch scrip books without much success got on the jump when the bank holiday was declared. His lobby blossomed out with signs offering to take checks for scrip books. He declared that he had two days than he had the previous three months. Just to make it more attractive, he put the display for carrying \$5.50 in admissions, to \$4.50.

He expects to get a few rubber checks but that can be written off to profit and loss, though he plans to capitalize pride by framing the boucers for the display. He's waiting a reasonable time for them to be made good. And his letter, carefully framed, is to be carried to carry this intimation when he calls attention to the boucers. It's a neighborly way to pay rather than advertised to the neighbors.

## Projection is an Ad

Few managers realize the importance of good projection as a means of getting business. They look at the screen, if at all, only after the show has started. It looks all right from the back of the house, it passes. But many people keep their eyes on the screen. If the projection is poor, and they try not only keep away, but they tell their friends.

Last week the screen of one of the cheaper Broadway theatres displayed a splendid spot. In the center of the screen for two reels, not consecutive, as the fault was in one of the lamps and not in the other. In one quality house, the light is seldom centered properly, as can be seen from the shadow on the wall of the house. The light smear in the center of the screen that has been there at least three months with nothing done about it. The manager to slip into a seat well down front now and then and sit through a couple of reels, watching the projection. His inspection should cover the projection from both machines.

## Qualifying Jigs

With most theatres using jigsaw puzzles in the daily or at least the Sunday issue, it's a simple matter to crash providing the paper makes its own cuts and does not cast from a mat or use a supplied plate. Cut it a scene still, jumble the pieces and paste them together as closely as possible, allowing room for cutting out. Scale it to size the newspaper wants and turn it in promptly.

To make it more interesting, and also more apt to judge, offer the prizes for the best puzzle. One who the contestant thinks the scene means, limiting to 200 or 250 awards. Tickets according to the circulation of the paper, but five or 10 a day will be plenty, and the coming product can be tied directly to the current interest in the jigs. It might be more direct were the correct naming of the picture to be included in the rules.

## No Switching

Looks like quick death for the Dietrich gag in this village. After a girl walked though the door dressed in men's clothing, evidently seeking post-mortem attention and getting plenty—Public sent out two of its boy ushers from the Paragon dresses fronted to look in the latest ladies' spring fashions, and smoking cigarettes.

Loew gave the stunt a front page play, but the city attorney's office came to bat with an announcement that such antics in the future would be liable to maximum of \$100 fine or 90 days in the work, or both. Burg has had ordinances on the books for some time, but from draping itself in garments of the other.

## Tickets and Drugs

Rialto Stock Co. has tied in with Liegett's drug stores to issue tickets with each purchase. Stores have 5,000 tickets to dispose of, and theatre hopes by this means to induce return visits in profitable quantities.

Figured to be a more dignified throwout than just passing them to the burner, former operator of the other and the company.

# BEHIND the KEYS

Millville, N. J. Floyd Pittsimmons, late of Paragon, is now managing the Levoy theatre here for Warner Bros.

Los Angeles. Robert Smith, manager of P. W. Pantages until house closed two weeks ago, replaces Carl Narath as manager of the Levoy theatre at Santa Monica. Narath is not assigned.

St. Paul. Perry McDaniel named manager of P. W. C. Grand opera house, replacing Walter Kofeldt, resigned. John Klee and Harry Denny, managers, respectively, of the United Artists (Whittier Blvd.) and the Seenic (Whittier) have exchanged spots.

Canton, O. Possibility of a 20% reduction on union stage has been mentioned in the negotiations this week between union executives and exhibitors here. Exhibs have threatened to darken their houses at any time.

Loew's, Alhambra and Grand are the only three houses using union labor.

Easton, Pa. Hiram Srenco of Philadelphia, selling William J. Heenan for an account in an alleged partnership in the Barrie, Allentown.

New York. Alleen St. John Brenon, attached to the Paramount publicity department on fan papers, is doing the publicity for the Rialto, New York, managers, respectively, of the United Artists (Whittier Blvd.) and the Seenic (Whittier) have exchanged spots.

New Rochelle. Oliver Epps, now manager of Proctor's, replacing Joseph di Lorenzo, shifts to the RKO at Proctor's, Mt. Vernon, replacing Thomas White, resigned.

Brooklyn, N. Y. Louis Solomon temporarily in charge of the RKO Dyker during the illness of Sigurd Wezo.

Bronx, N. Y. Picture Guild has disposed of its last remaining theatre, the Benenson, and is no more. New operator of Benenson is Eugene Left, who has a number of small picture houses throughout the borough.

# Yokels Ga-Ga with Excitement at Crazy Bargains in 'Comedy Auction'

## New Angle

Stanley Shuford of Warners works out a new angle on the "not recommended for children" in his press book for "Ex-Lady." One display carries a reverse inset reading "If you feel over 60; you'd better not see this picture of today's youth."

Yet it can offend no one old enough to know the facts of life and young enough to appreciate them. A picture that takes hold at its face value—that treats marriage as young married people really treat it today—that tells a heart-grIPPING love story with frank, outspoken sincerity.

If you're under 60—in years or in spirit—we especially urge you not to miss it!

Same idea, yet it will excite less adverse comment.

## Invited Slant Eyes

Press book stunt of "Are You an Exotic?" on "Son-Daughter" seems to be one of the best space collections for the lecture. McDonald theatre, Eugene, Ore., got art for two days through tying up the idea to the lecture. The manager, who thought they looked like Orientals, got free admish and a lot more.

House used a fussy lobby with a Chinese slant and incense. Incense leaks out onto the street and is always an actor, but the burning should be carefully watched. One fatal fire followed a similar stunt in New Haven some years ago, though ordinary care is all that is required. Keep the cover on the burner and the most complete list of other plays in which the four leads had appeared.

McDonald also got space in another paper with the contest in which prizes were offered for the most complete list of other plays in which the four leads had appeared.

Louis Gans, manager of the United States theatre, transferred to the Tuxedo in same capacity. Abe Luder, former assistant at the U. S., succeeds.

Spokane. Orpheum taken over by the Evergreen company, newly formed operative chain in the Northwest, Frank in place of Manager T. J. Olsen, former manager under Fox West Coast, retained and Oscar Nyberg remains as assistant.

Lodi, O. Heavy rains flooded downtown Lodi, causing \$3,000 damage to the Idol Theatre. Manager T. J. Fowles reported. While last night's show was in progress water entering the theatre through the front doors, and within an hour covered all seats with mud, damaged sound equipment and rendered the pipe organ a total loss. Patrons left the theatre through a rear door without injury.

New Cumberland, W. Va. Sunday films lost at special election here 319 to 361. Theatre men say referendum will be held this fall.

Altoona, Pa. The Warner, leased and operated by Warner Bros., has reverted to the Silverman brothers, Isaac and Joseph, and former successful operators. Warner Bros. had the theatre from June 1, 1929, until last August. Reverting to the name of Strand theatre, under which it was operated by the Silvermans, it will be owned by the Strand Theatre Co., made up of local, and managed by the Silvermans, who originally started here with a nickel show in 1909.

The Strand was one of 15 Silverman theatres in Pennsylvania, Ohio and Maryland, lost by Silvermans by Warner Bros. but is the only one returning to them.

New York. Harold Maritz, formerly the RKO Palace, Broadway, succeeded Ben Schenker as assistant manager of the RKO at the Royal, in the Bronx. Schenker resigned. Change is as of Friday (17).

New York. Harry Weiss, formerly at the Albee, Brooklyn, has been transferred. (Continued on page 40)

Chicago, March 20. Sam Hurstman, specialist in novelty stunts and night for picture theatres, is believed to have developed an entirely new wrinkle at the Commercial theatre. South Chicago, where each Saturday night he holds a "comedy auction sale."

Herman invests about \$15 in assorted merchandise, furniture, bric-a-brac, china, golf clubs, toys, etc., and then offers anything that's unusual. These articles he auctions off to the audience who bid. But the comedy part is that the auctioneer purposely cheats himself. He takes about 50c the article is sold, but the bidder gets 45c change and the article.

## Depression Miracle

These crazy antics create a comedy tension that results in spirited bidding with the whole audience present to see the action. Heavily interested and pandemonium breaking loose when excitement runs high for some choice item. Obviously, the purpose of the auction is to fill the theatre and Herman figures that when all the gas money over he will have sold the \$15 worth of merchandise for about \$2. Difference of \$12 is his investment. He has never been mystified at this loss-taking and the new has spread through South Chicago as a miracle of the depression.

Toward the end of the auction, which runs 30 minutes or so, between the first and second performance, Herman goes completely ga-ga and offers to buy the three cents stinup from anybody in the audience for a nickel. He offers to sell some fellow's shirt for \$1. Guy peels off the shirt there and then. Then Herman auctions the shirt to a woman patron on the other side of the house for a nickel. She makes her re-sell the shirt back to the original owner for 25c. Fellow is 75 cents ahead and woman is 20c to the good.

## Sporting Nights

Chicago. "Screeno," an adaptation of the corn game, or Keeno, is being used on the stage at the Englewood, Ear, Wilson, Symphony, State-Roseland, Marshall Square, Shore Law Palace. Chicago here has reported a strong business stimulant. This is a slide in which a bulb is attached. Projectorist presses the bulb and the air current makes the arrow, which is magnified to screen size. Audience holds cards as in Keeno and when playing a horizontal, vertical, or oblique card "screeno" and wins a prize. It's like the game. About 30 minutes for a night playing the game, with the houses funereal in their silence during the spinning.

## Season Tickets

Hartford. Capitol will accept a regular note without endorsements in exchange for a season ticket to the Fox-Artur theatres here. Sign at box office invites theatregoers to offer. Exploitation stunt by Sam Maurice, who has a season ticket to the Capitol, is greeted with a pair of tickets for the Allyn theatre. Sponsored by King Klee, the Hartford has kept of all new citizens to Hartford, East and West Hartford and other towns. As soon as new names are turned up, the Capitol will accept the tickets to the home of the new arrival.

## Lay Off Monks

Several managers are planning to send out a perambulator in a monkey dress when they come to play "King Kong" in their theatres. The big angle of Kong is the fact that he's a gorilla 50 feet tall. Sending a monkey out at the end of the completely destroy that sense of values. You can't get a 50-foot man to wear a monkey dress, so do something else. Do not create the impression that it's just another Tarzan.

## Got Notables

For the opening of "Mussolini Speaks" (Col) at the Palace, Arnold Van Leer did himself and his company proud by collecting 100 exceptional group of notables. He not only brought down all the Italian consuls and ambassadors, but managed to impress that it's just another Tarzan. (Continued on page 54)

# Is your husband like this?



Grouchy, irritable  
—instead of the  
“pal” he used to be!

*These*  
**PARAMOUNT  
PICTURES**  
WILL BRING BACK THAT  
HONEYMOON GRIN!

**MARLENE DIETRICH**  
in “The Song of Songs”

“SHE DONE HIM WRONG”

“KING OF THE JUNGLE”

Vina Delmar’s “PICK UP”

“THE STORY OF TEMPLE DRAKE”

“INTERNATIONAL HOUSE”

**MAURICE CHEVALIER**  
in “A Bedtime Story”

Hollywood Productions
Week of March 20

(Pictures now filming, or about to start, are listed below alphabetically by studios. Symbols are: D—Director, A—Author, C—Cameraman.)

- COLUMBIA: 'Bride for Wives' (1st week) D-Budd Bussell, A-Robert Riskin... 'The Soggy Trunk' (2nd week) D-Geo. B. Soltz... 'Five Cent a Glass' (1st week) A-Frank Craven... 'The Power and the Glory' (1st week) D-Wm. K. Howard... 'My Lips Betray' (1st week) A-John Sylvano... 'Firmly' (1st week) A-Allia Von Orbok... 'Pilgrimage' (1st week) D-I. A. R. Wyllie... 'Return of Casey Jones' (1st week) D-J. P. McCarthy... 'Dead on Arrival' (1st week) D-Alexander Hall... 'Foolish Melody' (4th week) D-Frank Strayer... 'Made On Broadway' (4th week) D-Harry Beaumont... 'The Eagle and the Hawk' (4th week) D-Stephen Roberts... 'The House of Mystery' (4th week) D-Edwin Sutherland... 'The House of Mystery' (4th week) D-Edwin Sutherland...

Film Daily's 15th Annual Year Book
Tops Past Editions

'Film Daily's' Year Book has come from the press filled with the standard features, and in spite of the exactness of coverage which the years have brought, still other new ideas to make this, the 15th annual issue, still more informative. The D. B. Filmmakers are given the lead, but added to the catalog is the tabulation of results in the 'Daily's' poll as to the critical and reprinting from the midsummer 'Directors' Year Book. Forecasts by the industry's leaders find their usual place, and of especial interest at this time, the amplified exploitation department adds listing by the publicity men of each company's outstanding exploitation gag for the year. There is also an article by Jack Harwood, who does the exploitation for the 'Daily,' on the particular importance of exploitation to the theater at the moment. The tabulation of film titles, players' work and that of other studio sections has been brought down to date with the usual exactness and will furnish fodder for the newspaper motion picture editors for the next twelve-month, as usual, with complete coverage on all film and sub-film activities. It's a 1,024 page issue which does not overturn its footage.

OPEN FIRE ON N. M. LAW REGULATING FILM SALE

Filmdom is setting itself immediately to test the constitutionality of a radical statute just enacted in the Mexican state of Chihuahua seriously adverse to picture interests made by any state in years. With the knowledge Monday (20) that Governor Seligman has signed the bill passed through the houses of New Mexico on the last day of the session, major business in the East started to figure how it could do business without exhibitors. Under the new law exhibitors must be allowed to bid for film. If the bidding gets too high, the state has the right to fix what it deems a fair price. The state, it is well known, has a right to stipulate what the public shall pay for admissions. In view of the fact that there are no exchanges in New Mexico and that most film deals are arranged in Denver, the angle of interstate commerce is claimed by New York attorneys to be involved. On this and the charge that the state industry is planning to base a test case in the Federal Court. New Mexico is claimed to be the poorest amusement state in the Union with its appalling losses yielding but a fraction of 1% of the country's gross return. Lawyers are studying the bill now and later in the week will be prepared to advise a plan of procedure. Instigators of the bill are believed in New York to be a clique of New Mexican indie exhibs who have been fighting Griffith Amusements.

TOCC Pledges Support To 306; Empire Thru?

Theatre Owners Chamber of Commerce this week is conceding victory to Local 306, prediction openly being made within that organization that before another two weeks the bulk of Greater New York booths will be under the guidance of Harry Sherman's projectionists. Only hope expressed by the TOCC is that 306 will effect a standard scale recognizing conditions and classes of theatres. 'TOCC claims it has no choice; that a row within Empire, the insurgent union which was formed and backed by the Indies during their battle against Sam Kaplan's dictates, has resulted in a virtual sell-out and almost certain dissolution for Empire. Exhibitor feeling is that 306, with Kaplan out will be worthy of support. The membership is being advised against considering anything suggestive of non-unionism. Rewrite 'Trumpet Blows' Hollywood, March 20. Bradley King and Mark Goodrich are giving 'Trumpet Blows' a complete rewrite at Paramount. Goodrich is the former drama editor of the New York 'Tribune.'

Detroit Gets '42d St.' On WB-Publix Deal

Detroit, March 20. Public and Warners have gotten together on a deal and '42nd St.' will play here at the Michigan after Lent. Publix protested at continuing the \$4,000 a week Michigan and \$2,000 a week Fisher film rental and the local end was in an uproar. N. M. Platt, local div. manager, took a trip to N. Y. and settled the argument there. Reason for the delay is to give local conditions a chance to settle before playing a motey picture like '42nd St.'

WAIVER ON NOTICE Referee Needn't Advise Each Creditor Individually

Under an order filed last week on top of Paramount-Publix's bankruptcy petition, Federal Judge Albert C. Covey has a waiver of provision of the bankruptcy laws with respect to rule 22 under which referees must mail each creditor as directed by court, or on notice of a meeting, by giving notice of the referees as special proxy to vote the claim in favor of election of the Irving Trust Co. as trustee. The provision requiring this is waived on petition of the Irving Trust company itself through its attorneys, Winthrop, Stimson, Putnam & Roberts who are counsel for I. T. in the Publix bankruptcy.

Comparative Grosses for March

(Continued from page 11)

PHILADELPHIA

Table with 5 columns: Studio, Date, Title, Gross, and Notes. Includes EARLE, FOX, STANLEY, MICHIGAN, FOX, FISHER.

DETROIT

Table with 5 columns: Studio, Date, Title, Gross, and Notes. Includes MICHIGAN, FOX, FISHER, NEW HAVEN.

NEW HAVEN

Table with 5 columns: Studio, Date, Title, Gross, and Notes. Includes PARAMOUNT, PALACE, SHERMAN, BUFFALO.

BUFFALO

Table with 5 columns: Studio, Date, Title, Gross, and Notes. Includes BUFFALO, HIPPO-DROME, CENTURY, LAFAYETTE.

WASHINGTON

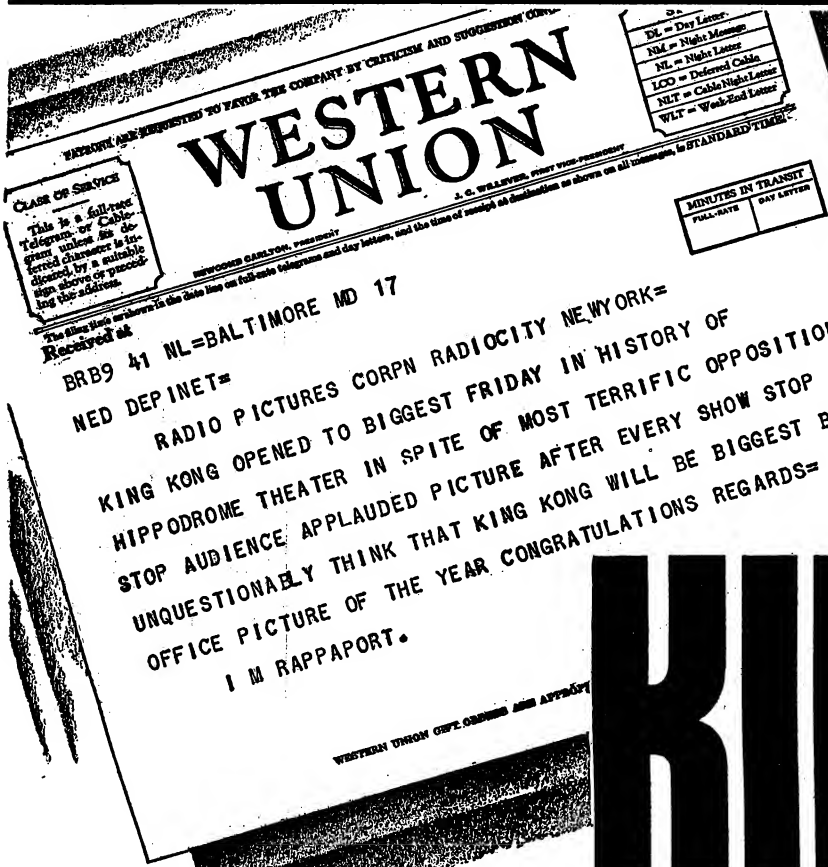
Table with 5 columns: Studio, Date, Title, Gross, and Notes. Includes EARLE, MME. BLANCHE, COLUMBIA, FOX, KEITH'S.

CINCINNATI

Table with 5 columns: Studio, Date, Title, Gross, and Notes. Includes ALBEE, PALACE, KEITH'S, LYRIC.

(Continued on page 23)

**NEW YORK STILL AT CAPACITY!  
BALTIMORE BREAKS ALL RECORDS!  
NATION-WIDE AVALANCHE STARTS!**



**KING**

**KONG**

WITH FAY WRAY... ROBERT ARMSTRONG... BRUCE CABOT  
**COOPER-SCHOEDSACK**  
PRODUCTION... RKO RADIO PICTURE  
DAVID O. SELZNICK, EXECUTIVE PRODUCER

Opening this week Albany, Troy, Washington, Rochester, Buffalo, Detroit, Boston, Hartford, New Haven, Philadelphia, Trenton, Newark, El Paso and many other key points.

**WATCH TRADE PAPERS FOR NEW HIGHS!**



# Comparative Grosses for March

(Continued from page 21)

## MONTREAL

	Feb. 25	March 4	March 11	March 18
<b>LOEW'S</b> (2,700; 80) High, \$18,000 Low... 7,500	Blessed Event \$12,000 Vaude	Cover Man \$12,500	Billion Scandal \$11,000	Whistling in the Dark \$10,000
<b>PALACE</b> (2,700; 50-60) High, \$32,000 Low... 7,000	Sign of the Cross \$18,000	Sign of the Cross \$11,000 (2d week)	King's Vacation \$10,000	State Fair \$9,000
<b>CAPITOL</b> (1,700; 80) High, \$30,000 Low... 7,000	Get Married and Mummy \$12,000	Animal Kingdom and Pool Murder \$12,000	Tonight Ours and Hello, Everybody \$11,000	Son- Daughter and Parachute \$9,000
<b>PRINCESS</b> (1,900; 50) High, \$25,000 Low... 4,500	Man Against Woman and Air Hostess \$12,000	I'm a Bum and Breach of Promiss \$9,000	After the Ball and Rembrandt \$8,000	Child of Manhattan and Obey the Law \$7,500
<b>IMPERIAL</b> (1,900; 50) High... \$6,000 Low... 1,200	Fila's Papa and Grand Te-Tue-Tu \$1,800 (French)	Trois Mos- quetaires \$2,500	Mildly \$2,000	Mildly \$1,200 (2d week)

\* Reduced scale.

## BIRMINGHAM

	Feb. 25	March 4	March 11	March 18
<b>ALABAMA</b> (2,300; 25-40) High, \$29,000 Low... 3,500	Sign of the Cross \$10,000	State Fair \$11,000	Done Wrong and Mouthful \$8,500	Frisco Jenny Lady's Profession and Wax Museum \$5,000
<b>RITZ</b> (1,600; 25-40) High, \$15,000 Low... 2,000	No Woman, and Laughter in Hell \$3,000	Nagana and Sailor Be \$2,800	Topaze \$3,000	Great Jasper \$2,600
<b>EMPIRE</b> (1,100; 20) High, \$12,000 Low... 1,000	3 on a Match \$1,800	One-Way Package \$1,700	Trailing the Killer and Scarlet Dawn \$1,500	Uptown N. Y. \$1,000
<b>STRAND</b> (800; 25) High... \$5,000 Low... 1,000	Luxury Liner \$1,500	No Beer \$2,500	Second- Hand Wife \$1,800	Son- Daughter \$1,000

## BOSTON

	Feb. 25	March 4	March 11	March 18
<b>METRO- POLITAN</b> (1,300; 35-50-60) High, \$66,000 Low... 14,000	20,000 Years \$14,000 (New Low) Stage Show	Woman Accused \$15,000	King's Vacation \$20,900	King Jungle \$17,300
<b>RKO MEMORIAL</b> (14,000; 25-40-50) High, \$41,200 Low... 6,140	Devil Commands \$24,600 Vaude	Topaze \$24,600	Great Jasper \$13,500	Strangers Marry \$12,500
<b>BOSTON</b> (1,400; 40-50) High, \$23,000 Low... 4,000	Nagana \$2,400 Vaude	Child of Manhattan \$13,100	Private Jones \$11,500	Topaze \$8,100

\* Reduced scale.

## MINNEAPOLIS

	Feb. 25	March 4	March 11	March 18
<b>ORPHEUM</b> (2,800; 85-90) High, \$25,000 Low... 4,800	No Woman \$7,800 Vaude	Topaze \$6,000 (Picture Only)	Kid Spain \$13,000	Cynara \$4,800 (New Low)
<b>STATE</b> (2,200; 55) High, \$28,000 Low... 3,800	Interlude \$14,500	Sign of the Cross \$12,000	State Fair \$4,000	King Jungle \$4,000
<b>LYRIC</b> (1,800; 35) High, \$17,000 Low... 1,200	Luxury Liner \$1,800 (5 days)	No Beer \$6,000 (9 days)	Crime of the Century \$4,000	Dangerously \$1,900

\* Reduced scale.

## DENVER

	Feb. 25	March 4	March 11	March 18
<b>DENVER</b> (2,600; 25-35-40- 80) High, \$27,700 Low... 3,200	Son- Daughter \$3,800	Sign of the Cross \$7,200	Mme. Blanche \$4,200	King Jungle \$3,200 (New Low)
<b>PARA- MOUNT</b> (2,000; 25-40) High, \$22,000 Low... 2,200	Mysterious Rider and Frisco Jenny \$5,500	Frisco Jenny 20,000 Years (Split week)	No Beer \$2,000 (5 days)	Crime of the Century \$2,300
<b>ORPHEUM</b> (2,000; 25-35-40) High, \$20,000 Low... 3,100	Wax Museum \$13,500 (Fred Schmitt Orch.)	King's Vacation \$13,500	42d Street \$18,500	State Fair \$8,100 (New Low) (3d week)
<b>RIALTO</b> (900; 20-25-40) High... \$4,500 Low... 1,900	Laughter Roost and Parachute \$3,500 (Split week)	Laughter in Hell and Nagana \$2,600	Dangerously \$2,750	Hidden Gonds and Gonna Gonna Married (5 days) \$2,000

## TACOMA

	Feb. 25	March 4	March 11	March 18
<b>MUSIC BOX</b> (1,700; 25) High... \$5,000 Low... 1,000	Kid Spain \$4,500	Animal Kingdom and King's Vacation \$3,900 (Split week)	Done Wrong \$3,500	Tonight Ours (5 days) Sign of the Cross \$4,500
<b>ROXY</b> (1,700; 15-30) High... \$7,000 Low... 2,000	False Faces This Harris \$4,000 and Bitter Tea \$4,200 (Split week)	State Trooper Lucky Christman and Vanity Street \$4,300	Obey the Law and Jungle Bride \$3,200	This Africa \$5,000
<b>BLUE MOUSE</b> (650; 15-25) High... \$8,000 Low... 1,200	Ladies They Talk About \$1,500	Entrance and Mary Holmes \$1,200 (Split week)	Wax Museum and Sailor Go \$1,500 (New Low)	Blondie Johnson and Nagana \$1,500

## PROVIDENCE

	Feb. 25	March 4	March 11	March 18
<b>STATE</b> (2,700; 10-20) High, \$29,000 Low... 2,500	Mme. Blanche \$6,800	No Beer \$9,000	Clear Wires \$5,300	Men Fight \$5,000
<b>ALBEE</b> (2,300; 15-30) High, \$29,000 Low... 3,000	Child of Manhattan \$7,000 Vaude	Get Married \$9,000	Topaze \$6,600	Great Jasper \$5,900
<b>FAY'S</b> (1,500; 15-30) High, \$15,000 Low... 3,000	Midnight Warning \$7,000 Vaude	Officer 13 \$6,000	Blondie Johnson \$7,200	Smoke Lightning \$5,000
<b>PARA- MOUNT</b> (2,700; 40-50) High, \$18,000 Low... 3,200	Billion Scandal and Luxury Liner \$6,800	Sign of the Cross \$9,200	Woman Accused and Mysterious Rider \$6,000	King Jungle and Shadow Laughs \$6,000
<b>VICTORY</b> (1,600; 10-25) High... \$4,500 Low... 1,400	Men Are Fools and Bitter Tea \$2,400	Man of Action and No Woman \$2,200	Air Hostess and McKenna \$3,000	Devil Commands and Strange Adventure \$2,200

## PITTSBURGH

	Feb. 25	March 4	March 11	March 18
<b>STANLEY</b> (3,600; 25-35-50) High, \$48,000 Low... 3,750	Wax Museum \$7,000	King's Vacation \$10,000	State Fair \$14,000	March 18- 42d Street \$24,000
<b>FULTON</b> (1,700; 15-25-40) High, \$12,000 Low... 1,900	Butterfly \$4,800	Death Kiss \$3,000 (5 days)	Big Drive \$5,500	Big Drive \$3,000 (2d week)
<b>Tonight Ours</b> \$11,500	No Beer \$8,500	Done Wrong \$9,000	I'm a Bum \$7,500	

## KANSAS CITY

	Feb. 25	March 4	March 11	March 18
<b>MAIN- STREET</b> (3,200; 25-35-50) High, \$22,000 Low... 3,700	Mary Holmes \$10,000 Vaude	Pool Murder \$12,000	Topaze \$4,700	Great Jasper \$3,700 (New Low)
<b>MIDLAND</b> (1,600; 25-30) High, \$35,000 Low... 6,400	Big Drive \$7,400	No Beer \$9,700	Clear Wires \$7,200	Men Fight \$5,400 (New Low)
<b>NEWMAN</b> (1,800; 25-35-40) High, \$33,000 Low... 4,400	Sign of the Cross \$10,000 (5 days)	Done Wrong \$15,000	42d Street \$15,000	42d Street \$5,000 (5 days)
<b>LIBERTY</b> (800; 10-20-30) High, \$13,400 Low... 2,000	Match King \$3,400	3 on a Match and Last Man \$2,200	Rockabye and Central Pk. \$2,000	Life Begins and Naked Truth \$2,000

## LOUISVILLE

	Feb. 25	March 4	March 11	March 18
<b>LOEW'S</b> (3,400; 25-35-40) High, \$28,000 Low... 3,000	I'm a Bum \$8,000	Mme. Blanche \$4,500	Clear Wires \$4,500	Fast Life \$3,500
<b>STRAND</b> (1,700; 25-35-50) High, \$12,500 Low... 1,400	Hello, Everybody \$2,600	Sign of the Cross \$9,500	Sign of the Cross \$3,000 (2d week)	20,000 Years \$3,000
<b>RIALTO</b> (2,700; 25-30-50) High, \$16,000 Low... 1,900	Get Married \$14,000 (Gene and Glena on Stage)	Hard to Handle \$7,000	Woman Accused \$7,000	Mummy \$5,200
<b>BROWN</b> (2,000; 25-30-40) High, \$14,000 Low... 1,100	Child of Manhattan \$2,600	Devil Commands \$1,500	No Woman \$1,800	Topaze \$1,100 (New Low)
<b>ALAMO</b> (900; 15-25-40) High, \$11,600 Low... 1,300	Luxury Liner \$1,700	Smoke Lightning \$2,200	Broadway Bad \$1,700	Crime of the Century \$1,400

## SAN FRANCISCO

	Feb. 25	March 4	March 11	March 18
<b>WARFIELD</b> (2,700; 35-50-60) High, \$48,000 Low... 6,200	Dangerously \$16,500 Stage Show	Hard to Handle \$24,500 (Mone Blue and Mickey Walk on Stage)	Ladies They Talk About \$18,000	Woman Accused \$11,000
<b>PARA- MOUNT</b> (2,700; 30-45-55) High, \$36,000 Low... 6,000	State Fair \$21,400 (9 days)	State Fair \$16,900 (2d week)	Sign of the Cross \$20,900	42d Street \$16,000
<b>GOLDEN</b> (2,844; 30-40-45) High, \$19,000 Low... 7,000	Get Married \$15,300 Vaude	Child of Manhattan \$17,500	Private Jones \$16,900	Topaze \$10,500

## PORTLAND, ORE.

	Feb. 25	March 4	March 11	March 18
<b>B'WAY</b> (2,000; 25-40) High, \$21,000 Low... 4,000	Sign of the Cross \$9,000	Sign of the Cross \$4,500 (2d week)	State Fair \$7,800	State Fair \$4,000 (2d week)
<b>ORIENTAL</b> (2,500; 25-35) High, \$25,000 Low... 2,000	Hard to Handle \$5,800	King's Vacation \$5,000	Wax Museum \$2,900	Maedchen \$3,300
<b>UNITED ARTISTS</b> (1,000; 20-35) High, \$13,000 Low... 2,500	Kid Spain \$4,000 (2d week)	I'm a Bum \$3,000	Mme. Blanche \$3,900	Butterfly \$3,000

### Union Jams Whiteman, Heidt Set for RKO Roxy

RKO Roxy with the close of the current showing of 'King Kong' in its third week at the smaller R. C. house, goes stage band policy with Horace Heidt's combo opening March 31. Heidt comes from the RKO Palace, Cleveland, darkened through union jams. Paul White-

man was first pencilled in and then Dick Powell was considered. J. J. Franklin, presently in New York for a confab with home office officials, since the theatres in Cleveland where he has been in charge of RKO operations shut down, is sponsor for Heidt. Whiteman looks to have been upset by the local musicians' union insisting that a stock crew be maintained by the RKO Roxy management in addition to Whiteman's aggregation.

### Canada's Proposal to Tax Chain Stores May Incl. Chain Theatres

Toronto, March 20. Government gossip here indicates that chain theatres may be construed as chain stores for certain tax purposes, recent discussion of proposed increases in the tax on chain stores provoking legislators to turn their eyes to kindred fields, particularly the theatres. Consideration is, it is understood, being given to the question as to whether or not the amendment to the Corporations Taxation Act, whereby a 50 tax is imposed on all chain store offices plus a 50 tax on chain store branches, requires an amendment to make this apply to chain theatres throughout Ontario. There is some governmental sentiment, it is claimed, that the act, as passed last year, applied in effect to chain theatres, and the view is advanced that the tax as compounded on last year's figures, can still be collected. If the amendment cannot be construed in this way, it is hinted that there may be further amendment to clarify the situation. The argument among government members is that, as the amusement tax is passed along directly to the patrons of the theatre, the chain-store system of branch taxation may just as readily be applied to the theatre corporations. Opinion on Parliament Hill, it is understood, has not yet crystallized to the point of decision, but there is no denial that in considering sources of added revenue without further burdening the public at large, serious thought is being given to the individual taxing of chain-theatre units.

### O'REILLY TO REPORT ON HAYS MEET RE INDIES

Mass meeting of exhibitors in Greater New York is being called by Charles O'Reilly, head of the Theatre Owners Chamber of Commerce, Wednesday (22), when O'Reilly, named as dictator a week ago by the indie, will report the outcome of his conference with Will Hays in an effort to have the salary pruning reflected in the theatres' relations with the film exchanges. Monday (20), when O'Reilly had a final conference with Hays, the TOCC chief admitted that the best he could hope to do for the indie would be to have home offices formally instructed their exchanges to investigate individual exhib's cases and to grant reductions where they were merited.

### FOX-WC ROUND-ROBINS LANDLORDS FOR CUTS

Los Angeles, March 20. All Fox-West Coast landlords received letters today urging drastic rent reductions as the only salvation for the Circuit. Attention was called to the bankruptcy hearing March 29. Indications are a 50% salary cut for Fox-West Coast personnel will be extended beyond the two-week period originally planned.

### Leo Ready to Step In On Fox Frisco House

San Francisco, March 20. Joe Leo is still working on the deal whereby he will take over the 5,000 Fox for his brother-in-law, William Fox. Through a separate corporation, Leo last week bought at auction furnishings and equipment of the house and, it is expected, he will soon complete negotiations with Bank of America to acquire the theatre. Cincch that Leo will get the theatres as whoever holds seats, etc., has lost the situation since it would cost more to outfit the Fox than to open a new house. Tentative date for the opening, if any, will be around April 1 with indie production low prices. Meanwhile, tenants of the Fox building, including couple of small stores, are occupying the spots rent free as long as they signed when first moving in—that darkening of house automatically voided their rental.

# NEWS!

**Helen Hayes and  
Clark Gable in  
"The White Sister"  
now playing at  
the Astor. Metro-  
Goldwyn-Mayer.**

# NEWS!

### Cavalcade' Tie-In With Radio City's Peace Broadcast

A gigantic Easter Festival at the R. C. Music Hall will begin with the international mass meeting and world-wide broadcast Sunday morning, April 2, and end with the close of Holy Week, three weeks later. The broadcast is an outside event arranged in the interests of world peace and religious tolerance but in view of its being held at the M.H., efforts are being extended to try and have "Cavalcade" head in a week earlier at the M.H. In this picture dramatization of a peace effort may be part of the festival.

Picture will be the only film to play more than one week at the Music Hall, under a new policy which limits that house to a single week's run on all films.

Leaders from all over the world, of all faiths, will participate in the radio hook-ins that will cover the globe. NBC facilities will be utilized.

President Roosevelt will dedicate the meeting which will be addressed by the Pope, who is expected to make an address from the Vatican; Dr. S. Parkes Cadman and the Rev. Harry Emerson Fosdick besides the many clergymen of New York, and a representative of the Jewish faith, possibly Dr. Nathan Krass, if his health permits. State and city officials of New York, including Gov. Herbert Lehman and Mayor John O'Brien are expected to participate likewise.

The back of Radio City, facing St. Patrick's Cathedral on the 5th Avenue side, is to be fitted with speaker horns to permit those unable to obtain seats inside the theatre to get the session. Seats will be allotted by invitation.

### RKO TO TURN BACK 3 TO HOBLITZELLE

Herman Zohbel, RKO treasurer was named trustee in bankruptcy of the RKO Southern Corp. (Interstate) at a meeting of creditors held in Wilmington, Thursday (19). Indications are that the Majestic, Houston; Majestic, Dallas, and the Majestic, San Antonio, are to be turned back as soon as possible to Karl Hoblitzelle.

In the meantime, negotiations will proceed towards effecting changed conditions with landlords of other theatres in the RKO Southern Corp. Present outlook is that all will eventually get back their spots.

Upon getting back his three in Texas from RKO, Hoblitzelle may begin on a merger plan right away with the former Publix houses in the same territory, now operated by Bob O'Donnell, with the latter heading all operations.

The combination would unite around 20-odd theatres throughout Texas in a homogeneous group. Recently, Hoblitzelle's attorney, John Maconey, was in New York confabbing with RKO execs along lines that would eventually permit such a combination to be effected.

Birmingham, March 20. Reports received here that with Karl Hoblitzelle, former owner Interstate Circuit, has taken back his circuit from RKO and that two Birmingham houses were not included. Hoblitzelle had previously said he would not be willing to accept the two Birmingham houses because of their distance from Dallas. He said operating expenses would be too high from Dallas.

Ritz and Trianon are now orphans with no disposition having been made according to reports.

#### Schnitzer With Columbia

Eddie Schnitzer has joined Columbia as New York branch manager. He succeeds Phil Meyer, who's out.

Schnitzer was with Fox eight years and with World Wide during past year.

#### Studio Placements

Grant Mitchell, Robert McWade, George Pat Collins, 'Breadline', Warners.

Phoebe Foster, Grant Mitchell, Hilda Vaughn, Elizabeth Patterson, 'Dinner at Eight', Metro.

Maude Eburne, 'My Lips Betray', Fox.

Florence Eldridge, 'I Love You Wednesday', Fox.

### Involuntary Showman May Be Tally; Turnback

Los Angeles, March 20. Return to show business of T. L. Tally, millionaire theatre owner, is likely through the dumping of Criticism downtown Los Angeles, by Fox West Coast, which has had a \$50,000 bond up as lease protection. Reported Tally is active in J. D. Williams new outfit and will concern himself in exhibition as well as production.

### Vita Resumes April 6

Warner Bros. reopens its Vitaphone studio, in Brooklyn, for production of new shorts schedule, on April 6. Among first to go in on that date is the four-reel 'Fatty' Arbutke short, and a two-reeler with Queenie Smith.

Arbutke closes his vaude tour in Cincinnati this week, canceling a return date in St. Louis for RKO to report at the Vita studio.

#### Scenarist Wants Her Money

Los Angeles, March 20. Claiming that she was promised \$126 for rewriting a scenario, 'Madrinas', but received only \$33.50, and this in occasional sums of \$3 and \$5, Eda F. Mesrow has complained to the State Labor commission to collect the balance, \$91.50. Her complaint is against Maurice Kriger, who she states in her report, was employed by Warner-First National.

Letter's personnel department denies he works there.

### HE WHO HESITATES

Money Causes Fox Delay So Vallory Taylor Gets Trip

Hollywood, March 20. Not until Vallory Taylor was on the S. S. Titania returning to London did Fox decide her screen tests were satisfactory for a part in 'Berkeley Square.' Actress, on the boat with her writer-husband, Hugh Sinclair, must now make the more than 12,000 mile trip before arriving on the lot for the picture.

Studio first decided to have her leave the boat at Panama, but the financial situation made studio officials hesitate, and the boat started for London. Plans are for Miss Taylor to leave the Titania at Southampton and hop the Europa for a quick return voyage.

### MG DROPS HEDGES IDEA

Hollywood, March 20. Metro has dropped its plans of producing a picture in Central America, based on an idea submitted by F. A. Mitchell Hedges, who had exhibited photos of animals of almost prehistoric size which he claimed existed in that territory. Leon Gordon was on the story. Hedges is off payroll at MG.

### 'ESKIMO' TROUPE HOME

Hollywood, March 20. Metro's 'Eskimo' troupe got back Tuesday from Alaska. Returning are W. S. Vandyk, director; Peter Freuchen, Author; Clyde DeVlana, camera, and Ray Wise and Louis Long, leads.

Technicians stay north for pickup shots.

### Kent's 16 Horse Operas For Monogram Release

Hollywood, March 20. Only contract for westerns to be made by independents during the coming year has been concluded in New York by Willis Kent, who will produce 16 sagebrush dramas for release by Monogram exchanges. Pictures will not go out under the Monogram banner, the indie company having four of its own to complete.

Kent is to make his features at International.

### Mpls. Bargain Scales

Minneapolis, March 20. Bargain days here in earnest. Plenty of 10 and 15c pix in the loop and several Publix neighborhood houses down to 15c top all the time. With a 55c top, Shubert theatre (Bainbridge dramatic stock company) is offering two-for-one's on Monday nights.

Coffee Dan's nite club offering 'food, drink, dancing and a floor show of living girls—all for the price of a movie—60c per person.'

### INDIE STUDIO GOES UNION

Hollywood, March 20. Irving Briskin, producing the Tim McCoy pictures at Columbia last week signed a closed shop agreement with the Soundmen's union of the IATSE.

He agrees to pay the union scale and employ none but union men in crafts covered by the IATSE.

### Mae West, 'Miss 1893,' Rides in a Hack to View Chi's 1933 Fair

Chicago, March 20. For the benefit of the newsmen and the local press, Mae West climbed into her 1893 glad rags, hopped aboard a surrey and was driven behind two nags and a coachman to the Century of Progress Exposition. This occurred Sunday (19) in time to electrify the pious portion of the populace on their way to morning services.

Stunt of having Miss 1893 visit the modernistic 1933 World's Fair was deemed a natural for everybody concerned, Balaban & Katz, the Fair, the newsmen, and Mae West.

### Metro's 'Test Pilot' on Actual Dayton Location

Dayton, O., March 20. Metro is to film the major portion of 'Test Pilot' here at Wright field, the government's largest experimental station in aviation, for the background. Harlow, Gable, Steery and Durante in the leads. Story is based on the recent death of two local test pilots and will show the numerous precautions the government takes to prevent such accidents.

The war department has already given the local field permission to allow the filming, this being confirmed by Major Gen. B. D. Foulke, head of the air corps, when he flew into Dayton last Thursday.

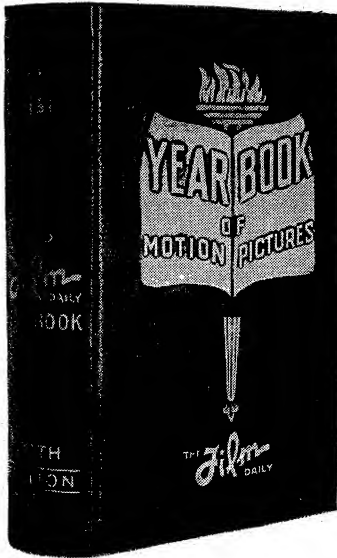
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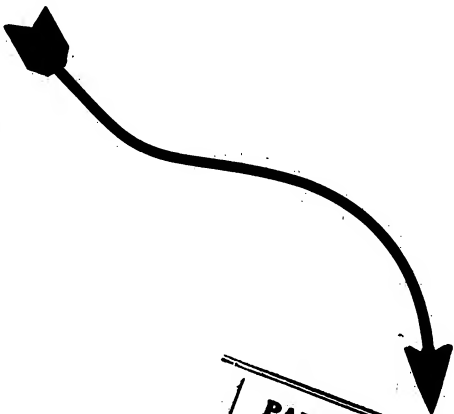
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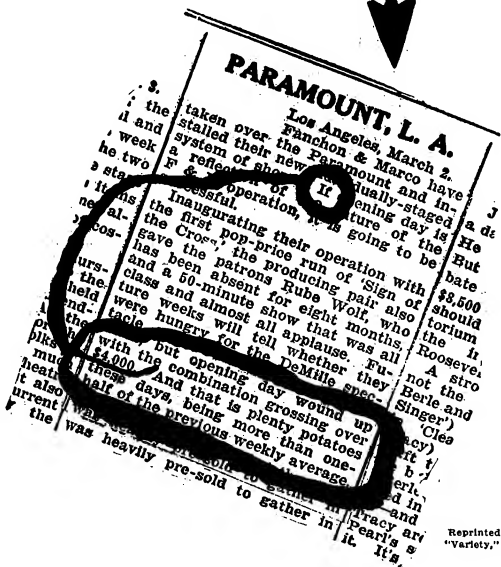
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Reprinted from "Variety," March 7, 1933



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SECRETS.

(Continued from page 16)
dialog. There are lengthy passages in which there is not a spoken word, as for instance, the high spot of the act when the heroine, as a steady, his wife and his hired man (named neatly handled by Ned Sparks), defend their home against a band of desperadoes, the quality for anyone who cares to observe, the truisms that dialog weakens more than it strengthens intrinsic scenes.

LOVE IN MOROCCO

(FRENCH-MADE)
(English Version)
Rex Ingram production, direction and story with Ingram also starred. Released by Gaumont-British. Original title for Europe, "Baroud." Running time, 74 mins. All.
Cast: ...

Some day somebody will make a good picture of, about, or, in, Morocco. This one, like its predecessors, has same beautiful scenery and costumery, with its authenticity, but that's all. A dull story, badly handled and acted. May lend itself to some exploitation, but word-of-mouth will hurt it. Lingers in its theatre too long.

It's all Ingram. He retains his usual huddy air, but here he is to take a good old-fashioned western and transpose it to Morocco. Two tribes are warring, and in the usual manner, the hero is surrounded in the fortress, while a messenger is despatched for aid. A bunch of boys, and some of the good boys run out of ammunition, it looks like film. But in the distance a blare of trumpets, a roll of the drums—the Arabs. Ingram, of course, gets the girl.

Might not have been so bad if it had had more of the usual dialog delivery and tempo. Feeling throughout is that the film is merely a shell. No warmth and no fire.

GIRL MISSING

Warner Bros. production and release. Features Ben Lyon, Glenda Farrell, Mary Kay Curtis. Directed by Robert Florey. Cast: ...

Familiar pattern mystery story peculiar to talking pictures for a mystery is established in the first half of the film and then talked out in extenso in the remaining footage. Doesn't make for either vivid action or gripping interest. An effort has been made to work to the comedy side with no very great success. Excellently photographed in adequate settings, but picture is not for the top range and not more than a get-by lower down.

Effort at comedy centers the story around two show girls, the one a girl talking and hard-bolled veteran and the other a demure type who has been used as the bait to tempt a millionaire into financing a trip to Palm Beach. When the demure miss refuses to make good the money man walks out and she goes to face a \$700 hotel bill. All of which is by way of establishment. The real story concerns the efforts of another show girl and her boyfriend to shake down a wealthy man with a marriage. The girl vanishes on the wedding night and offers a \$25,000 reward for finding her. That's the cue for the chorus duo to go into action, to sing and to do implausible action they solve the mystery and claim the reward, at the same time the demure lass gets the man as soon as he can obtain a Reno divorce.

All of this is told in obvious detail, chiefly in dialog which is none too bright. About 15 to 20 minutes are almost totally devoid of

movement. Too much script faith placed in the wise cracking show-off.

Glenda Farrell does the best she can with this assignment, but it's a long cast from the star. Mary Brian is ill at ease as the other chorus girl, and Peggy Shannon has a negligible assignment as the chaperone. Even Ferdinand Gottschalk and Helen Ware fail to vanquish the scenarist. Chic.

STRICTLY PERSONAL

Paramount production and release. Directed by Walter Crone. Features Marjorie Rambaau, Eddie Quillan, Dorothy Jordan. Adapted by William Mack and Marjorie Rambaau from story by Wilson Mizner and R. T. Shannon. Additional story by Casey Robinson. Running time, 70 mins. week March 17. Running time, 70 mins. week March 21.

Second-rate material for second-rate play dates. This the studio expected nothing better is obvious. No attempt made to strengthen a rather flimsy scenario with borrowed names and the cast isn't blessed with box-office pull.

Story is old-time and no amount of padding by cringing up Eddie Rambaau and Edward Ellis or nicely-paced direction by Ralph Murphy helps it enugh for higher rating. Some effort made to bring it up to date with film dialog, but even these quips are outdated. Also two or three instances of the type of violence fail to make it exciting.

Audiences will immediately sympathize with Miss Rambaau and Eddie, trying to get straight as proprietors of a get-acquainted club in California. Despite that Ellis is a poor little kid, with the job to sell the world's beauty spots, and with never a chance to go anywhere.

There's the daughter of Ellis' former buddy and her puppet love affair with a cub reporter for the romantic interest. When the racketeer goes for the girl, in addition to the club business, it's his finish. Somebody shoots him in a confusing semi-climax. All signs point to the father, but it's never cleared up.

Picture doesn't look expensive and never attempts pretentiousness. Only slash at class is a living room interior in the home of a merry widow who is bumped by the rear end of a murder. Directed by Dorothy Jordan, Eddie Quillan, Louis Calhern and Dorothy Burgess play the routine parts in a routine way. Olive Tull is excellent as the widow, though she's not on more than a couple of minutes each in two appearances. Miss Rambaau and Ellis tower over the others just as they outshine the dull plot.

Hochzeitreise Zu Dritt

(Three on a Honeymoon) (GERMAN-MADE)
Berlin, March 9.

Mondal production. Starring Brigitte Helm. Featuring Oskar Kalliwelt, Gustl Hahn. Directed by Erich Schmidt. Supervised by Joe May. Screen play by E. Marbach, G. Helm. Music by W. Jurman, B. Kaper. Camera, Jean Bachelet. Max Nekul.

Production not bad, although in parts lacking in tempo. The film atmosphere suffered from the director's inability to decide whether to treat the thing satirically or straightforward. Screen play isn't knit as nicely as the pretty plot deserved.

Basic idea should lend itself excellently for adaptation into American pictures. The flight instructor Helm part would furnish a fine vehicle for Ina Claire. Plot concerns famous femme star who has just married, but she has to keep it a secret because of her fans. Bridegroom is the man of the soft type, and she is the sort of role that E. E. Horton would be spotted for. Wife forgets about the honeymoon and grabs a picture job. Tells hubby he's going to cancel reservations for some

REHABILITATION OF QUAKED THEATRES

Hollywood, March 20.
Rehabilitation of theatres damaged by the quake or closed by municipal order is under way, with a dozen or so of 63 houses put out of commission again functioning. ERPI is giving free replacement of destroyed equipment.

How WB Figures Unions In Pitt; Closing Davis

Pittsburgh, March 20.
Lenten slump, together with obduracy of unions refusing to accede to reduction, is causing Warner Brothers to close the Davis theatre, first-run downtown site operating for the last several weeks under a double feature policy. House goes dark March 31, reverting to a single feature for its final week.

House's average take has been around \$2,500 weekly and Harry Kalinin, WB's general manager, points out that around 20% of this figure goes to union help, with Davis being forced to use four operators and two stagehands.

Following next subsequent run house in downtown sector, expected to fold shortly, too. Here, weekly average is \$700, with four men being required in operators' booth at \$50.40 a week.

As a result of Davis' closing, Reichen in East Liberty, which has been playing first-run double features day and date with Davis, will revert to its old second-run policy.

quiet watering place. Hubby works himself into a temper and wife off for a week, he goes to return those honeymoon reservations. The pretty salegirl in the travel bureau is a poor little kid, with the job to sell the world's beauty spots, and with never a chance to go anywhere.

SAILOR'S LUCK

Fox production and release. Features Jimmy Dunn and Sally Eilers. Directed by Raoul Walsh. Cast: ...

Roughhouse comedy which must pick its spots if unsupported. Mostly a man's play. Despite the Jimmy Dunn-Sally Eilers inclusion, few films have descended to the low-brow depths of this in character and action. But the fast pace and comedy angles lifts 'Sailor's Luck' ahead of its class.

Story has run customer who happens for an accidental pick-up who happens to be Sally Eilers without a job. He's a soft type and she has her own proposition, and after a couple of brawls takes her for better or worse. A rooming house scene with the picture and Miss Eilers marks the low level for back-door romances on the screen.

ROBBERS' ROOST

Fox production and release. Directed by Louis King. Zane Grey story adapted by Dudley Nichols. Cast: ...

Strictly for the youngsters. While containing plenty of action, the Grey adapter and director have emphasized only the familiar bromides of the plot. And Brian and Miss Sullivan ring amateurishly, repeating that one-two action so often that long stretches of the picture and the audience knows Helen is just

Add Bank Gags

San Francisco, March 20.
Beginning of the bank holiday a neighborhood theatre cashier got her boss on the phone for a query.
'Do we charge holiday prices today,' she wanted to know.

CERMAK DEATH BRINGS NO NEW CENSOR POLICY

Chicago, March 20.
Death of Mayor Anton Cermak is not expected to affect the local censor board either way. In general Cermak tended to soften and liberalize the verdicts of the scissors brigade but it is thought that the censors have been at least partially checked and won't invite further spankings from city hall.

Canada's Severe Law On Stench Bombing

Toronto, March 20.
A year's imprisonment and a \$1,000 fine is the penalty faced by such persons in Ontario as throw stench bombs in theatres or are apprehended in or near such theatres with bombs in their possession.

In an explanatory address, Attorney-General Price stated that during the past year there has been a number of stink-bomb depredations in Ontario theatres. He understood that there had been controversies between theatre owners and union both men. Apart from argumentation, he was forced to take action because of the liability of riot when people in such a predicament, as occasioned by stink-bomb raids, were liable to lose their heads and get jammed in aisles or exits.

There is grave danger of a riot ensuing from stink-bomb throwers' actions. He asked the House to expedite passage of the bill in view of the growing danger.
No discussion followed the introduction of the bill. In the past few months the Provincial police and the officials of the attorney-general's department have been probing numerous cases of stench bomb raids in Toronto and elsewhere in the province. The attorney-general's amendment has now passed its second reading.

putting it on and will follow Jim wherever he goes.
But there's plenty of shooting, and O'Brien blinking as he fires from one or both guns. And he never misses, while the others just seem to pop away aimlessly.

Some good horseshawm anvils are cleared and a herd stampedes with the heroine in the center. And the bad leader succeeds when the shooting interrupts.
Due to the mechanics the result is that, what would have been a better than ordinary western, merely chalks up negatively. Waly.

Cuts Reported Cause For Unionization of Exchange Personnel

Talk in distributing ranks of unionization of exchange employees, including film salesmen, bookers, shippers, etc., sees some movements in this direction in several exchange centers, notably Chicago and Philadelphia, according to reports from representatives in those cities.

The distributors do not know whether the unionization and contact with exchange men is coming from outside, or through unemployed film salesmen, or whether the unionizing talk is originating as a result of antagonism against the industry cuts.

WHETHER TO CUT FIELD OR NOT IS DEBATED

Theatre departments with the lone exception of Loew's are resisting a cut among the field employees. The feeling among the theatre people is that a cut among the theatre managers in the field would disrupt the morale and general scheme of operating things as the vast majority of the field men had already been sacked plenty in pay.

Twin First Runs 40c Top Drag on Frisco

San Francisco, March 20.
Kicks aplenty are aimed at Fox-West Coast for the double bill first-run policy at 40 cents top inaugurated at the St. Francis last week. Every house in town, including F-W-C's three first run downtowners feels the St. Francis drag.

Policy got started last Saturday (11) with 'Tonight Is Ours' (Par) and 'Fast Life' (Metro) and current week has 'What No Beer' (Metro) and 'Broadway Bad' (Fox). Theatre is geared at a low nut and first week showed a neat profit with \$7,000. It's nearest competition except for Embassy, which hasn't been getting the biz, is United Artists with a 50 cent admish. Warfield and Golden Gate with stage shows don't feel the double bill pinch so much.

Midwestco's Trustee

Milwaukee, March 20.
At the first meeting of creditors of Midwestco Theatres, Inc., Julius Goetz was appointed trustee under a \$25,000 bond.
Fred C. Westfall, referee in bankruptcy, approved sale of the fixtures of the Green Bay Fox theatre and the abandonment of leases on the Strand and Palace theatres, Milwaukee.
Next meeting set for March 30.

SCREEN BOOK ANNOUNCES

the appointment of Frederick James Smith as Editor. His many friends in the industry will be pleased to know of Mr. Smith's affiliation with the Fawcett Group of Motion Picture Magazines, Screen Book, Hollywood and Screen Play

W. H. FAWCETT ROSCOE FAWCETT JACK SMALLEY
Publisher General Manager Managing Editor
529 So. 7th St., Minneapolis, Minn.
NEW YORK - CHICAGO - HOLLYWOOD - LOS ANGELES
S. F. NELSON, Advertising Director, 25 Vanerburgh, New York

ART FAWCETT
OLD MAN WHOOPEE
3rd Week RKO ROXY THEATRE
RADIO CITY, NEW YORK
LOEW'S THEATRE, WASH. D. C. MARCH 24
RKO-CURTIS & ALLER - LOEW-MEYER NORTH
HELD OVER (THIRD WEEK)
ANNIE-JUDY and ZEKE
RKO ROXY, NEW YORK (RADIO CITY)
This Week (March 17)
Direction PHIL BRONCO, MILLS-ROCKWELL OFFICE

# CALENDAR OF CURRENT RELEASES

**Studios: Pathe Studios, Culver City, Cal.**

**Allied** Offices: 729 Seventh Ave., New York, N. Y.

Cowboy Counselor. The. Hot Gibson poses as a lawyer. Dir. George V. Vidor. 65 mins. Rel. Nov. 25. Rev. Feb. 7.

Eleventh Commandment. The. From the play by Brandon Fleming. Marian Marsh, Theo. Von Eltz, Alan Hale. Dir. Geo. Belford. 64 mins. Rel. Feb. 20.

Intruder. The. Monte Blue, Lila Lee. Dir. Albert Ray. 63 mins. Rel. Jan. 25.

Intruder. The. Success and romance in a steel mill. Reginald Denny, Lila Lee, J. Farrell MacDonald, Virginia Sale. Dir. Chester M. Franklin. 66 mins. Rel. Nov. 15. Rev. Feb. 7.

Man's Land. A. Hot Gibson western in which he runs the gang to earth. Marian Schilling. Dir. Phil Rosen. 70 mins. Rel. Dec. 15.

Motor 13. Motorcycle officer exposes racketeers. Monte Blue, Lila Lee, Seena Owen, Mickey McGuire, Jackie Searle. Dir. George Melford. 63 mins. Rel. Dec. 15. Rev. Jan. 31.

Parisian Romance. A. Famous stage play. Lew Cody, Marian Shilling, Gilbert Roland. Dir. Chester M. Franklin. 76 mins. Rel. Oct. 1. Rev. Oct. 15.

**Chesterfield** Offices: 1540 Broadway, New York, N. Y.

Beauty Parlor. Cupid in the barbershop. Barbara Kent, Joyce Compton, John Harron. Dir. Rich. Thorpe. 64 mins. Rel. Oct. 25.

Forgotten. Original. Story of a forgotten man. Jane Clyde, Wm. Collier. Natalie Moorhead. Dir. Rich. Thorpe. 65 mins. Rel. Feb. 15.

King Murder. Original. Based on a celebrated N. Y. case. Conway Tearle, Natalie Moorhead, Don Alvarado. Dir. Rich. Thorpe. 69 mins. Rel. Nov. 1. Rev. Nov. 15.

Love Is Like That. Comedy. Rochelle Hudson, John Warburton, Dorothy Revier. Dir. Rich. Thorpe. 65 mins. Rel. Mar. 15.

Stage Hands. Comedy drama. Evelyn Knapp, Walter Byrnes, Marie Prevost. Dir. Richard Thorpe. Time, 65 mins. Rel. Nov. 15. Rev. Jan. 3.

Straight People. Mystery melodrama. John Darrow, Gloria Shea, Hale Hamilton. Dir. Rich. Thorpe. 65 mins. Rel. Jan. 3.

Women Want Trouble. Romantic drama. Sarah Padden, Otis Harlan. Dir. Rich. Thorpe. Time, 67 mins. Rel. Dec. 1.

**Studios: Gower at Sunset, Hollywood, Cal.**

**Columbia** Offices: 729 Seventh Ave., New York, N. Y.

Air Hostess. Thrilling story of the adventure and romance of a 1933 girl. Evelyne Knapp, James Murray. Dir. Al Rogell. Rel. Jan. 15. Rev. Jan. 24.

Bitter Tea of General Yen. Romance and adventures of an American girl. Evelyne Knapp, George E. Stone, Evelyne Knapp, Walter Connolly. Dir. Frank Capra. Rel. Jan. 6. Rev. Jan. 17.

Child of Manhattan. Stage play by Preston Sturges. Romance of the diamond. Nancy Carroll, John Boles. Dir. Eddie Russell. 73 mins. Rel. Feb. 4. Rev. Feb. 14.

Deception. Story of the wrestling game and its frameups. Leo Carrillo, Thelma Todd, Dickie Moore. Dir. Lew. Seiler. 67 mins. Rel. Nov. 4. Rev. Jan. 31.

End of the Trail. The. A U. S. cavalry officer, who is court martialed, and redeems himself. Tim McCoy, Luana Walters. Dir. D. Ross Lederman. 58 mins. Rel. Dec. 15.

Last Man. The. Drama of outlaws on the high seas. Chas. Bickford, Constance Cummings. Dir. Howard Higgin. Time, 64 mins. Rel. Aug. 31. Rev. Sept. 10.

Man Against Woman. Man's strength against woman's wiles. Jack Holt, Lillian Miles. Dir. Irving Cummings. Time, 68 mins. Rel. Nov. 15. Rev. Dec. 25.

Man of Action. Original outdoor drama. Tim McCoy. Dir. Geo. Melford. 67 mins. Rel. Jan. 20.

Mark It Paid. Original story of motorboat racing. Wm. Collier, Jr., Joan Lincoln. Dir. D. Ross Lederman. 63 mins. Rel. Nov. 12. Rev. Jan. 24.

Musical Speaks. The 1931 address with newreel shots. Interpolations by Lowell Thomas. 74 mins. Special. Rel. Mar. 14.

No More Goodies. A. Heartsease who is regenerated by the new American spirit. Carole Lombard, Lyle Talbot, Walter Connolly, Louise Clouser Hale. Dir. Walter Lang. 70 mins. Rel. Nov. 25. Rev. Jan. 3.

Obeys the Law. Original of a stage play which turned Broadway. Leo Carrillo, Lois Wilson. Dir. Benj. Stollor. 69 mins. Rel. Jan. 20. Rev. Mar. 14.

Silent Men. Tim McCoy western original. Florence Britton. Dir. D. Ross Lederman. Rel. Mar. 3.

60 This Is Africa. Wheeler and Welsey go to Africa with some tame lions. Raquel Torres. Dir. Eddie Kline. 67 mins. Rel. Feb. 24. Rev. Oct. 15.

State Trooper. Original. Story of a war between two gas companies. Regis Tooney, Evelyn Knapp, Richard Weeks, Ray Hatton. Dir. D. Ross Lederman. 62 mins. Rel. Feb. 10.

That's My Boy. Football story off the usual lines. Rich. Cromwell, Dorothy Jordan, Mae Marsh. Dir. R. W. Niel. Time, 71 mins. Rel. Oct. 6. Rev. Nov. 15.

This Sporting Age. Revenge on the polo field. Jack Holt, Evelyn Knapp. Dir. A. W. Bennison. Time, 71 mins. Rel. Sept. 15. Rev. Oct. 4.

Treasure. Original. Original story of the city war. Buck Jones, Shirley Grey. Dir. Geo. E. Seltz. 62 mins. Rel. Feb. 10.

Vanity Street. Girl breaks a window to get into jail, but lands in the 'Pol'. Dir. Edm. Galt. 63 mins. Rel. Dec. 15. Rev. Oct. 11.

Virtue. A street-walker who goes straight. Carole Lombard, Pat O'Brien. Dir. Edm. Galt. 63 mins. Rel. Dec. 15. Rev. Oct. 11.

Washington Merry-Go-Round. Political satire. Lew Tracy, Constance Cummings. Dir. Jas. Cruze. Time, 75 mins. Rel. Oct. 15. Rev. Oct. 28.

Western Code. The. Tim McCoy western. Dir. J. P. McCarthy. 58 mins. Rel. Sept. 15. Rev. Feb. 21.

White Eagle. Buck Jones as an Indian pony express rider. Jones, Barbara Weagle. Dir. Lambert Hillyear. Time, 65 mins. Rel. Oct. 7. Rev. Sept. 27.

**First Division** Offices: 1600 Broadway, New York, N. Y.

**Releases Also Allied, Chesterfield and Monogram**

Big Drive. The. Authentic war pictures from records of eight governments. 91 mins. Rel. Jan. 13. Rev. Dec. 27.

Condemned to Death. Behind the story Jack O'Lantern. Arthur Winter, James Welsh. Dir. Walter Forde. 78 mins. Rel. Oct. 1. Rev. Nov. 6.

Good News. Comedy. Original. Story of a girl. Ball. Dir. Andrew Roosevelt. Armand Denis. 66 mins. Rel. Nov. 28. Rev. Sept. 20.

Secrets of Wu Sin. Coolie smuggling racket unearthed. Lois Wilson, Grant Withers, Teahie Mori. Dir. Richard Thorpe. 65 mins. Rel. Jan. 15. Rev. Feb. 28.

Slightly Married. Marriage in a night court turns out well after all. Evelyn Knapp, Marie Prevost. Dir. Rich. Thorpe. 69 mins. Rel. Dec. 10. Rev. Jan. 3.

Tax Takes a Holiday. All multi-color western of a mysterious stranger. Wallace MacDonald, Virginia Brown Faire. Dir. Alvin J. Neitz. 69 mins. Rev. Dec. 13.

Thrill of Youth. The. A girl with two suitors cannot make up her mind. One City. Allied. Original. Matty Kemp. Dir. Rich. Thorpe. 65 mins. Rel. Oct. 15. Rev. Nov. 15.

**First National** Offices: 321 W. 44th St., New York, N. Y.

Blonde Johnson. The female Public Enemy No. 1. Joan Blondell, Chester Morris. 100 mins. Rel. Feb. 10.

Cabin in the Cotton. A social study of the poor whites. Rich. Barthelme, Dorothy Jordan, Bette Davis. Dir. Michael Curtiz. Time, 79 mins. Rel. Oct. 15. Rev. Oct. 4.

Central Airway. A triangle in the aviation game. Richard Barthelme and Sally Eilers. Dir. William A. Wellman. Rel. April 15.

Central Park. Western cowboy hunts handits in a New York park. Joan Blondell, Wallace Ford, Guy Kibbee. Dir. John Adolt. Time, 58 mins. Rel. Dec. 10.

Crash. The. How one couple reacted to the panic. Ruth Chatterton, Geo. Brent. 69 mins. Rel. Oct. 2. Rev. Oct. 2.

Employee's Entrance. Original. Love in a Dept. Store. Warren William, Loretta Young, Alice White. Dir. Roy Del Ruth. 74 mins. Rel. Feb. 11. Rev. Jan. 24.

Friday. A. Madam X' in San Francisco locale. Ruth Chatterton, Donald Cook, Jas. Murray. Dir. Wm. A. Wellman. 73 mins. Rel. Jan. 14. Rev. Jan. 10.

Grand Slam. A burlesque on the popular bridge fad. Paul Lukas, Loretta Young, Frank McHugh, Glenda Farrell. Dir. William Dieterle. 67 mins. Rel. March 13.

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Listing is given in order of release dates as definitely set. Titles are retained for six months. Managers who receive service subsequent to that period should prepare a copy of the calendar for reference.

The running time as given here is presumably that of the projection room showings and can only approximate the actual release length in those states or communities where local or state censoring may result in deletions. Running time in the reviews as given in Variety carry the actual time clocked in the theatre after passage by the New York state censoring, since pictures are reviewed only on actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of exactness Variety will appreciate the co-operation of all managers who may note discrepancies.

**Roxy-Par Suit**

Proskauer, Rose & Faskus has been instructed by its client, the old Roxy theatre management, to proceed in a suit against Paramount over a controversy now on between the two firms. The argument is over the rights of the Roxy which was sold to the old Roxy as a first run and which the theatre management claims had previously played at Par's own theatre in Staten Island before hitting the old Roxy, week of Friday (19).

The film was held by the old Roxy after both Loew's and RKO, which have first priority of Par product for metropolitan New York territory, and Paramount itself had apparently turned the picture down.

The old Roxy's squawk is based on customers' complaints. Howard Cullman is receiver for the old Roxy.

**McSpadden Nicked \$1,100 In San Diego Holdup**

San Diego, March 20.

Two gunmen held up Manager Fred E. McSpadden of the F-WC North Park here and after trying up him and three other house employees robbed the safe of \$1,100.

Few days previously, San Diego police obtained an alleged confession from Roy Hill, alias James Durand, that he was a murderer five years ago of Joseph Mallow, who was killed during an attempted holdup of the then West Coast California there.

**RKO Mgrs. Shifted**

More RKO managerial shifts this week. Marvin Parks comes east from Minneapolis to the Albee, Brooklyn, succeeding Harry Weiss. Letter goes to the Fordham, New York, replacing Max Halperin, who is out. Jack Gross goes from Ft. Wayne to Minneapolis as Parks' successor. Mike Joyce is out as manager of the Tilyou, Coney Island, N. Y.

**F-WC Subsid Also Cut**

Los Angeles, March 20.

Close to 200 employees of Principals Theatre Co., National circuit subsidiary, with houses in Los Angeles and nearby towns, are affected by a pay slash for two weeks, similar to that in effect currently with all Fox West Coast employees. Cut is 50% for all wages over \$20 per week.

**LeBallister Steps Down**

San Francisco, March 20.

Homer LeBallister is out of the newly organized Midland Theatres, Inc., combination of the recently merged State and National circuits headed by George Mann and Morgan Walsh.

LeBallister was general manager of the National chain, getting the position upon death of the late R. Crook, national organizer and president.

LeBallister's place is not being refilled.

Life Begins. Tactfully handled maternity story from a stage play. Loretta Young, Eric Linden. Dir. Jas. Flood and Elliott Nugent. Time, 72 mins. Rel. Oct. 15. Rev. Aug. 20.

Match King. Fictitious romance of the Swedish financier. Warren William, Lila Damila. Dir. Howard Bretherton-Wm. Keighly. 79 mins. Rel. Dec. 15. Rev. Nov. 15.

Mind Reader. The. Mind-reading as a new racket. Warren William and Constance Cummings. Dir. Roy Del Ruth. Rel. April 1.

Silver Dollar. Silver boom days in Col. Edw. G. Robinson. Dir. Alfred E. Green. 70 mins. Rel. Dec. 27.

They Call It Sin. Kansas girl breaks into N. Y. show life. Loretta Young, Geo. Brent, David Mangera. Dir. Thornton Freeland. Time, 70 mins. Rel. Nov. 1. Rev. Nov. 15.

Three on a Match. Three schoolgirls have adventures. Joan Blondell, Warren William, Ann Dvorak, Bette Davis. Dir. Mervyn Le Roy. Time, 68 mins. Rel. Oct. 27. Rev. Nov. 1.

Tiger Shark. Life and tragedy with the tuna fishers. Edw. G. Robinson, Zita Johon, Rich. Arlen. Dir. Howard Hawks. 79 mins. Rel. Sept. 24. Rev. Sept. 27.

Twenty Thousand Years in Sing Sing. Visualization of Warden Laver's book. Spencer Tracy, Bette Davis. Dir. Michael Curtiz. 78 mins. Rel. Jan. 31. Rev. Jan. 17.

You Sait a Mouthful. Joe Brown swims to Catalina. Joe E. Brown, Ginger Rogers. Dir. Lloyd Bacon. Time, 70 mins. Rel. Nov. 26. Rev. Nov. 22.

**Fox** Offices: 850 Tenth Ave., New York, N. Y.

Adorable. Original. With music. Janet Gaynor, Henry Garat. Dir. Wm. A. Wellman. 78 mins. Rel. Dec. 28.

After the Ball. British made. Love at a diplomatic ball. Esther Ralston, Basil Rathbone. Dir. Milton Rosmer. 68 mins. Rel. Mar. 17.

Broadway Bad. Story by Wm. R. Lipman and W. W. Pezet. Modern drama. Joan Blondell, Ginger Rogers, Ricardo Cortez, Margaret Szedden. Dir. Sidney Lanfield. Time, 68 mins. Rel. Feb. 10.

Call Her Blanche. Tiffany Thayer's story of a half bred girl. Clara Bow, Monroe Owsley, Gilbert Roland. Dir. John Francis Dillon. Time, 82 mins. Rel. Nov. 27. Rev. Nov. 29.

Cavalcade. Noel Coward's pageant of British society. Diana Wynyard, Clive Brook, Ed. DeLacy, E. E. Whitton. Dir. Frank Lloyd. Roadshow length 110 mins. No release date set. Rev. Jan. 10.

Chandu the Magician. Dramatized radio broadcast. Edmund Lowe, Bela Lugosi, Irene Ware. Dir. Marcel Varnel. Time, 72 mins. Rel. Sept. 18. Rev. Oct. 4.

Dangerously Yours. Society thief and girl detective. Warner Baxter, Miriam Jordan, Herbert Mundin. Dir. Frank Tuttle. 74 mins. Rel. Feb. 8. Rev. Feb. 21.

Face in the Sky. Romantic adventures of a billboard sign painter. Spencer Tracy, Marian Nixon, Stuart Erwin. Dir. Harry Lehman. Rel. Jan. 16. Rev. Feb. 21.

First Year. The. Domestic drama from a stage play. Janet Gaynor, Chas. F. Brannan, Dir. William K. Howard. Time, . . . mins. Rel. July 31. Rev. Aug. 23.

Handle with Care. Comedy. Jan. Dunn, Boots Mallory, El Brendel. Dir. David Butler. Rel. Dec. 25. Rev. Dec. 27.

Hot Check Girl. Murder and mystery in a night club. Sally Eilers, Ben Lyon, Ginger Rogers. Dir. Sidney Lanfield. Time, 68 mins. Rel. Sept. 28. Rev. Oct. 11.

Hot Girl. Big and Quirt—with Lupe. Edmund Lowe, Vic McLaglen, Lupe Velez. Dir. John Bystrome. 74 mins. Rel. Jan. 15. Rev. Jan. 24.

Humanity. Original. Physician who seeks to save his son from a woman's influence. Boots Mallory, Alex. Kirkland, Irene Ware. Dir. John Francis Dillon. Rel. Mar. 2.

Infernal Machine. From the novel by Carl Stobeda. Drama. Genevieve Tobin, Chester Morris. Dir. Marcel Varnel. 65 mins. Rel. Feb. 10.

My Darling Clementine. Comedy. Jan. Bennett, Spencer Tracy. Dir. Raoul Walsh. Time, 78 mins. Rel. Dec. 4.

Pleasure Cruise. Play by Austen Allen. Jealous husband trails his searing wife. Dir. Frank Tuttle. Rel. Mar. 24.

Rackham's Fate. Football satire. Victor McLaglen, Greta Nissen. Dir. Alfred Roberts. Time, 65 mins. Rel. Oct. 24. Rev. Nov. 8.

Robbers' Luck. Rustler discovers that love interferes with cattle stealing. George O'Brien, Ed. Louis King. 68 mins. Rel. Jan. 1.

Sally's Rags. Original. Romance of a U. S. Navy cook. Jan. Dunn, Sally Eilers, Victor Jory. Dir. Raoul Walsh. Rel. Mar. 3.

Second Hand Wife. Banker's secretary steps from his office into his heart. Tom Tyler, Alice Colton, Wally Wales. Dir. P. McGowan. Rel. Mar. 15. Rel. Jan. 1. Rev. Jan. 17.

Sherlock Holmes. The Conan Doyle story with a new gangster twist. Clive Brook, Edmund Galt, Ernest Torrence. Dir. W. K. Howard. Time, 68 mins. Rel. Nov. 4. Rev. Nov. 15.

Six Hours to Live. Murdered diplomat is revived to avenge his murder. Warner Baxter, Miriam Jordan. Dir. Wm. Dieterle. Time, 78 mins. Rel. Oct. 16. Rev. Oct. 25.

Smoke Lightning. From Zane Gray's 'Canyon Walls'. Geo. O'Brien, Nell Brown. Dir. Fred Searny. 64 mins. Rel. Dec. 10.

State Fair. From the novel by Phil Stong. Love and triumph at the state fair. Janet Gaynor, Lew Ayres, Lily Rogers, Louise Dresser. Dir. E. A. Tamm. Rel. Feb. 10. Rev. Feb. 21.

Tea of the Storm Country. Tact version of an old silent. Janet Gaynor, Chas. Farrell. Dir. Al. Sankil. Time, 75 mins. Rel. Nov. 20. Rev. Nov. 20.

Too Busy to Work. Talking version of 'Jubilo'. Will Rogers, Marian Nixon. Dir. Jas. Bystrome. Time, 76 mins. Rel. Nov. 13. Rev. Dec. 6.

Warrior's Husband. The. Stage play by Julian Thompson. An Amazon who marries a man. Dir. Frank Tuttle. Rel. Mar. 24.

Wally Manners. Dir. Walter Lang. Rel. April 21. (Lasky production.)

Zoo in Budapest. Original. Mystery story in a foreign zoo and an animal. Leo G. Carroll, Fred Searny. Time, 64 mins. Rel. Nov. 21. Rev. Rel. Mar. 31. (Lasky production.)

**Freuler Associates** Office: R.K.O. Bldg., New York, N. Y.

Deadwood Pass. Original. Western. Hidden treasure and government agents. Lew. Arden, Alice Colton, Wally Wales. Dir. P. McGowan. Rel. Mar. 15.

Easy Millions. Original. Reputed millionaire loses his job, an inheritance and almost his sweetheart. Skeets Gallagher, Dorothy Burgess. Dir. Fred Searny. Rel. Mar. 15.

Fighting Gentleman. The. A fighter who goes to the top and back again. Wm. Collier, Jr., Josephine Dunn, Pat O'Malley. Dir. Burton King. 70 mins. Rel. Oct. 7. Rev. Oct. 14.

Forty Niners. The overland trek in pioneer days. Tom Tyler. Dir. J. P. McCarthy. 49 mins. Rel. Oct. 25. Rev. Dec. 20.

Gambling Ship. The. Racing story with a society slant. Ruth Hall, Grant Tinker. Dir. Fred Searny. Time, 64 mins. Rel. Nov. 21. Rev. Dec. 27.

Kiss of Araby. Original. Sahara story of British army and Ruff with love. Marie Colta, Walter Byron, Claire Windsor. Dir. Phil Rosen. Rel. Feb. 23.

Penal Code. Story of a boy's regeneration surmounting complications. Regis Tooney, Robert Ellis. Dir. George Melford. 62 mins. Rel. Jan. 15. Rev. Mar. 7.

Savage Girl. The. Big game hunters find a white jungle beauty. Rochelle Hudson, Fred Searny, Harry Myers, Adolph Milar. Dir. Harry L. Fraser. Rel. Dec. 5.

When a Man Rides Alone. Robin Hood of the West and some daring stage work. Tom Tyler, Alice Colton, Wally Wales. Dir. J. P. McGowan. Rel. Jan. 29.

**Majestic** Office: 1619 Broadway, New York City

Cruelster. The. Drama of a crusading district attorney. Evelyn Brent, H. H. Warner, Neil Sparks, Lew. Arden, Fred Searny, Marceline Day. Dir. Frank Strayer. 72 mins. Rel. Oct. 1. Rev. Oct. 11.

Curtain at Eight. Rel. April 1.

Gold. Western. Drama. Jack Hixie, Alice Day, Matthew Betz, Dynamite-horse. Dir. Otto Brower. Time, 65 mins. Rel. Sept. 15. Rev. Oct. 11.

Gun Law. Western. Jack Hixie, Betty Boyd. Rel. Mar. 1.

Hearts of Humanity. Drama of New York's East Side. Jean Harsholt, Jackie Searl, J. Farrell MacDonald, Claude Rains, Ernest Truesdell, Dir. Christ Cabanne. Time, 70 mins. Rel. Sept. 1. Rev. Sept. 27.

Law and Lawless. Western drama. Jack Hixie, Hilda Moreno, Yakima Canutt, Wally Wales, Dynamite-horse. Dir. Armand Schaefer. Time, 61 mins. Rel. Nov. 30.



Northwest Theatres In Bankruptcy Taken Over by Evergreen

Los Angeles, March 20. Fourteen picture houses in the Northwest, grouped by Pacific Northwest Theatres (Fox West Coast subunit) through bankruptcy, have been taken over by Evergreen Theatres Corp. in conjunction with houses in Seattle and Everett, Wash., which Fox Pacific is operating. Houses acquired by Evergreen include: American and Mt. Baker, Bellingham, Wash.; Rialto, Bremerton; Liberty, Olympia; Fox, Orpheum, Spokane; Liberty, Rialto, Wenatche; Liberty, Yakima; Coliseum, Fifth Avenue, Paramount, Seattle; and the Hollywood, Portland, Ore. Management of Evergreen is split three ways between Frank L. Newman, Sr., Al Rosenberg and Al Finkelson. Latter two are operating heads of Fox Pacific houses including the Egyptian and Neptune, Seattle, and the Everett and Grand Everett, Wash. Additional houses in key spots in Washington and Oregon are expected to be annexed later on. Directors of Evergreen, in addition to the three operating heads, are Mike Rosenbergs of Los Angeles; Al Shepanski and Walter Douglass. Indications point to a consolidation of Evergreen and Fox Pacific in the immediate future.

U. A. CHICAGO, CLOSED, LACK OF GOOD PRODUCT

Chicago, March 20. United Artists theatre closed on a day's notice Saturday (18) due to lack of product. It is tentatively set to reopen April 17 with "Secrets". House depends chiefly on United Artists product and such other pictures as B&K feel they can spare with the Oriental, McChickens and the Roosevelt. Business has been spotty and generally poor at the United Artists. "Perfect Understanding" (U.A.) was the attraction last week.

Tight Money Replaces Ross Plan by Salesmen

Los Angeles, March 20. Economic pressure is prompting most of the distribution companies in the territory to sever connections with the Ross-Federal Checking Service, which up to recently had generally supplanted the old percentage checking system. Most of the local exchanges are using the salesmen as checkers during the financial stringency, and indications are the plan will be adopted 100% by the distributors as a means of keeping the film peddlers busy. Many of the Ross-Federal checkers have already left the concern, due to the tightening up process.

Indie Plans to Convert House Into Beer Garden

Albany, March 20. Harry Lux, owner of the Onoda theatre at Utica, told exchange people here plans to convert his house into a beer garden. The center of the main floor would be a dance floor, with platforms circling it for guest tables.

Educa. Ups Blumenthal

Los Angeles, March 20. George Blumenthal, for several years "Frisco exchange manager for Educational-World Wide, has been named western division manager for that company, now distributing through Fox Films.

House Staff on Co-op Plan

Hollywood, March 20. Mirror, Vine street subsequent run house is to have a co-op wage policy whereby all employees, excepting Ted Cunningham, the manager, are promised a share of the net profits weekly. Any minor infraction of rules withholds this percentage pay from the staff.

CALENDAR OF CURRENT RELEASES

(Continued from page 29)

- Chevyenne Kid, The. Tom Keene Western. Dir. Robert Hill. 65 mins. Rel. Mar. 14.
Christopher Strong. From Frankau play. Story of a daring English aviator. Katherine Hepburn, Colin Clive, Billie Burke. Dir. Dorothy Arzner. 77 mins. Rel. Mar. 31. Rev. Mar. 14.
Conquerors, The. A story of American depressions and their surmounting. Charles Bickford, Edna May Oliver, Wm. Wellman. Time, 84 mins. Rel. Nov. 13. Rev. Nov. 22.
Golds Gets Along. Movie-struck girl who works the beauty counter racket. Billie Burke, Charles Morton, Sam Harris. 63 mins. Rel. Jan. 27.
Great Escape. The. Novel by Fulton Oursler. Dix as a motorman who turns patriot. Rich. Dix, Wera Engels, Edna May Oliver. Dir. J. Walter Ruben. 83 mins. Rel. Mar. 3. Rev. Feb. 21.
Half-Naked Truth, The. From Harry Reichenbach's memoirs of a press agent. Lea Tracy, Lupe Velez, Eugene Palette. Dir. Gregory La Cava. 75 mins. Rel. Dec. 18. Rev. Jan. 15.
Hell's Highway. The horrors of a convict camp. Richard Dix, Tom Brown. Dir. Rowland Brown. Time, 62 mins. Rel. Sept. 21. Rev. Sept. 27.
Hold 'Em Jail. Wheeler and Wooley play football on the convict eleven. Dir. Norman Taurog. Time, 65 mins. Rel. Sept. 2. Rev. Aug. 23.
King Kong. Original. A 50-foot ape is captured in the wilds and creates havoc when he escapes while on exhibition in New York. Fay Wray, Robert Armstrong. Dir. Merlan C. Cooper. 96 mins. Rev. Mar. 7.
Little Orphan Annie. Based on the cartoon. Mitzi Green, Ed. Kennedy. Dir. John Robertson. Time, 61 mins. Rel. Nov. 4. Rev. Dec. 27.
Lucky Devils. Original. Glorifying the picture stunt men. Bill Boyd, Wm. Gargan, Dorothy Wylton. Dir. Merlan C. Cooper. 70 mins. Rel. Feb. 3. Rev. Feb. 21.
Men Are for Rent. Leo Carrillo. Dir. Wm. Nigh. Time, 66 mins. Rel. Nov. 13. Rev. Mar. 14.
Men of America. Bill Boyd, Dorothy Wilson. Chic Sale. Dir. Ralph Ince. Time, 67 mins. Rel. Feb. 27. Rev. Dec. 27.
Monkey's Paw, The. W. W. Jacobs mystery story of a hoodooed charm. C. Aubrey Smith, Ivan Simpson, Louise Carter. Dir. Wesley Ruggles. 66 mins. Rel. Feb. 13.
Most Dangerous Game. The. Island refuge who hunts human beings for sport. Joel McCrea, Fay Wray, Leslie Banks. Dir. E. Schoedsack. Time, 63 mins. Rel. Sept. 9. Rev. Nov. 22.
No Other Girls. Comedy. A girl who seduces and drags his wife into the mire. Irene Dunn, Chas. Bickford. Dir. J. Walter Ruben. 68 mins. Rel. Jan. 8. Rev. Jan. 31.
Our Best Men. Musical play. English high society. Constance Bennett, Gilbert Roland. Dir. Geo. Cukor. 80 mins. Rel. Mar. 31. Rev. Feb. 28.
Past of Mary Holmes. The. Destitute opera singer unwittingly accuses her son of murder. Helen McKellar, Eric Linden, Skeets Gallagher. Dir. Harlan Thompson. Siavo Yorknap. Rel. Jan. 20.
Penguin on the Wall. The. Stuntman murder mystery. Mae Clarke, Robert Armstrong, Edna May Oliver, James Gleason. Dir. Geo. Archainbaud. 69 mins. Rel. Dec. 5. Rev. Dec. 27.
Phantom of the West. The. A ghost story. Ricardo Cortez, Katherine Morley. J. W. Ruben. Time, 77 mins. Rel. Oct. 14. Rev. Feb. 15.
Rockabye. Sensational mother-love story. Constance Bennett, Joel McCrea. Dir. Geo. Cukor. Time, 70 mins. Rel. Nov. 25. Rev. Dec. 6.
Sailor Be Good. Original. The sea's in again. Jack Oakie, Vivienne Osborne, George E. Stone. Dir. Jas. Crusa. 65 mins. Rel. Feb. 10. Rev. Feb. 17.
Secrets of the French Police. Foreign mystery. Gwll Andor, Frank Morgan, Gregory Raftoff. Dir. Edw. Sutherland. Time, 55 mins. Rel. Dec. 2. Rev. Feb. 17.
Sport Parade. Novelty story. Joel McCrea, Marian Marsh, Wm. Gardan. Dir. Dudley Murphy. Time, 65 mins. Rel. Nov. 11. Rev. Dec. 20.
Strange Justice. Oddities of the criminal code. Mae Marsh, Norman Foster. Dir. Richard Thorpe. Time, 67 mins. Rel. Dec. 27.
Theft of the Mona Lisa, The. Foreign made. Willy Forst, Trude von Molo. Dir. G. Von Borvany. Time, 83 mins. Rel. Oct. 21. Rev. Sept. 15.
This Day After Tomorrow. Mystery. A girl who is the subject of suggestion. Ricardo Cortez, Irene Dunne. Dir. G. Archainbaud. 69 mins. Rel. Sept. 18. Rev. Oct. 13.
Topsy. Comedy play that title by Marcel Prevost. French story of an innocent who gets wise with a bit of municipal graft. John Barrymore, Myrna Loy, Albert Conti. Dir. Harry D'Arrast. 80 mins. Rel. Feb. 17. Rev. Feb. 14.
United Artists Offices: 737 Seventh Ave., New York, N. Y.
Cynara. Philip Marlowe steps hit Ronald Colman, Kay Francis, Phyllis Barry. Dir. King Vidor. Time, 79 mins. Rel. Dec. 23. Rev. Jan. 14.
Hallelujah. Al Jolson produces the new rhythmic "chatterbox" Johnny, Madge Evans, Harry Langdon, Frank Morgan, Chester Conklin. Dir. Lewi Milestone. 89 mins. Rel. Feb. 3. Rev. Feb. 14.
Kid from Kansas. The. Original story of the paw of suggestion. Ricardo Cortez, Irene Dunne. Dir. Leo McCarey. 74 mins. Rel. Jan. 21. Rev. Nov. 22.
Magic Night. Musical operetta. Jack Buchanan. Dir. Herbert Wilcox. Time, 75 mins. Rel. Nov. 2. Rev. Nov. 8.
Mr. Robinson Crusoe. Adventures in the South Sea. Douglas Fairbanks, Maria Alba. Dir. Edw. Sutherland. Time, 73 mins. Rel. Sept. 21. Rev. Sept. 27.
Perfect Understanding. Swanson original laid in England. Gloria Swanson, Laurence Olivier, Genevieve Tobin, Sir Nigel Playfair, John Halliday. Dir. George Fitzmaurice. 84 mins. Rel. Feb. 18.
Rain. Jeanne Eagles' famous stage hit. John Crawford, Walter Huston. Dir. Wm. Gargan. Time, 83 mins. Rel. Oct. 13. Rev. Oct. 18.
Secrets. Stage play. A girl tries to hide from him if she pretends not to love. Fredrick Pflofer, Fred. Dir. Frank Borzage. 83 mins. Rel. April 15.
Studios Universal City, Universal Offices: 730 Fifth Ave., New York, N. Y.
Afrail to Talk. From the stage play "Mary-Go-Round" about crooked politics. Eric Linden, Sidney Fox, Tully Marshall, Louis Calhern, Dir. Edw. L. Cahn. 74 mins. Rel. Nov. 11. Rev. Dec. 20.
Air Mail, The. Commercial flying story. Pat O'Brien, Ralph Bellamy, Gloria Stuart, Slim Summerville. Dir. John Ford. Time, 85 mins. Rel. Mar. 3. Rev. Nov. 8.
All American Football story. Rich. Arlen, Gloria Stuart. Dir. Russell Mack. Time, 73 mins. Rel. Oct. 13. Rev. Oct. 14.
Be Mine Tonight. Comedy-drama. Love story unfolded in scenic beauty of the Alps. Starring Jan Kiepura. Dir. Anatol Litvak. 85 mins. Rel. Mar. 23.
Big Cage. The. Original. Man against beast, different from jungle films. Clyde East, Raymond Egan, Anita Page, Andy Devine. Dir. Kurt Neumann. 78 mins. Rel. Mar. 3.
Cohens and Kellys in Trouble. Comedy. Famous team in story with nautical background. George Sidney and Charlie Murray. Dir. George Stevens. Rel. Mar. 23.
Destination Unknown. Adventure on a run runner drift in the Pacific. Pat O'Brien, Ralph Bellamy, Betty Compton. Dir. Ray Garret. Rel. Mar. 2.
Fourth Horseman. The. Original story. Western with the ghost town background. Tom Mix, Margaret Lindsay. Dir. Hamilton McPadden. 87 mins. Rel. Sept. 23. Rev. Jan. 31.
Kiss Me Again. The. Powerful drama of human emotions. Nancy Carroll, Paul Lukas, Frank Morgan, Gloria Stuart. Rel. April 20.
Laughter in Hell. Chain gang story. Pat O'Brien, Merna Kennedy. Dir. Edw. L. Cahn. Time, 81 mins. Rel. Jan. 7. Rev. Feb. 18.
Lucky Dog. Touching and dramatic story of devotion that exists between a man and his dog. Chic Sale. Dir. Zion Myers. Rel. April 6.
Mummy, The. Mystery thriller. Boris Karloff, Zita Johann, David Manners. Dir. George W. Pabst. Rel. Dec. 22. Rev. Jan. 10.
Nagana. Tropical drama. Tala Birell, Melvyn Douglas. Dir. E. L. Frank. Rel. Jan. 28. Rev. Feb. 21.
Old American Comedy. Live Actres, Maureen O'Sullivan, Louis Clark. Dir. Tay Garnett. Time, 80 mins. Rel. Sept. 8. Rev. Sept. 13.
Oak Dark House. A night of terror in an English country home. Boris Karloff, George Donna, Gloria Stuart. Dir. Jas. Whale. Time, 70 mins. Rel. Oct. 20. Rev. Nov. 1.
Once in a Lifetime. Hollywood satire from the stage play. Jack Oakie, Sidney Halkin. Dir. Russell Mack. Time, 90 mins. Rel. Oct. 22. Rev. Nov. 1.
Out All Night. Comedy. Slim Summerville-Zsazu Pitta. Dir. Sam Taylor.
Rome Express, The. British made. Grand Hotel on a French train. Eather Raiston, Conrad Veidt. Dir. Walter Forde. 85 mins. Rel. Feb. 28.

- Rustlers' Roundup, The. Action Western with Tom Mix, Diana Sinclair. Dir. E. A. Tilton. Rel. Mar. 15.
Tejano. Trail, Original. Tom Mix Western. Naomi Judd, Arthur Rankin, Ray Hatton. Dir. Armand Schaefer. 66 mins. Rel. Feb. 2. Rev. Feb. 15.
They Just Had to Get Married. Matrimonial adventures of a newlywiced couple. Slim Summerville, Zsazu Pitta. Dir. Edw. Ludwig. 71 mins. Rel. Jan. 5. Rev. Feb. 14.
Studios: Burbank, Warner Brothers Offices: 321 W. 44th St., New York, N. Y.
Big City Blues. Country boy comes to New York for thrilling experience. John Blondell, Eric Linden. Dir. Mervyn Le Roy. Time, 68 mins. Rel. Sept. 10. Rev. Sept. 13.
Blessed Adventure. Comedy. Lee Tracy, Mary Brian, Allen Jenkins. Dir. Roy Del Ruth. Time, 84 mins. Rel. Sept. 10. Rev. Sept. 6.
Ex-Lady. An experimental marriage strikes a snag. Bette Davis, Gene Raymond, Fred Astaire. Dir. Mitchell Leisen. 87 mins. Rel. April 8.
42d Street. A musical production with the theatre as the background. Bebe Daniels, Warner Baxter, Ruby Keeler, George Brent, Ginger Rogers, Dick Powell, Guy Kibbee. Dir. Lloyd Bacon. 89 mins. Rel. Mar. 11. Rev. 14.
Girl Missing. Two girls cleverly foil a kidnapping plot. Glenda Farrell, Ben Lyon, Mary Brian, Peggy Shannon. Dir. Robert Florey. 69 mins. Rel. Mar. 15.
Hard to Handle. Cagney as a high powered motorist. Cagney, Mary Brian. Dir. Mervyn Le Roy. 81 mins. Rel. Jan. 23. Rev. Feb. 7.
Haunted Gals. Scootch for sold in haunted mine. John Wayne. Dir. Mack Wright. 68 mins. Rel. Dec. 17. Rev. Jan. 17.
I Am a Fugitive. From the story "I Am a Fugitive from a Chain Gang." Paul Borelli, Glenda Farrell. Dir. Mervyn Le Roy. Time, 83 mins. Rel. Nov. 19. Rev. Nov. 15.
Illegal. British made story of a night club. British cast and director. Time, Feb. 15. Rev. Feb. 15.
Keyhole, The. A woman finds herself the wife of two men. Kay Francis, George Brent, Glenda Farrell. Dir. Michael Curtiz. Rel. Mar. 28.
King's Vacation, The. From a story by Ernest Pascal. The King takes time from his throne. George Arlson, Geo. Arlson, John Addy. 82 mins. Rel. Feb. 28. Rev. Jan. 24.
Lawyer Man. Inside story of the profession. William Powell, Joan Blondell. Dir. Mervyn Le Roy. 81 mins. Rel. Jan. 7. Rev. Jan. 7.
One Way Passage. Love develops for a prisoner. Kay Francis, William Powell. Dir. Jay Garant. Time, 69 mins. Rel. Oct. 22. Rev. Oct. 15.
Parachute Jumper, The. Two ex-marines and a girl who go aloft. Doug McClure, Glenda Farrell, Davis. Dir. Alfred E. Green. 72 mins. Rel. Jan. 28. Rev. Jan. 31.
Ride Him, Cowboy. Western cowboy story. John Wayne. Dir. Fred Allen. Rel. Feb. 15. Rev. Feb. 15.
Scarlet Dawn. Russian refugees in Constantinople. Doug Fairbanks, Nancy Carroll, Lilyan Tashman. Dir. Wm. Dieterle. Time, 68 mins. Rel. Feb. 15. Rev. Feb. 15.
Telegraph Trail. Difficulties encountered in the building of the telegraph. John Wayne, Frank McHugh, Marjorie Day. Dir. Tenny Wright. 66 mins. Rel. Feb. 15. Rev. Feb. 15.
Two Against the World. Constance Bennett in a murder Jan. Dir. Archie Mayo. Time, 71 mins. Rel. Sept. 2. Rev. Aug. 23.
Untamed Africa. Thrilling African adventure. Under supervision of Wynant G. Hubbs. F.A.A. Rev. Feb. 15.
Wax Museum, The. Original. (Technicolor) Mystery and thrills in a wax works. Lionel Atwill, Fay Wray, Glenda Farrell. Dir. Michael Curtiz. 73 mins. Rel. Feb. 15. Rev. Feb. 15.
World Wide Offices: 1601 Broadway, New York, N. Y.
Between Fighting Men. Conflict between the sheep men and cattle raisers. Ken Maynard, Ruth Hall. Dir. Forrest Sheldon. Time, 63 mins. Rel. Oct. 27. Rev. Feb. 15.
Breach of Promise. The ruin of a man's career. Chester Morris, May Clarke, Mary Doran. Dir. Paul Stein. Time, 67 mins. Rel. Oct. 22. Rev. Oct. 22.
Come On, Tarzan. Ranch owner saves his home from a gang. Ken Maynard, Myrna Kennedy. Dir. Alan James. Time, 64 mins. Rel. Sept. 11. Rev. Jan. 17.
Constable Woman, The. From Eugene O'Neill's play "Recklessness." Conrad Nagel, Lella Hyams. Dir. Victor Schertzinger. Rel. Jan. 23.
Crooked Circle, The. Mystery story with ample comedy. Len Lyon, Zsazu Pitta. Dir. Robert Florey. 67 mins. Rel. Dec. 25. Rev. Dec. 25.
Death Kiss, The. A murder mystery with a motion picture style background. Adolphe Menjou, Adolphe Menjou, John Wray, Bela Lugosi. Dir. Edwin L. Marin. Rel. Dec. 25. Rev. Jan. 31.
Drum Taps. A Boy Scout troop to the rescue of Ken Maynard. Ken Maynard, Fred Astaire, John Wayne, Fred Astaire, Fred Astaire. Dir. J. P. McGowan. 61 mins. Rel. Jan. 29.
Dynamite Ranch. Ranch manager fails to vanquish the hero. Ken Maynard, Fred Astaire. Dir. Forrest Sheldon. Time, 59 mins. Rel. July 5. Rev. Dec. 27.
False Faces. Doctor makes a racket of his profession. Lowell Sherman, Lila Lee. Dir. Robert Florey. 63 mins. Rel. Oct. 13. Rev. Nov. 29.
Farop Express. Straight-shooting sacrifice in the career of a cow country hero. Ken Maynard, Ruth Hall. Dir. Alan James. Time, 63 mins. Rel. Nov. 20. Rev. Nov. 20.
Hypnotized. Jam following a big sweetspot win. Moran and Mack. Dir. Robert Florey. Rel. Dec. 25.
Lone Avenger, The. Original. Ken Maynard western. Muriel Gordon. Dir. Alan James. 60 mins. Rel. April 9.
Phantom Thunderbolt. Ken Maynard western in which he helps Coyote Gulch by the railroad cleaning out a gang. Merna Tibbets. Dir. Alan James. 61 mins. Rel. Mar. 5.
Study in Scarlet. A Sherlock Holmes story. Reginald Owen, June Clyde. Dir. George Fitzmaurice. 84 mins. Rel. Feb. 18.
Race Track. Original. Turf story. Leo Carrillo, Jack Hammond, Junior Coghlan. Dir. Jas. Cruze. 78 mins. Rev. Mar. 7.
Texas Buddies. Cowboy, veteran of the war, turns aviator to balk the villain. Bob Steele, Nancy Drew. Dir. E. M. Erhardt. Time, 67 mins. Rel. Aug. 28. Rev. Nov. 16.
These We Love. A woman's understanding averts domestic treachery. Myrna Kennedy, Alan James. Dir. Robert Florey. Time, 77 mins. Rel. Sept. 11. Rev. Sept. 20.
Tombsman Canyon. Western in which the hero tries to solve the mystery of his own identity. Tom Mix, Betty Compton. Dir. Alan James. Rel. Dec. 25.
Trailing the Killer. Epic of the North Woods. Dir. Herman C. Raymaker. Time, 64 mins. Rel. Dec. 4. Rev. Dec. 6.
Uptown. Comedy. A man's happiness and past. Jack Oakie, Shirley Grey. Dir. Victor Schertzinger. Time, 74 mins. Rel. Dec. 13. Rev. Dec. 13.
Miscellaneous Releases
Bachelor Mother, The. (Hollywood Fox) Original. A mother born from an old maid. Lila Lee, Fred Astaire, Margaret Seddon. Dir. Chas. Hutchison. 69 mins. Rel. Jan. 3. Rev. Feb. 21.
Big Town, The. (Invincible) Vice crusade story. Lester Vail, Frances D'Amico. Dir. Arthur Hoerle. 67 mins. Rev. Dec. 27.
Face on the Barroom Floor, The. (Invincible) Temperance discussion. The Charlie Cooper, Raymond Fletcher. Dir. Bert Bracken. Time, 65 mins. Rel. Oct. 10. Rev. Oct. 10.
Footsteps in the Night. (Auten) Mystery drama. Benita Hume. Dir. Maurice Schwartz. Time, 64 mins. Rel. Dec. 1.
Hotel Variety. (Capital) Grand Hotel actors boarding house. Hal Skelly, Elvye Borden. Dir. Raymond Cannon. 71 mins. Rev. Jan. 10.
Jungle Killer. (Century) Exposure of wild game hunting in Africa. With Leo Carrillo. Dir. Victor Schertzinger. Time, 74 mins. Rel. Dec. 13. Rev. Dec. 13.
Manhattan Tower. (Remington) Suggestive of Skyscraper Souls' Romance in an office building. Mary Brian, Irene Rich, Jas. Hall. Dir. Frank Capra. Rel. Dec. 25.
Pride of the Legion. (Released also as "The Big Payoff.") (Capital). From a Peter B. Kyne story. Barbara Kent, J. Farrell MacDonald, Glen Tryon. Mar. 15. Rev. Mar. 15.
Racing Strain, The. (Irving-Maxim) Original of the auto races with air support. Wally Reid, Jr. Dir. Jerome Storm. 58 mins.
Red-Haired Alibi, The. (Tower) Gangster story. Merna Kennedy, Theo. Von. Dir. Victor Schertzinger. Time, 75 mins. Rel. Oct. 22. Rev. Oct. 22.
Scarlet Week End. (Irving) Murder at home party. Dorothy Revier, Thea Vidale. Dir. Wilbur Stone. 65 mins. Rel. Oct. 22. Rev. Nov. 1.
What Price Decency. (Equitable) From a stage play. Jungle background for story of a girl tricked by a movie mogul. Dorothy Burgess, Alan Hale. Dir. Arthur Geyer. 69 mins. Rev. Mar. 7.



Woman in Chains. (Auten). Tragedy of a woman tied to a hypochondriac. Eng. cast. Dir. Emil Dant. Time, 68 mins. Rel. Nov. 18. Rev. Nov. 22.

Foreign Language Films

(Note: Because of the slow movement of foreign films, this list covers one week's releases. (Most of these available with English titles.)

- A Noug a Liberte. (Auten) (French). Comedy drama. Henri Marchand, Raymond Cordy. Dir. Rene Clair. 93 mins. Rel. May.
Alone. (Rugs) (Amkino). Dir. Trauberg. 68 mins. Rel. May 24.
Barbina, die Tante. (Capitol) (Ger.). Musical comedy. Lilli Haas. Dir. Carl Froelich. 85 mins. Rel. Nov. 20.
Brand in der Oper. (Capitol) (German). Musical drama. Gustav Froelich. Dir. Carl Froelich. Rel. July 20.
Broken Vow. The. (Capitol) (Froelich). From a novel. Krystyna Ankwick, M. Cybulski. 89 mins. Rel. Aug. 26.
Cinq Gentlemen Maudit (Protex) (French). Mystery drama. Rene Lefevre, Harry Baur. Dir. Julien Duvivier. Rel. Jan. 8. Rev. Jan. 24.
Clown George (Rugs) (Amkino). A clown saves the nation. Dir. Solovov. 58 mins. Rel. Aug. 21. Rev. Sept. 13.
Colporteur Pour Dames (Paramount) (French). Musical farce. Fernand Gravy. 75 mins. Rel. Nov. 8.
Das Nachtigall Madel (Capitol) (Ger.). Love in Hawaii. Dir. Leo Lasky. 80 mins. Rel. Jan. 15. Rev. Jan. 31.
Das Schone Abenteuer. (German) (Protex). Romantic comedy. Kaethe von Nagy. Dir. Ewald Schuchow. 49 mins. Rel. Dec. 1. Rev. Dec. 15.
David Golder (French) (Protex). Drama. Harry Baur. Dir. Julien Duvivier. 90 mins. Rel. Oct. 1. Rev. Oct. 26.
Der Ball (German) (Paramount). Domestic comedy. Dolly Haas. Dir. Wilhelm Thiele. 83 mins. Rel. Oct. 9.
Der Falische Eheemann (German) (Protex). Farce. Dir. Johannes Gut. 75 mins. Rel. Nov. 15.
Der Falische Feldmarschal. (Capitol) (German). Military musical. Vlasta Burian. Dir. Carl Lamac. Time, 81 mins. Rel. July 12.
Der Hauptmann von Koenigk (Kinematrade) (Ger.) Comedy. Max Adalbert. Dir. Richard Eichberg. 85 mins. Rel. Jan. 24.
Der Herr Burvorsteher. (Capitol) (Ger.). Felix Bressart. Herman Thimg. Dir. Hans Behrendt. Time, 86 mins. Rel. June 10.
Der schwarze Protek. (Ger.). Costume romance. Conrad Veidt. Dir. Gerhard Lamprecht. Dec. 1. Rev. Jan. 2.
Diary of a Revolutionist (Rusa) (Amkino). Dir. Urinov. 80 mins. Rel. March 9. Rev. June 14.
Die Blumstraue. (Lindenau) (German) (Protex). Comedy. Renate Mueller. Hans Niess. Dir. Georg Jacoby. 70 mins. Rel. July 1. Rev. July 12.
Die Calicos Barones. (Capitol) (Ger. Hung). Musical comedy. Gretl Theimer. Dir. Emil Dant. 84 mins. Rel. Dec. 15.
Die Lustigen Weiber von Wien. (Capitol) (Ger.). Willy Forst. Irene Eltinger. Dir. Geza von Bolvary. Time, 97 mins. Rel. July 17.
Dienst in Dienst. (New Era) (Ger.). Musical. Ralph Roberts. Lucie Englisch. Dir. Carl Froelich. 84 mins. Rel. June 8.
Donna d'una Notte (Portale) (It.). Court adventure. Francesca Bertini. Ruggero Ruggieri. Dir. Marcel L'Herbier. 86 mins. Rel. March 1. Rev. March 11.
Eine Nacht in Paradies (Kinematrade) (Ger.). Musical comedy. Anny Ondra. 90 mins. Rel. Feb. 1. Rev. Feb. 28.
Eine von Gault. (Protex) (Ger.). Mystery thriller. Dir. Alfred Zeisler. 68 mins. Rel. Feb. 1. Rev. Feb. 7.
Ein Prinz Verliebt Sich. (Capitol) (Ger.). Musical. Lien Deyers. Dir. Conrad Wiene. 75 mins. Rel. May.
Faise Uniforma (Rusa) (Amkino). Dir. Lopashinski. 63 mins. Rel. Nov. 18. Rev. Nov. 23.
Friederike (Kinematrade) (Ger.). Dramatic operetta based on Goethe's life. Mady Christians. 90 mins. Rel. March 16. Rev. Feb. 23.
Gitta Entdeckt. (Capitol) (Ger.). Musical comedy. Gitta Alpar. Gustav Froelich. Dir. Carl Froelich. 90 mins. Rel. Oct. 4.
Gloria. (German) (New Era). Transatlantic aviation drama. Gustav Froehlich. Brigitte Helm. 75 mins. Rel. Nov. Rev. Nov. 1.
Golden Mountain (Rusa) (Amkino). Dir. Yutkevitch. 90 mins. Rel. April 9. Rev. April 19.
Hertha's Erwaehen (Protex) (Ger.). Delicate life problem. Hans Brausewetter. Dir. Gerhard Lamprecht. 96 mins. Rel. March 10. Rev. March 14.
Holzapfel Weiss Alles (German) (Capitol). Comedy. Felix Bressart. Dir. Viktor Janssen. 75 mins. Rel. Jan. 1. Rev. Jan. 17.
House of Death. (Rusa) (Amkino). Based on Ostrovsky's life. Dir. Fedorov. 79 mins. Rel. Feb. 1. Rev. Aug. 16.
Murrath, Ein Junge. (Capitol) (Ger.). Farce. Max Adalbert. Ida Wuest. Lucie Englisch. Dir. Carl Froelich. 82 mins. Rel. July 12.
Hypocrit a Laka (International) (Hungarian). Fast farce. Dir. Szekely Lestvan. 77 mins. Rel. Jan. Rev. Jan. 17.
Ich Will Nicht Wissen Wer Du Bist (Interworld) (Ger.). Musical. Dir. Geza von Bolvary. 75 mins. Rel. Feb. 1. Rev. Feb. 7.
Ivan. (Garrison) (Rusa). Transformation of peasants. Dir. Dovzhenko. 83 mins. Rel. Feb. 1. Rev. March 7.
Kamradsgast. (Asso) (Capitol). Sensational drama. Alex Granach. Ernst Busch. Dir. G. W. Pabst. Time, 73 mins. Rel. Nov. 8.
La Courtisane de Luneville (Par) (French). Musical of woman's love. Madeleine Renaud, Pierre Blanchar. 81 mins. Rel. Oct. 1. Rev. Oct. 15.
Le Bal (French) (Rusa). Domestic comedy. Dir. Wilhelm Thiele. 83 mins. Rel. Oct. 1. Rev. Oct. 4.
La Rel Des Resquilleurs (French) (Protex). Comedy with music. Milton. Dir. Georges Clouzot. 75 mins. Rel. Jan. 1. Rev. Jan. 17.
Liebe hat Liebe (German) (Protex). Musical comedy. Kaethe von Nagy, Hans Albers. Dir. Paul Martin. 80 mins. Rel. June 1. Rev. Dec. 17.
Ljubav i Strah. (Fugolovici) (Croat). Drama of among N. Y. immigrants. Ljuba Popovic. Dir. F. F. Fuchs. 82 mins. Rel. Dec. 17.
Luisa. Koenigin von Preussen. (Asso) (Cinema) (Ger.). Historical. Henry Fichten. Dir. Carl Froelich. Time, 92 mins. Rel. Oct. 1. Rev. Oct. 15.
Maschen in Pflanz. (Capitol) (Ger.). Poignant drama. Thiele. Wiecke. Dir. Richard Froelich. Rel. Jan. 10. Rev. Sept. 27.
Man Brauch Kein Geld. (Capitol) (Ger.). Musical farce. Dir. Karl Boese. Rel. Nov. 15.
Main Leopold. (Capitol) (Ger.). Musical. Gustav Froelich. Max Adalbert. Dir. Hans Selynow. Time, 96 mins. Rel. April 1.
Men and Jobs (Rusa) (Amkino). An American engineer looks at Russia. Dir. A. Macheret. 75 mins. Rel. Jan. 1. Rev. Jan. 17.
Mensch Ohne Namen (German) (Protex). Poignant drama. Werner Krauss. Dir. Gustav Ucicky. 96 mins. Rel. Nov. 1. Rev. Nov. 15.
Michele (Paramount) (French). Musical comedy. Suzy Vernon, Robert Burnier. Drachon. 80 mins. Rel. Dec. 6.
Mond Über Morokko (Protex) (Ger.). See Cing' Gentlemen Maudit.
Neritz Macht Sein Glueck. (German) (Capitol). Farce. Siegfried Arn. 86 mins. Rel. Dec. 1. Rev. Jan. 1.
Namensheirat. (German) (FAF). Drama. Dir. Heinz Paul. 90 mins. Rel. Jan. 1. Rev. Jan. 17.
1914. (Capitol) (Ger.) Prelude to the world war. Dir. Rich. Oswald. Time, 73 mins. Rel. Nov. 15.
Oberst Redl. (Capitol) (Ger.). Spy thriller. Lili Dagover. Theos. Loos. Dir. Karl Anton. Time, 79 mins. Rel. Aug. 30.
Paris Equin (Protex) (Ger.). Musical. Time, 86 mins. Rev. July 30.
90 mins. Rel. Oct. 1. Rev. Jan. 17.
Penion Schoeller (Schneider) (Ger.). Comedy with music. Berliner, Teddike, Schultz. Dir. George Jacoby. 90 mins. Rel. Sept. 17. Rev. Sept. 20.
Piri Minderer (German) (Capitol). Farce. Dir. Stephen Seekely. 75 mins. Rel. Jan. 18. Rev. Jan. 31.
Purpur und Waschblau. (Capitol) (Ger.). Dramatic comedy. Hans Niess, Eise Bisher. Dir. Max Neufuss. 75 mins. Rel. July 30.
Reserve Hat Die Ehre. (Ger.). Military farce. Fritz Kampers, Lucie Englisch. Time, 94 mins. Rel. Aug. 11.
Rhapsody of Love. (Capitol) (Polish). Hardships of an art career. Agnes Petersen. Moudras. 75 mins. Rel. Aug. 25.
Richthofen, Red Ace of Germany. (Gould) (Ger.). (Synchronized.) Self explanatory. Dir. Robert Slezick. Time, 80 mins. Rel. Aug. 20.
Ronny (Protex) (Ger.). Operetta. Farce of Nancy Willy Fritsch. Dir. Eberich Keman. 85 mins. Rel. April 15.
Scampolo (Kinematrade) (Ger.) Cinderella romance. Dolly Haas. 80 mins. Rel. April 1.
Schubert's Fingerringtraum. (Capitol) (Ger.). Musical of Schubert's life. Carl Jooken. Dir. Rich. Oswald. Time, 71 mins. Rel. June 28.
Shame (Amkino) (Rusa). Problems of new Russia. Vladimir Gardin. Dir. Sergei Yutkevitch. 75 mins. Rel. March 14.
Sibirischer Patrol (Rusa) (Amkino). Dir. Proctozanov. 60 mins. Rel. May 13. Rev. May 31.
Sniper. (Rusa) (Amkino). The war terrorists. Dir. Timochenko. 61 mins. Rel. Aug. 28. Rev. Aug. 30.
Soll ich Thirty (Rusa) (Amkino). Dir. Reisman. 80 mins. Rel. May 6. Rev. May 14.

IMPORTANT COPYRIGHT RULING ON BICYCLING

That the independent copyright of a film itself is protection against unauthorized exhibition, such as holdovers, bicycling, etc., and it is not always necessary that the picture be under copyright. Literary material in order to get this protection, has been decided in a sweeping opinion in the Bijou Theatre Co. cases of Boston.

The decision is accepted within the trade as of the utmost importance, leaving no loophole for exhibitors who seek an out on bicycling or other unauthorized exhibition charges brought by distributors through the Copyright Protection Bureau or other avenues.

The Bijou case was decided in the U. S. District Court of Massachusetts by Judge McLean in denial of motions of the exhibitors to dismiss the amended bills of complaint of Metro and Educational on the ground urged by the Bijou, to wit, that the Metro and Educational failed to comply with the decision of the Circuit Court of Appeals rendered last April.

Receivership Bringing Bomb Case Into Fed. Ct.

Chattanooga, March 20. Federal Judge George C. Taylor has issued citations against 11 men, mostly officials of the local operators' union in court on March 29 and show reason why they should not be adjudged in contempt of court. Judge Taylor's order, issued from Knoxville, follows tearful news of Metro and Educational at the three Wilby-Kinney (formerly Public) houses, Tivoli, State, Rialto, that have occurred almost daily since unionists struck Feb. 17.

Side angle to the situation is James J. Anderson, U. S. commissioner at Chattanooga, by appointment of Judge Taylor, being attorney for the operators' union. The federal court assumes its jurisdiction in the case of the three houses are in hands of a federal receiver.

PITT SIGN SHOPS' 25% CUT

Pittsburgh, March 20. Sign shops serving the city and in Pittsburgh territory have all taken a 25% cut, clipping hundreds of dollars weekly from circuit's advertising budget.

It's all union help and approached by Joe Feldman, Warner advertising director, for a reduction, they took it without a whimper.

- Soviets on Parade. (Rusa) (Kinematrade). Historic record of current Russia. 85 mins. Rel. Feb. 1. Rev. March 7.
Storm Over Zakopane. (Polish) (Capitol) (Polish). (Synchronized.) Danger in the mountains. Time, 89 mins. Rel. Aug. 25.
Tatra's Paradise. (Polish). Mountain story and action. Dir. Adolf Trotz. 55 mins. Rel. Feb. 15.
Triple Tangle. (New Era) (Ger.). Comedy. Ernest Verbeke, Fritz Kampers, Elisabeth Finkler. Dir. Japp Beyer. Time, 93 mins. Rel. May 15.
Trapezes (German) (Protex). Musical drama. Anna Sten. Dir. A. E. Dupont. 80 mins. Rel. May 1. Rev. May 10.
Trenck (Kinematrade) (Ger.). Romantic drama. Dorothea Wiecke. 90 mins. Rel. April 15.
Ulan, Ulan, Chiopey Malowani (Polish) (Zbyzsko). Musical comedy. 100 mins. Rel. Jan. 1.
Ulca (Capitol) (Polish). Life of the newboys. Dir. Alexander Ford. Time, 70 mins. Rel. Jan. 21. Rev. Jan. 31.
Unknown Heroes. (Capitol) (Polish). Polish police activity. Mary Bogda. Adam Brodzicz. Time, 89 mins. Rel. Aug. 25.
Victoria unhr Hussar (Kinematrade) (Ger.). Viennese operetta. 90 mins. Rel. April 15.
Voice of the Desert. The. (Capitol) (Polish). Algerian story in authentic locales. Adam Brodzicz, Mary Bogda. Time, 89 mins. Rel. Aug. 25.
Walzerabend (Protex) (Ger.). Musical comedy. Charlotte Susa. Dir. Friedrich Zenick. Rel. March 1. Rev. March 7.
Weekend in Paradise. (Capitol) (Ger.). Farce. Otto Wallburg, Elsie Elster, Friede Hellner. Dir. Robert Land. 81 mins. Rel. Nov. 1.
Wann die Soldaten (Schneider) (Ger.). Military musical. Otto Wallburg, Paul Heldermann, Ida Wuest. Dir. J. Fleck. 85 mins. Rel. Oct. 27.
Vorek (German) (Protex). Historical drama. Werner Krauss, Rudolf Forster. Dir. Friedrich Zenick. Rel. Nov. 1. Rev. Nov. 27.
Zapfenstecher Am Rhein. (Whitney) (Ger.). Musical farce. Charlotte Susa. Siegfried Arn. Dir. Jaap Speyer. 90 mins. Rel. Feb. 1. Rev. Feb. 7.
Zirkus Leben. (German) (FAF). Circus drama. Liane Hald. Dir. Heinz Wuelzen and Ein Schlag (German) (Protex). Operetta. Lillian Harvey. Dir. Wilhelm Thiele. 90 mins. Rel. Sept. 1. Rev. Sept. 13.

Key to address—Amkino, 73 Seventh Ave. Associated Cinema, 154 W. 55th St. Capitol Film Exchange, 620 Ninth Ave. Filmholce, 33 West 42d St. Foreign American Films, 111 W. 57th St. Harbord Film, 29 West 42d St. George Schneider, 675 Riverside Dr. International, 155 West 42d St. International Cinema, 1499 Fifth Ave. Interworld Films, 1540 Broadway. New Era, 630 Ninth Ave. N.Y. Film Corp., 350 East 72d St. Kinematrade, 723 Seventh Ave. New York Film Corp., 100 West 42d St. Protex Trading, 42 E. 88th St. Symon Film, 129 West 42d St. Tobis Feature Film, 729 Seventh Ave. Zbyzsko Film Corp., 274 Madison Ave.

Much Too Much

Hollywood, March 20. Two real estate men, now operating a theatre here, were engaging a manager for the house. Applicant asked for \$40 weekly salary. 'We can only pay you \$25,' remarked one of the partners. 'We never had any luck with high-priced men.'

Promoter and Portable Covers Alaska Camps

San Francisco, March 20. Larry Westcott is en route to Alaska with the ERPI portfolio and roving rights in that territory for Western Electric. Mrs. Westcott is with him. Westcott will use portable sound equipment, and after picking up film in Portland, will continue on to Alaska, where he will set up his outfit in the cannery settlements that are without theatres.

Films are shown in these spots by making a deal with the time-keeper of each cannery. Employees of the fish houses come to the show and are checked off by the time-keeper. At the end of the run latter hands the exhib a check for the full amount, minus a percentage for himself, and deducts the admish from each man's salary.

'42d St.' Does Turnaway Trade in Cincinnati

Cincinnati, March 20. '42d Street' biggest surprise in years here opened at Keith's in face of bank holiday, with capacity business daily despite Lent and two days and nights of torrential rain. New house record of \$15,000, playing to over 10,000 people in seven days, just double previous high held by 'I Am a Fugitive.' Held over for second week and looks good for \$35,000, if it does, will set third week.

On ground hour found 1,200 tickets sold by one cashier. Day clearing gang hasn't been able to see carpet since opening. Told by Warners that the extra campaign would have to be put across by house. Ike Libson, owner, doubted his budget to cover newspaper space and flashy house front, with result in position bookings, whereas looks like a normal week on other attractions. Picture jumped in when six RKO houses were caught, offerings no hits in opposition bookings, whereas for easier times. Film breezing now on word of mouth content.

So. Cal. Indies Rule Out Doubles; Expect F-WC to Follow Suit

Hollywood, March 20. Another death knell has been sounded for double features in Southern California, with this one likely to turn the trick. End for the duals is predicted following a meeting of the board of directors of the S. C. Independent Motion Picture Theatre Owners at which duals were almost wholly ruled out. Fox West Coast execs are expected to concur with this decision.

Only instances where features are to be co-billed will be where product is not sufficiently strong to hold up singly, with all film to be graded either Class A or B. 'A' stuff will include most of the major product and will sell in 'B' grade to cover westerns, certain Indies and weak major films. Grading will be done by a committee of three made up of one distrib rep, one F-WC and one from the indie group.

Palace, N. Y., at 40c

After the showing of 'King Kong' opening Friday (3) at the RKO Palace on Broadway is slated to go subsequent in accordance with previously conceived plans which were temporarily held up by the current Museum Spring touring.

The Palace b.o. as a subsequent film spot will scale at 25 and 40c weekdays, with 56c top on weekends.

PICKETING OK'D

Big Met, Providence, Adversely Ruled Against. Providence, March 20. Superior Court here dealt an unexpected blow at the new Metropolitan theatre opera by a co-operative plan, last week, when it ruled against the theatre in a court action to restrain allied theatrical organizations from picketing the theatre. The court granted a temporary restraining order. But last week the court entered a decision for members of Local 28 of the International Alliance of Moving Picture Employees and Theatrical Stage Employees of the United States and Canada, and Local 4, International Alliance of Moving Picture Employees.

The court in making the decision ruled that while there was evidence of unlawful methods used by pickets the court would not grant an injunction unless it was proved to quell any trouble. It was generally believed that court ruling would be in favor of the theatre as a precedent in banning pickets which has been upheld by Supreme Court of Rhode Island.

Par, Providence, Reverts To Its Original Owner

Providence, March 20. The National Realty Co. of this city has taken over the operation of the Paramount here. Effective today (23). The realty company originally owned the Paramount before it was turned over to Publix in June, 1930. Originally known as the Strand, it was built in 1915 by the National Realty Co. Archibald Silverman, president and treasurer of the realty group, has retained Edward L. Reed as manager. Reed started with Silverman's ownership of the Strand and was kept as manager by Publix. Double features at 40c top continue.

New turn follows receivership action last month in which all Publix theatres in Rhode Island were placed in the hands of Kirk Brown, local attorney. In court last week Brown asked Judge Campbell for release of the 15-year lease on the Paramount. The court authorized Brown to pay Silverman \$5,000 on account as compensation. The court also ordered all rights reserved for release concerning regarding furniture, fixtures and equipment until further determination. The Paramount was remodelled three years ago at an approximate expense of \$100,000. Last week also saw the closing of the Bijou theatre in Woonsocket and the Strand in Pawtucket, both Publix theatres. The owners of Brown, who told the Superior Court that theatres were being operated at a loss. As a result the leases were called off.



# ASCAP Frames 'Education' Campaign On Performing Rights Via Own Organ

While waiting for the National Association of Broadcasters' reply to the proposition of revising the music contract, the American Society has decided to launch a campaign of education' explaining its side of the performing rights controversy.

First move in this direction has been the publication of a house organ called 'Words and Music'. Distribution among newspapers, government contacts and lines of business concerned with broadcasting are the objectives.

The 'campaign of education' is in anticipation of the attack on the copyright law now being mapped by NAB legal forces under Newton D. Baker's direction. It is also projected as an answer to the series of circularized attacks against the Society by Oswald F. Schmette, NAB director of copyright matters.

The Society has mailed out 2,200 copies of 'Words and Music', the list taking in about 1,500 newspaper publishers, magazine editors, radio stations, music critics and feature writers, members of Congress, the Federal Radio Commission, the Federal Trade Commission, public libraries, professors of journalism, advertising mags, ad agencies and national advertisers.

Organ's first issue is limited to four pages, with about 1,000 words of text devoted to an exposition of the situation prevailing between music and the radio interests. Included also is an article on the limitation of foreign performing rights according to the ASCAPE, plus the appended injunction that any public performance of a copyrighted musical composition, without proper license from the owner of the copyright, constitutes an infringement under the law.

Feature stories and boxes pertaining to music and the Society are to fill out the four columns. Significant of the boxes is that William E. Woodin, the new Secretary of the Treasury, is an ASCAPE member. One of the feature yarns tells how 'Politics Gave Birth to the Blues', while another lifts from Dr. Isaac Goldberg's book, 'Tin Pan Alley', the biog of 'Auntie's First Song Writer' (William Billings).

## Critchfield Accounts Go to Other Agencies

Chicago, March 20. Gradual liquidation of Associated Agency will change the alignment of its three radio programs. McJunkin agency inherits the Atlas brewery account sponsoring headlines of seven days with Quin Ryan over WGN.

Marmola program over WBBM is expected to go to another agency, but details are not worked out. The week feature program, 'Painted Dreams,' also is unsettled. John Batnaff's Critchfield, account executive, has joined Erwin Wasay agency.

## A. P. Gets Injunction

St. Louis Falls, S. D., March 20. Sioux Falls Broadcasting Co., operating KSOB, has definitely been restrained from continuing associated Press dispatches within 24 hours after first publication, under a temporary injunction.

Ruling is effective until action has been adjudicated in court or the granting of another court order.

## Lytell's Air Series

Bert Lytell, of the screen and legit, has acquired the aerial rights to 'Jimmy Valentine' and has serialized the story for radio. The rights will be sold for a commercial this week through Morrison & Winkler.

Lytell is also whipping into shape, as a series, the 'Lone Wolf' stories he played in pictures.

## HELLER DIVORCE SUIT

Chicago, March 20. Jackie Heller, radio singer formerly with Ben Bernie, has filed action for divorce in Circuit Court here against Grace Heller, non-prof.

Desertion as of Nov. 1, 1931, following marriage on Oct. 16, of the same year, is charged. Phil Davis represents Heller.

## Renewals

Cicauot Club Ginger Ale. For another 13 weeks, effective April 24, the club's popular blue (WJZ) with Harry Reser continuing to head the talent lineup.

R. B. Davis. Baking powder stanza has extended for 13 weeks starting April 4. On NBC's red (WEAF) link.

Ydell. Has made it an additional 20 weeks for its twice weekly affair on CBS.

# Copyright Revision Has Many Points Advocated by NAB

Washington, March 20. Battle between the National Association of Broadcasters and the American Society of Composers, Authors and Publishers is scheduled to break out in Senate Committee hearing rooms again this session. Senator Dill has introduced a complete revision of the copyright act including most of the amendments backed by the NAB.

Bill goes into the question of copyright pool at great length and sets up specific requirements for operation any group in which two or more persons combine either directly or indirectly to control copyrights.

Provision aimed at the ASCAP is one stating that no copyright pool can withdraw more than 10% of its works from use during the period covered by general licenses issued. This would take the teeth out of the ASCAPE's threat to put all its music on a restricted list if necessary. Society would still be able to refuse new licenses, however, when current ones expired.

Another specific provision would force copyright pools to give equal rights to all similar users of its compositions. Proposal specifies that 'any person within each class of users operating under practically the same economic conditions must be granted right to use works on same basis as others already holding licenses upon application. Charges of discrimination would be brought before the Federal Trade Commission.

In any charges of infringement by a copyright combination, the infringing party would only be liable with respect to the work actually infringed, according to the bill.

## Can't Appeal

Buffalo, March 20. Churchhill Evangelical Association was this week denied permission by the Appellate Division, Supreme Court, Rochester, N. Y., to further appeal its suit against the Columbia Broadcasting System and the Buffalo Broadcasting Corp., to restore the 'Back Home Hour' program to the Columbia chain.

Suit was brought for \$500,000 damages. Upon appeal, the lower court's opinion was affirmed. There was no contract ever made between Churchill and CBS.

## IOWA TV TELE

Iowa City, March 20. Television broadcasts will begin shortly from the University of Iowa's radio and television stations, WSUI and WSKX. Mark the first sight-sound educational programs ever given by an American university.

Prof. E. B. Kurtz, head of electrical engineering department, is in charge, and to broadcast one night a week.

## CONTINUES 'CHANDU'

Los Angeles, March 20. Rio Grande Oil Co. has signed for an additional 13 weeks of the 'Chandu' program in the flesh. Broadcasting five nights a week from KHJ here, program is also re-broadcast from KGB, Santa Barbara.

## NBC EXPERTS ARRIVE

Chicago Branch Squirms a Bit Under Microscope

Chicago, March 20. Mysterious rumormongering around NBC last week were identified as the committee of efficiency experts from the outside. They're supposed to tell tomorrow, how the local NBC branch should be run. Unusual restlessness that efficiency experts always occasion among employees is reported. This is said to be a separate group of efficiency experts not the same ones as in New York.

# CBS SHUTDOWN ON AUDITIONS

Columbia is now raked as the toughest broadcasting source to get an audition from in New York. With the program staff cut to the minimum by the recent pruning of the payroll there's nobody with spare time to do any concerted listening. For the program board to listen in on a candidate these days there is not only required a highly enthusiastic recommendation, but the significant extra.

Personnel concerned with nothing but arranging and rating auditions was let out a couple of months ago. Further reduction in staff has made the auditions thing an almost complete shutdown as far as new sustaining talent is concerned. Since the recent letout of sustaining artists the program board filled the vacant program spots with just that many more stanzas by its studio orchestras.

## Al Smith Reported as Star for Lucky Strike

Latest report connected with the Lucky Strike's other affairs has Al Smith instead of Jack Pearl in the Tuesday night spot June 29. Hooked up with the same report is an understanding that the plug on the hour will stress American Tobacco's Cremo cigar rather than the cigaret.

Lord & Thomas, the agency on the account, declares it knows nothing of the former Governor's being approached and that if a deal's been worked out American Tobac has done it direct.

## KFRC Lets Out Kelsey; Several Other Changes

San Francisco, March 20. KFRC (Don Lee) this week let out Walter Kelsey musical director, and has since been busy seeking a successor to him and auditioning candidates for the blues singer post left vacant by the resignation of Nora Schiller, who left for Los Angeles and a wedding ring.

Station has taken on Jemison Parker as author and continuity writer for the new radio agency in favor of radio, has given up his penning of 'Road Show' for NBC to confine himself to KFRC where his Hodge Podge Lodge and other programs are regular features.

Variety talent is getting the breaks on station's shows. Latest to get several spots is Paul Rich, old man character from a vaudeville.

## Dept. Store Deal

San Francisco, March 20. Biggest department store deal in California radio has been clinched by KYA, third of NBC's local stations.

Wednesday (22) broadcaster starts the Emporium Breakfast Club for the Emporium, town's largest store. Daily morning hour will feature department heads in descriptive spots in mail order for out-of-town listeners only, idea being to encourage mail order trade. Transcriptions will comprise the musical interludes.

Another sale of time is to Dabry Delivery Company for six weekly transcripts of 'Ceil and Sully.'

## NOVIS AND QUARTET

Donald Novis continues on the Woodbury program over NBC, with a quartet in step after Norm Downey drops out next Wednesday (29).

Foursome brought in are the Bordeniers, the Leon Belasco combo also lingers.

# Air Line News

By Nellie Revell

While comies chafe under the system, radio row reflects the wisdom of invited audiences at studio broadcasts. Such exhibitions appeal more to advertising agencies and sponsors than to entertainers. The latter, especially those recruited from the theatre, first enjoyed the experience of spectators in the studio, but now the novelty has worn off.

Not only does the presence of focused attention distract from the business at hand — broadcasting to the unseen audience — but artists are wondering what the reaction will be. Will the fact that hundreds see him perform free of charge lessen his value in picture and vaudeville houses? How will that affect his salary when he discusses terms with the managers? Can a radio favorite impair his popularity by appearing too frequently in public performances?

These and similar questions are being asked by the other principals. They incline to the belief that radio should preserve and safeguard its illusions. That's why many radio artists are balking at studio audiences. They feel advertisers exploit them to satisfy personal whims when they make them perform before a studio full of curious onlookers.

## Wile's Scoop

Frederic William Wile, CBS political news commentator, scooped the world on the resignation of the German ambassador. Prittwitz and Wile are cronies and the diplomat called Wile in and gave him first break on the story.

## No More Countess

Once she was Countess Olga Albani, NBC's Spanish soprano raised in America. Her full tag was Olga Maria Aurora Madalago for short. Then she preferred to call herself Olga Albani, the countess going into the discard. Now she's Dona Albani, dona being Spanish, the feminine of don, and thus meaning lady. Page Dona Tucker.

## CBS's Brothers

With the return of Felix Ferdinand's orchestra to Columbia, CBS now counts eight sets of musical brothers. Tom and Fred Waring, the four Lombardes, Mark and Harry Warnow, the four Shillerte, the four Mills, Tommy and Jimmy Dorsey of Bayton's orchestra, and Sam and Howard Lanin.

## Surprise

At a Jefferson Day banquet broadcast over WOR, orders were divided when the unveiling of a statue, part of the ceremonies, occurred. The lifted veil exposed, besides the statue, four radio engineers and two announcers.

## Answered Plea

Both doormen at the NBC building were let out, but the traffic cops complained so much about car parking in front of 711 that they were put back.

## A Governor's Rating

A crooner rates higher than a hymn singer with Gov. Brann of Maine. He made Rudy Vallee a Lieutenant-Commander in the Maine naval reserve, whatever that may be, and gave Phillips H. Lord an engraved fishing license. Vallee has been known to sail miniature boats in a bathtub, but 'Beth' has a fleet of man-sized yachts on Long Island Sound.

## Found

What became of the 'yes-men'? They're serving as vice-presidents of ad agencies specializing in radio accounts.

## A Big Sleep

Don Stauffer, who directs 'March of Time' is taking a week's rest away from radio. Making up for sleep lost during the 28 weeks of news dramatizations.

## Back to Cleveland

Norman Selgel, radio editor of the 'Cleveland Press,' has returned to Cleveland after spending a week in the N. Y. studios on his return from Bermuda.

## Four Years Later

'Magnolia' of the Old Gold program had minor roles on both networks for four years. She was radio's original Aunt Jemima.

## Short Shots

They do say that the dice game in a hotel in Washington the night of the inauguration was so intense that the radio men in an adjoining room couldn't sleep. Jim Little and Hal Totten, of NBC's Chicago press department, are in town. Totten is here to see that Ben Bernie gets his name in the newspapers. Robert Simmons sings on the Lucky Strike program this week. Bobbie Polson (Mrs. Harold Kemp) was on the Ethel program last night. The Metropolitan Opera quartet which appeared last Saturday night on NBC network did it gratis as an audition for a prospective sponsor. Martha and Hal, formerly of NBC, are playing Fox time in Brooklyn. Ben Roche has booked the Springfield Oil account on both CBS and NBC. Ferdinand owns and operates a dance hall in his hometown, N. H. Ben Bernie's band was headed by Ann Butler's joke and about too many auditions, used on the air last week, one which the censors missed, is still the week's biggest giggle. Liebert Lombardo recovered, by mail, from a Washington taxi driver his pet trumpet, lost enroute to the inaugural ball. Theresa Zittman and Kathleen Halpin are out of NBC airtime. EB Chas is the only Norman Brokenshire has been nursing laryngitis for a week, with Harry von Zell and Paul Douglas pinch-hitting on his programs.

## Please Stand By

Cosmo Hamilton's book, 'People Worth Talking About,' to be published by McBride, is a compilation of his Unwritten History talks on WOR. Will Osborne's orchestra will be heard on WOR beginning March 22. Frank Black has increased to one hour his Wednesday night programs over WEAF. Andre Baruch, CBS announcer, is nursing a black eye suffered in his favorite sport. At least that's a new one. Hilman Brown, author of WOR's Bronx Magazine Bureau scripts, is going to marry Mildred Geller, non-professional. Betty Barthel, CBS songbird from Tennessee, gets five spots a week beginning next month, four with her home network and one on NBC. Jane Froman has turned a cold shoulder to all stage offers. EB Chas is the only broadcast spot free from song pluggers' agents. Margaret Livingston's (Mrs. Paul Whiteman) diet tome, 'Whiteman's Burden,' will be published by Ray Long and Dick Smith. Ben Alley is all set for that vaudeville tour which starts in April. Whatever happens to that Chesterfield commercial, the services of Lennie Hayton will be retained. If the sponsor desert the air waves, Hayton will tour as maestro of the Chesterfield orchestra, the sponsors getting their 'plug' that way. Beginning April 2 the Columbia Revue, with John P. Meadury, will get a 9 o'clock spot Sunday nights. Andrea Marah will temporarily discontinue broadcasting to go on the road with Mildred Best who is on a milk diet, the strenuous routine which took beautiful flesh off Belle Baker. On March 31 when the NBC page boys put on their 'Brass Button Revue,' the boys predict that Bill Haussler, one of them, will prove a better harmonica player than Minnevitich. The Men About Town will be featured with Solly Ward on the new Flye Star Theatre show opening today on CBS.

# COMMISSIONS AND NETWORKS

## Vaude Men Rule NBC Bureau, Adding McCaffrey-Luescher; Scheuing Quits

Popular entertainment end of the NBC Artists Service assumes an all vaudeville atmosphere April 1, when Bill McCaffrey, former RKO booker, replaces Ed Scheuing on the booking staff and Mark Luescher, previous RKO vaude publicity head, steps in to do the departments publicity.

McCaffrey is slated to establish the NBC Artists Service assumes an all vaudeville atmosphere April 1, when Bill McCaffrey, former RKO booker, replaces Ed Scheuing on the booking staff and Mark Luescher, previous RKO vaude publicity head, steps in to do the departments publicity.

Scheuing handed in his resignation last Tuesday (14) following the assignment of theatre booking duties to Ruby Cowan and Chester Stratton. Resignation is dated to take effect April 1.

Luescher's assignment comes without the counsel of Frank Mason, v.-p. in charge of press relations. Luescher will take his office directly from Royal and Harold Kemp, latter heading the artists bureau's popular entertainment.

Another rep from the old Keith-Orpheum regime now established in the artists service is Mrs. Frances Rockefeller King, doing the club booking.

Scheuing is figuring on going into the booking business on his own. His plans also including the production of cafe floor presentations, carrying their own bands, which could be routed.

Should the consolidation be carried out, Georges Engel, the present v.-p. in charge of artists service, will work out a deal with the network whereby he will take over the tour management of the concert artists on the NBC list. Proposal will be on a split commission basis with Engles probably operating from an office outside NBC quarters.

Radio bookings for the concert group will handle direct and on its own. Probability is that most of the concert retinue will switch to the Engles banner anywhere this month being satisfactory to the chain since the losses on these booking operations the past year have been pretty stiff for NBC.

Putting both divisions under one head will return the program department to the same status prevailing some ago when Engles directed the programming and supervised the artists bureau. Program department will again be in the position of setting its own price for sustaining talent. This angle has been a bone of contention between Royal and Engles for some time.

## NBC-CBS Just Buddies Where Expo's Concerned

Chicago, March 20. NBC and CBS will be pals so far as the Century of Progress Exposition (World's Fair) is concerned. They will share and share alike on all broadcasts from the grounds where three structures are being erected by the Exposition itself.

A joint committee composed of NBC and CBS technicians and officials of both networks was in conference last week laying out its engineering aspects. All exclusives and scoops are barred.

## SPONSOR FOR COLLINS

Detroit, March 20. "Whispering" Will Collins whose "Shadowland" program has been sustaining on WJR for the past five years has finally gone commercial this week leaving out its reducing component.

On his program Collins uses a girl trio and Benny Kyte and orchestra.

## Couldn't Resist

Hollywood, March 20. Technician on duty at the KNX transmitter, at Sherman Oaks, received a call Friday afternoon (10) from a young woman selling religious tracts. She said they should buy them as the end of the world was near at hand. No sales. Half an hour later the transmitter building trembled in the earthquake, and in a few minutes the femme salesman called again, saying: 'I told you so.'

## CRC OUTLINES ITS AIR PLANS

Toronto, March 20. Canadian radio artists now sponsoring in the United States will be brought back to Canada by the recently appointed Canadian Radio Commission, regulations restricting support to devoting more than 5% of their time to advertising announcements will go into effect April 1, and Major Gladstone Murray, Canadian born official of British Broadcasting, will be brought to this country to advise the CRC on policy.

Such were the highlights of the address delivered to the Radio Manufacturers' Association of Canada by Hector Charlesworth, ex-drama critic, now chairman of the CRC. Meeting in convention here, manufacturing group pledged support to the Canadian Radio Commission. They had just heard that possible wave-length changes might require changed specifications in the building of receiving sets.

Referring to the 5% ad regulation Charlesworth stated "There will be no drastic anti-American action taken by the Commission." He pointed out that "many of the United States firms sponsoring programs on the air today have Canadian branch factories and we regard their programs as Canadian programs."

He also made reference to the present gaps in the radio map of Canada mentioning a lack of effective stations in northern Canada, complete hiatus in the prairie provinces and the difficulty of properly serving the Pacific coast.

Private stations will have a hand in rectifying this situation.

Montreal, March 20. Officials of NBC and CBS conferred with Hector Charlesworth, chairman, Canadian Radio Commission, Wednesday (15) with regard to relaxation of clause in the Canadian act limiting advertising to 5% of the time in any program. Charlesworth told them the regulation would not be amended, but in view of contractual arrangements with clients but also with Canadian stations, the date may be set back. Regulation is due to become effective April 1.

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Groucho and Chico Marx leave for New York March 28, after making their last Coast broadcast the day before.

Their last do all future Standard Oil airings from N. Y. until picture deals again complicate.

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## RADIO MERELY ACT BORROWER

Webs So Concerned with Selling Performers Back to Theatres, for the Commission, Cut Themselves Off at Source of Supply, the Agent—Neither Ad Agencies or Agents Trust Artist Bureau Ability, and Advertisers Leery of Network Program Producing

## SHOWMEN EDGING IN

By Joe Bigelow

While showmen captiously accuse the radio chains of being blinded by the commission, the networks claim justification on the theory that they devote valuable time and effort, besides actual cash outlay in salaries, in building up acts on sustaining programs.

Showmen hold that as long as the radio networks, through their artist bureaus, are in the business of selling talent on the outside as well as buying it for their own programs, they will never be important developers or bookers of talent for their own programs.

The showmen's contention is that application of the two-way rule in handling talent has never proved practicable or beneficial in any other branch of show business, and there is no reason why the results in radio should be otherwise.

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## See Close of NBC Expansion With Unloading of Gold Link In West After \$1,500,000 Loss

### 90 Seconds an Hour

In addition to cutting down its number of air seasons weekly, lucky Stutz has reduced the ad wordage per hour's program to a minute and a half, or three 30 second seasons.

Same commercial, American Tobacco, was responsible for the '20 words, no more, no less,' on the Creomo stanzas.

NBC has started to unload station investments which have become a drain upon the chain's treasury. First step in this direction is the network's elimination of its Gold link in the west, stations involved being turned over, practically as a gift, to NBC allies on the parallel web in this section known as the Orange network. NBC has decided to rid itself of the Gold network as of March 31 after taking in around \$1,500,000. Move also eliminates around \$300,000 in annual telephone line charges.

Stations linked up as the Gold network, when NBC took over the distant Northwest Broadcasting System about a year and a half ago, were KFO, San Francisco; KBCA, Los Angeles; KEK, Portland; KJR, Seattle, and KGA, Spokane. Last three outlets, together with KYA, Frisco, composed the group involved in the deal at the time. This foursome was the nucleus of the old American Broadcasting Chain, launched by group of promoters headed by R. C. Linden. Before these promoters of a third national chain had a chance to extend their operations they became enmeshed with the law pertaining to the sale of stock.

At the suggestion of Don Gilman, its v.p. on the Coast, and on the advice of its general counsel, A. L. Ashby, NBC salvaged the project by taking over the four stations, dispersing about \$600,000 in the settlement of suits pending against the Northwest Broadcasting System, and the network has been footing the monthly deficit ever since.

End of Expansion? NBC had two motives for taking over the four stations at the time. One was to provide itself with another Coast link to take care of a regional appendix for the basic blue (WJZ) web; the other was to protect itself against any special demands from its allies making up the Orange link. Latter consists of KGO, Frisco; KFI, Los Angeles; KGW, Portland; KOMO, Seattle, and KHX, Spokane.

Splitting the Gold link is interpreted in broadcasting circles as marking the end of the NBC era of expansion. With the exception of a couple of strategic points on the West Coast, this network has itself well entrenched and supplied with outlets for any business requirements of the future.

KFO, Frisco, being operated by NBC on a split basis with the Hale Bros. store, will continue to get local sustaining program service from the network's Frisco studios and also an occasional cross-county commercial. KBCA, Los Angeles, is owned by Earl Anthony who also controls the KFI transmitter.

KFO, Frisco, being operated by NBC on a split basis with the Hale Bros. store, will continue to get local sustaining program service from the network's Frisco studios and also an occasional cross-county commercial. KBCA, Los Angeles, is owned by Earl Anthony who also controls the KFI transmitter.

## Wm. Brady as Actor And Director for Air

The veteran manager-actor, William A. Brady, will make his second radio appearance Thursday (23) when he will present excerpts from "The Count of Monte Cristo" with Robert Lorraine. The dramatic bit will be part of Rudy Vallee's Fleischman hour.

Understood that a commercial has contacted Brady, proposing a 26 time broadcast. Plan is for the showman to direct condensed dramas, going on the air himself in any or all broadcasts.

## JARRETT'S SHOWCASE

Los Angeles, March 20. Using the Coconut Grove as a showcase to display himself for picture offers, Art Jarrett, N. Y. radio singer, opens a four weeks program at the night spot starting tomorrow (21).

Jarrett has been here for several weeks and was negotiated into the Grove by Leo Morrison.

## It's Got to Be Funny or Coast Kids Turn Dial

Los Angeles, March 20. Survey of five southern California counties to discover the radio likes and dislikes of youngsters found them all turning thumbs down on the 12-15 age type of program and those periods announced as "specially prepared for the little kiddies."

Using various programs as tests, the children's votes were classified to show that humor is the best bet for them with 1,421 marking the program coming under that head. Mystery drew 1,177 votes, dance music 87, adventure 371, general entertainment 365 and education 146. Figures were based on ballots received from 4,112 boy and girl listeners between the ages of seven and 15.

In the script show class the kids put 'Chandi' on top with 'Cecl' and 'Sally' second, and 'Myrt and Marge' third.

# RADIO CHATTER

## East

Keating Twins, from vaudeville personal-appearing for the WGY Artists' Bureau.

Lucien, Flammidon, violin-celulist, known on Montreal stations, playing concert dates in Vermont.

Lawrence Desarda, vocalist, joins WCAX, Burlington, Vt.

Teddy Black's ork, at the New Kenmore hotel, Albany, now over WGY.

John Fogarty was the only paid entertainer at the St. Patrick's Day dinner held by the Irish-American Association of Lackawanna County, Pa. The radio tenor was present at the invitation of Mike Connerford.

Under pressure from Doubleday-Doran, who claim priority to the title, Ent. Sub has been changed to Crime Clues.

Canada Dry has deferred going back on the network airlines until the summer.

Susanne Caubare from legit has been given a hearing by NBC under the billing of "personality singer."

Bobby Folsom, wife of Harold Kemp, who's in charge of popular entertainment in the NBC Artists' Service, makes her radio debut on Paul Whiteinan's Buick stanza.

Yerna Burke and Bob Barker have been added to the floor show of the Park Central hotel's Coconut Grove.

General Fire and Rubber puts off its NBC program to April 5. Ghed, candidate for the show is Fraser Hunt.

Rose Frankan, author of legit's "Another Language," is auditioning a sketch with NBC.

With the New-Roxy engagement out, Paul Whiteinan is considering that four-week date in Paris.

Edna Hodell has a new sketch for a tryout on NBC. It's labeled "Peggy and Her Boy Friend."

Among those lately given a hearing for a spot on the Fleischmann Thursday night session through the NBC Artists' Service are Jack Powell, Eddie Garr and John Brinkie, author.

Fred Husing picked an All-American football team for Hart, Shaffner and Marx. A year later they sent him a suit.

## Quake or No Quake

Los Angeles, March 20. An earthquake doesn't appear to disturb southern California listeners of the thrill serials.

One of the stations went on the air with a chapter a few minutes after the quake, although figuring that few would be listening. Following day the station used the previous installment again and 200 phone calls came in squawking.

Both the NBC and CBS sales departments claim to have hooks in the Anheuser-Busch beer account, if and when it goes on the air. Press department of each network is slipping the info to the dailies and tacked on a flock of stage names of the likely candidates. Meaningful brewer is willing to see what the individual states do about legalizing the intensified foam.

## West

Johnny Gibson, KFI comic, re-voiced script injuries from falling plaster while attempting to get the radio station's phone operator out of danger during the California earthquake.

Tom Cowleskiy program over KNX Hollywood is Origin of Superstitions, authored by Amille and Raymond Navarro.

Jane and Betty Brown, KLZ Denver, pianist and violinist, gave an audition by Heifetz.

Waltair Serenaders, strings, added to KLZ Denver.

Homer Reid and Eddyne Duval assisting string ensemble at KLZ.

## Mid-West

Edward House, former film stage organist, has replaced J. Wilson Doy on WBBM, Chicago.

Jack Brooks sings thrice weekly for the Chicago Title and Trust Co. out of WBBM on a signature.

C. C. Pyle's radio disc series for Chamberlain hand lotion extended over WBBM.

Tom Shirley replaces Pierre Andre as announcer on the "Easy Aces" program for Lovers.

Amorcat's "Revue," hot and then cold with Standard Oil of Indiana, is up again with a different sponsor in Chicago.

## McDonough-Cunningham in New RCA Posts

With the merger of RCA Victor and RCA Radiator Co. effective April 1, J. R. McDonough steps out as president of Victor to become an executive vice-p. of Radio Corporation of America. Elmer T. Cunningham becomes president of the consolidated phonograph and radio tube outfits.

McDonough has also been listed as an assistant to David Sarnoff, RCA president.

Cunningham was the founder of the tube company of that name and became head of Radiator when he joined interests with RCA.

## Minn.'s \$3 Singers

Minneapolis, March 20. Sustaining artists of lesser stations here are working for minimum dough and \$2 per broadcast is big money for 2 singers, musician or comedian. Some of the larger outlets pay \$30 a broadcast to a top-rated comedy team, which rounds out the situation.

Booking situation otherwise for entertainers is locally chaotic. At some club entertainments the hat is being passed for the performers, with the latter lucky to realize \$1.25 each.

## SPITALNY'S NEW 13

Leo Spitalny's contract with the Nestle stanza on NBC has been renewed for another 13 weeks effective March 31. Marks Spitalny's third 13-week cycle with the chocolate account.

Time contract with the commercial runs through the summer.

Ft. Wayne Graduate Set Chicago, March 20. Edna Hodell has been taken on by the NBC Artists' Bureau here for updating.

Miss Hodell falls from WKOP, Fort Wayne.

## L. S. RESUMING OCT. 5; MAYBE SUNDAYS, TOO

Luoky Strike has signatured to looky to NBC the first Thursday in October following the account's layoff effective June 27. Whether Jack Pearl will return for these Thursday night programs is problematical.

Under consideration by the firm is the taking over of a Sunday night period on the same chain as well starting Oct. 1. Company states it will never go on Saturday nights again.

## Cost KFI \$15,000

Los Angeles, March 20. Transmitter of KFI, NBC outlet here, was damaged to the amount of \$15,000 in the earthquake. Transmitter is located at Buena Park, in the quake zone.

Off the air for an hour and a half, the station used an auxiliary transmitter for three days until repairs could be made to its 50,000 watt equipment.

## What a Shock

Washington, March 20. Radio men are still trying to figure why Senator Dill tried to eliminate beer advertising from the air last week. He introduced such an amendment to the beer bill with no mention made against press copy.

Proposal was killed by a vote of 31 to 83, but any one senator could have tied things up.

Washington radio staffs were on hand to broadcast proceedings and when the amendment was introduced they almost fell off their chairs. Dill is considered a champion of radio interests in the Senate.

## 2 EXECS OUT

San Francisco, March 20. Artist bureau of NBC is dropping two execs end of this month, Jean Campbell Crowe and Merton Borries.

Both are holdovers from the old KFO bunch that came in when network acquired that station.

## Inside Stuff—Radio

Under the heading "Job for the Censor," the Minneapolis "Star" editorially assailed "recent radio program" which included, a parody on "Frankie and Johnnie," with the two names made to represent the President and Vice-President of the United States. The editorial did not mention the parody's program or check by name. It said:

"The blue ribbon for bad taste goes to the radio program which featured a parody on 'Frankie and Johnnie,' in which the two names are made to represent the President and Vice-President.

"Frankie and Johnnie" was a ballad of the bawdy houses and its character are the denizens of the same places. Entertainers have become insured to some pretty sad efforts at humor, but this parody goes beyond the limit. If the radio chains have a censor they should bar any repetition of this.

Commercials and their agencies are frowning on the idea of having the talent step out of character to deliver the product boost. Now commonly agreed among the network customers that it neither helps the sales chart or builds listener sentiment in favor of the performer. If anything, the reaction has been the other way, judging from recent dealer and fan mail reaction.

One account which took a stiff panning on the subject was Listening when it had Phillips Lord discard his "Country Doctor" role to place his personal guarantee on the anti-septic. Comment was that it cheapened the program and his sentimental standing among his following. Another noted to come in for criticism along the same line is Walter Winchell and his approval of Jergen's hand lotion between chatter items.

Even if it was St. Patrick's Day, and the show was due to go on in a few hours, every gag kidding the Irish was ordered out of the script. It happened in connection with last week's edition of the "Musical Grocery Store" program. Execs of Best Foods, Inc., bankrolling the program, were the objectors.

Firm's reps caught the gags at the final rehearsal of the stanza and after going to the agency, Benton and Bowles, advised that rather than take a chance on offending Celt listeners the material would have to come out.

Makers of recorded commercial programs are wondering what policy the new Canadian Radio Commission will adopt toward the broadcasting of American discs. Dominion has had a rule for some time banning the use of U. S. made stencils on Canadian stations, but the ban has never been officially enforced.

Recorders on the side of the border anticipate that the next move of the CRC, acting under pressure of Canadian disc makers, will be to order enforcement on the grounds that the order will serve to encourage the development of Canadian talent.

The letouts at CBS has shaved the staff of announcers in the New York studio down to seven, or about half the number of four weeks ago. With the doubling up has come a policy eliminating the prima donna status among its spicers.

All are treated alike in making out the day's schedule, the top money boys being subject to the same early and late tricks. No objection to the after midnight run—it's that getting around for the 7:30 "Good Morning" that hurts.

NBC program department has tightened on its rule banning the broadcasting of new song until its copyright connection has been certified by the American Society. Either the ASCAP listing of the release must be in on time or the number comes off the submitted program.

Network attitude is that it wants official confirmation of the rights from the artists direct to avoid any possibility of an infringement jam.

WGY Artists' Bureau is going a step further in the personal appearance thing by booking talent into stores which sponsor programs over this station. Annette McCullough and Jerry Branon, singers, who broadcast for a Toy furniture store, made a p. a. at that establishment with "Three Shades of Blue," male trio, as the feature of a "Radio Carnival."

CBS board of directors has decided not to issue a fiscal statement of the network's 1932 operations.

Hence, what the stockholders are due to get within the next three weeks is a brief outline of what the chain took in, the net profit left after deduction of federal taxes and the balance remaining in the reserve.

One agency which limits its announcing assignments to its own staff is Benton & Bowles, pilot of the General Foods account. Tiny Ruffalo of the agency's radio staff, does the spelling for the Paul Wing Story Man, Maxwell House Showboat and Musical Grocery Store stanzas, in person.

According to requests of numerous patrons, several neighborhood film theatres in Minneapolis are stopping screen programs at 3 p. m. Sundays for Father Coughlin, who comes in over CBS via KSTP. Same routine used to go for Amos 'n' Andy.

George Givot's connector with the Old Gold show is on a week to week basis. Artie Bell, comedienne, will finish out the seven week balance of the contract the account has with CBS.

John P. Medbury continues to furnish the gag material for the period.

## RUPPERT FIRST BREWER ON AIR OUT OF N. Y.

Brewers around New York are declining to talk broadcasting as far as the network are concerned until they find out how the dry states react to the beer measure. Prevailing sentiment until the ad agencies, favored waiting until after the bill goes into effect.

Chances are that the first brew to go on the air from New York will be Jake Ruppert's company. Setup under consideration of the act is for two half hour programs a week.

## Evangelist Now Using 20 Musicians, Choir on KNX

Hollywood, March 20. Paul Rader, evangelist, formerly with Billy Sunday, is buying three one-hour periods a week over KNX. He will enhance the period he has been conducting from a local church by using a 20-piece orchestra and a choral group.

No indication where the cash for payment of the act is coming and whether it is coming from with no contributions asked from the listeners.

## East-Dumke in Chi

Chicago, March 20. Ed East and Ralph Dumke, otherwise "Sisters of the Skillet," are back in Chicago and working on sustaining periods for NBC.

Boys were in Detroit for six weeks after going out of town.

THE GREEK AMBASSADOR of Good-Will

# GEORGE GIVOT

Sole Direction HERMAN BERNIE 1619 Broadway, New York

# LEONARD HAYTON

and His CHESTERFIELD ORCHESTRA

SIX NIGHTS WEEKLY (Except Sunday) via Entire Columbia Network 9 P. M. (E.S.T.)

# LEON BELASCO

N.B.C. Wed. 9:30, W.E.S.T. Woodbury Hour	C.B.S. Tues. 12:30-1 A.M. Sat. 11:30-12 M.
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NIGHTLY ST. MORITZ HOTEL, N. Y. Sole Direction HERMAN BERNIE 1619 Broadway, New York



## CHARLES ALTHOFF

Variety, New York

## IMMERMAN & SON, Inc.

150 WEST 46th ST. NEW YORK SUPERIOR COLORED TALENT For Radio and Stage, Building Acts, Radio and Stage, Building Acts, etc. in all types of Stage and Exhibition Dances and Musical Shows. Studio Available by the Hour. BRoadway 9-9535

## THURSTON

Sponsored by SWIFT & CO. On a Renewed Contract Thursday and Friday, 9:45 P.M. (EST) N.B.C. Coast to Coast

# FRED ALLEN

Management WALTER BACHELOR BATH CLUB REVUE WABC Sunday, 9 P. M., E. S. T.

# LOU KATZMAN

And His LINIT ORCHESTRA WABC

# KIT-CAT LONDON ROY FOX BAND

B.E.C. Network Decca Records

# DUMB CRACKERS ROBERT CURTIS PANETELA WABC

Wed. Wednesday Evening at 8:00 P. M.

# BURNS ALLEN

Dis. WM. MORRIS AGENCY

# Commish Blinds Networks

(Continued from page 33)

through their outside selling of artists, why do they also double as selling artists who have not had the benefit of sustaining build-ups, and who are not investments for the radio bureaus? In doing this don't they enter the agency field strictly as agents, not as networks, and aren't they in open competition with those agents who have not the network affiliation? The regular agents resent it.

The networks, for these reasons, and others, have yet to enjoy the wholehearted co-operation of agents, which theatres know about and upon whom theatres, the picture industry and the rest of show business depend for their supply of talent.

Radio's failure to develop a new star in a whole year, at a time when radio thrives on the widest popular audience ever known, and when novice artists would prefer a radio career to any other, is not an accident or a freak of circumstance. It is the inevitable result of the networks' commission hunger above everything else, their system of competing with the agents rather than encouraging them and their shutting off of the surest source of new talent—the agents.

Theatre booking offices leave it to the agents to do the talent digging. They have other important things to worry about. Commission to them is not of chief importance. They have not the time to search. The agents have all day, all week, all year. That's the agents' business.

What have the networks created for themselves beyond taking already established artists and, in many instances, raising their salaries? The answer is nothing. The

## P.A.'s Worry

With the general shaking up in the artists' bureau of both networks, the radio press agents are beginning to worry.

It's no secret that the air clients pay weekly stipends to these publicists for special press matter as more or less steered by various network connections. This is in opposition to both webs' general policy on personal ballyhoo and similar to the Hollywood studios' edict that the company press departments are sufficient to meet all exploitation requirements of the players. Film producers figure that extra publicity counselors working on the outside can too easily gum up matters through oversteering certain aspects on personalities.

The radio p. a. thing revolves about their relations with the radio columnists of the dailies. The stations feel that they can furnish as much news as desired without creating any intra-studio friction through the propagation of personal tiffs, arguments, odious comparisons of talent, etc.

Cantors, the Pearls, the Wynns and the Burns and Allens are a few of radio's top names. They are proof of the networks' inability to provide for themselves. They were found for the theatres by agents. The networks have simply borrowed them from the theatre. That is not creating.

## Networks as Agents

And now the networks are canvassing what's left of the vaudeville field for possible radio material. They are auditioning actors who have been trying for years, but have not succeeded in landing on the air through their own agents. If an act is satisfactory, the network does not buy the act as a buyer of talent for the air. The network places the act under an artist bureau contract by which the

network becomes the agent henceforth, and the regular agent is forgotten. It's not creating, to say the least, if not actually coming.

But the artist bureaus have something to offer beyond mere business representation. They have a network, and the network means build-up. To the act that's the path to radio's Utopia—a commercial. Meanwhile, the network is selling the act back to vaudeville from whence came.

The average agent will submit his acts direct to the network only if he is especially brave or feels perfectly sure of the performer's loyalty, or as a last resort. That's hardly healthy for the networks.

The agent first peddles his wares to the advertising agencies. He knows that the advertiser is not in the sideline business of selling acts to theatres. He knows that the advertising agency, if interested at all, is concerned only in buying. So he calls on the advertiser's agencies first. When the network finds an act through an agent, it's only after the ad agency field has been scoured and it's a leftover.

As frequently made obvious, there is less showmanship to be found in the advertising agencies than at the networks, and there's not so much at the networks, either. On the other hand, while there is some showmanship at the networks, there is also much intrigue and always a chance of losing something. So the agents prefer the lesser of two evils, and they adjudge the ad agencies as considerably the lesser.

Showmen see the day when the radio will want the talent they need and no more; when the networks shall have control over all the talent appearing on their programs, and not just some of the talent as now the advertiser-advertiser will recognize the superior showmanship of and have sufficient faith in the networks to trust them with the control of their programs; when the networks will be satisfied with a small maintenance commission from all artists rather than substantial commissions from just a few artists when the networks shall have put the matter of commission in its proper place, a secondary and minor means of network income. In other words, when showmanship shall have become established in radio.

There is an old law in show business. It's a good law because it never fails. It says that showmanship in the show business will always prevail over non-showmanship. Likewise showmen over non-showmen. It proves itself day after day. Showmen possessed of showmanship are gradually seeping into the radio ranks.

## FRC MODIFIES TIME ON AIR REGULATIONS

Washington, March 20. Federal Radio Commission, in view of the financial and economic situation, has decided that its rules regarding the amount of time a station must be on the air each day, may be partially suspended until July 1 upon written application.

Old regulations specify that all broadcasters must maintain a minimum regular operating schedule of 2 1/2 of the hours it is authorized to operate.

First station to take advantage of the decision was WILM, Wilmington, Del., which was permitted to be on the air a minimum of two hours daily except Sundays.

## Chevrolet Extends

Chevrolet intends to extend its series on NBC beyond April 7, expiration date of the current contract. Extent of the extension will be determined at a meeting of the auto company's operating board this week.

Additional programs will have Jack Benny and Frank Black's instrumental unit continuing to head the program, the rest of the cast changing each week. Head of the General Motors one-hour show is still under discussion by the G. M. board of directors.

## Closes Chi Office

St. Paul, March 20. Announcement has been made by Critchfield & Co., that for the present the head office will be in Minneapolis. Critchfield is one of the strongest advocates and users of spot (disc) programs in opposition to network hookups.

The Chicago office has been liquidated with Ivan H. Graves manager of the headquarters in Minn.

# A&P Test Shows Midwest and Yanks Most Responsive; East-South Indif

## Ether Eccentricity

Letout of Frank Knight, one of CBS' ace announcers, had another angle besides that of economy. According to executives Knight, who rated as the most cultured and the top Oxford-accent swinger of the Columbia string, was a bit too choosy about commercials assigned him. The announcer, they complained to William Paley, CBS president, had turned down certain programs on the ground that the advertising blurb involved was too unignified for him to read.

Knight handled the cream of the network's sustaining program, among them the Sunday afternoon N. Y. Philharmonic concerts, which run four more broadcasts before winding up the current season.

## Dill Amendments Pop Up in New Bland Radio Bill

Washington, March 20. Amendments to the radio act steered through Congress last session by Senator Dill have turned up in a new bill introduced in the House by Rep. Bland (D.) of Virginia. The Dill act was lost after passing both houses by a Hoover pocket veto.

Bland bill includes the provision of eliminating 100-watt stations from the quota system and would permit the Radio Commission to grant additional licenses to local stations regardless of the amount of power already granted in particular zone or state. The bill also withdraws U. S. possessions (Virgin Islands, Puerto Rico, Alaska, Guam, Samoa and Hawaii) from zones. This would cut down the power now accredited to several zones and allow more stations if the zone should thereby fall under quota.

Another amendment to the present law would make hearings mandatory unless stations agree to waive them in cases involving changes of license, wave length, authorized power or time of operation. Bill recognizes the commission's use of examiners for hearings except in cases involving the above in addition to applications for construction permits, revocation of license, change of regulations, transfer of facilities from one zone to another, new devices or developments in radio or new use of frequencies.

A fine of \$1,000 maximum for each day of violation is added as alternative to revocation of station license for violations of act.

Provision in the old Dill bill requiring stations to give equal air time to all political candidates amplified to include speakers on all sides of public questions Bill specifies that the rates for such speakers shall not exceed the price for regular commercial purposes.

Bar on lotteries, given wide publicity as part of the Dill bill, is included in the same form in the new bill.

## Patrick Finds Out

San Francisco, March 20. Johnnie Patrick called it quits on his "Cecil and Stetson" show at President last Saturday (18) after a week of bad boy Patrick and his partner, Helen Troy, landed another sponsor for their radio acts, discs of which begin on KYA this week for a local daily.

Patrick wrote, produced, backed and played in his first legit show, done at the Hotel Oakland last week here with intentions of hitting the sticks.

Atlantic and Pacific store chains has made available to radio its first actual store sales count over a sustained period and NBC will use the statistics to show the effect broadcasting had on A&P's cash registers. On the basis of the figures supplied by the grocery link the network takes credit for nationally boosting these grocery stores' counter sales by 173% for the six weeks the test was conducted.

A&P keyed its air test by mentioning that it was macaroni, or sardine, week and then tabbing the sales on these products as compared to the other five weeks. The figures compiled show that housewives in the middle west were most susceptible to the aerial suggestions.

Least inclined to take the loudspeaker hint were the inhabitants in the western and southern divisions. Jump in sales there was less than half of the middle west figure. Result in New England states reveals an increase appreciably above the southern and eastern percentages.

## GUS HILL'S RADIO NIBBLE

NBC Listens to Adaptation of 'Bringing Up Father'

Gus Hill, old-time burlesque producer, is nibbling at radio. He's prepared a mike version of his 'Bringing Up Father,' and has cast himself in the same role.


NBC program department listened to a couple of episodes last week and the sales department is now trying to find Hill and his serial a commercial blank.

Hill was among the first to frame a stage show around comic strip characters and in the good old days had a string of these farce comedy units touring the country.


# ABE LYMAN

AND HIS CALIFORNIA ORCHESTRA Columbia Broadcasting System PHILIP'S DENTAL HAGNESIA Tues., Wed., Thurs., 8:45 to 9 P.M. E.S.T. COAST-TO-COAST

## W A B C



**GUS VAN**  
OLDSMOBILE PROGRAM  
WEAF "Red" Network Saturdays 6:30 to 6 P. M.  
Now Appearing  
CLUB LIDO, 7th Ave., 82nd St., New York City



**MILT BROTHERS**  
and 4 Boys and a Guitar  
COLUMBIA BROADCASTING SYSTEM  
Personal Representative  
779 Seventh Ave. New York  
8:15 P.M. Mon-Thurs



**RUDY LONG**  
GLORIFYING the POPULAR SONG  
**CHESTERFIELD Program**  
COLUMBIA-COAST-TO-COAST NETWORK  
MONDAY and THURSDAY, 9 P. M. E.S.T.



**Morton A. Milman**  
circle 7-2625  
-2680

**CURRENTLY**  
**CAPITOL, New York**  
**GEORGE GIVOT**  
"THE GREEK AMBASSADOR OF GOOD WILL"

**OLD GOLD**  
Every Wednesday  
WABC 10-10:30 P. M. Coast to Coast

New York Evening Journal  
"DIALECTS A HIT"  
PREDICTS VOCAL FOR GIVOT  
By Aircaster  
"Because they usually turn our I am not partial to predictions... I'd like to hazard the prophecy that one GEORGE GIVOT, who quite spontaneously introduced his weird Grecian dialect on a recent Capitol programme, WILL SHORTLY BE RANKED AMONG THE FAVORITE COMICS OF THE AIR."

Many Thanks to Mr. Eddie Cantor  
Sole Direction  
**HERMAN BERNIE**  
1619 Broadway, New York. Circle 7-6344-5



ROYAL VAGABONDS  
With Frankie Warner, George Olsen  
Comedy, Songs, Band  
30 Min.  
COMMERCIAL  
WJF, New York

If this first program (15) is any index, it doesn't look as though Standard Broadcasts will be very appreciable by replacing Ken Murray with Frankie Warner. However, it's not due so much to the lack of a click radio personality as the ineptitude of the adapting of comedy comedienne talents. One of the other, J. Walter Thompson is the agency in charge.

Initial broadcast of the new series which has the George Olsen organization, minus Ethel Shutta, sharing the stanza with Miss Brice, had an air about it of last minute change and bustle. Quite obvious was it that the program which finally was sent out was far removed from that which had been mapped just a few days before. Also evident was the fact that too many of the stanzas were left in this gelatine version. With the exception of her first number, that which followed set up a listener impression that will take more than one subsequent program to overcome.

One one bit in which Miss Brice shone brilliantly, and which was the number that clinched this contract for her, was "The Hot Mon' Road Show" whizmy she did on a Fleischmann Thursday night about two months ago. Outside of one city, her performance was a grandstand show, Miss Brice's remaining contribution was the "Cleopatra" treatise also covered by the radio repeaters. As this came through it gave every evidence of being badly adapted, if not totally unworkable. Miss Brice's missing was the Brice skill at visual burlesque. As air comedy it couldn't have been produced for the radio but an occasional giggle, even to those familiar with the comedienne's style.

Her band gave another of its now pretty well stenciled performances, only one of the warblers making what could be called a favorable impression. I.e., the lad unlimbering the "Hot Mon' Road Show". Lead singing was frequently punctuated with a laugh from the studio sideline mike. But Olsen, filling in as m.c., didn't tip listeners as to what the hilarity was about. Seems safe to assume that the effect of this cloistered fun upon the average listener was nil. Those concerned may be primarily intent upon entertaining the studio mikes. That was the impression the show conveyed. *Odco.*

MITZI GREEN  
15 Min. (Disk)  
COMMERCIAL  
WOR, New York

Electrical transcription series prepared by the World Broadcasting System. The first number starred and "Jackie", unidentified, but suggesting a Jackie Searl type of beauty because of her "happy landings" title refers to their stowaway adventures in an airplane, with Paris their next stop. The plane unexpectedly takes off.

Ward's Softbun Bread (and to make sure it's W. S. B. they spell it) is for you in the form of a payer-offer for everything. They even pay \$100, \$50, \$25, several \$10 bakes. The offer is in the form of a jigsaw puzzle contest, a checkup on the audience circulation.

It falls at 6:30-6:45 p.m. over W. S. B. for you in the form of an appeal program, of course forcing the adults to listen in at the same time, during the dinner period, and absorb the merits of the Ward's baking program. The kid appeal is there, so Ward's Softbun Bread may create a hot market in a new situation in time. *Adel.*

"MARLIN NEWS PARADE"  
News Comment  
15 Min.  
WBRC, Birmingham

An old saying that there is nothing so old as yesterday's news. It's true. This program, which debuts March 13 and will appear nightly sponsored by Marlin Health Products, Frank King is a news commentator, although unannounced.

King's subjects were the death of Senator Walsh 10 days afterward, Sir Malcolm Campbell's new speed record, still older news. In describing the experience of Campbell, King gave credit to the New York "World-Telegram."

King talks well and faster than most. But King is a news commentator to keep abreast to mean anything, they're not.

Radio Protective  
Material Dept.

As previously detailed, "Variety's" Protective Material Dept. is being expanded to embrace radio scripts.

The abundance of manuscripts offered for registration compels "Variety" to place a limitation on this free service for radio continuities: (1), that they be limited to 500 words; and (2), that only material from writers and known radio, vaudeville, screen or stage authors be accepted. Mss. from unknowns must be rejected for free registration with "Variety."

"Variety" cannot undertake to return postpaid any scripts thus rejected, and will only hold them for a limited time, if not called for in person. The purposes and advantages of this registration service were previously outlined at length.

'CRISIS IN THE THEATRE'  
Brock Pemberton, James J. Brennan,  
Richard Rohman

The legit theatre, represented by its producers and writers, James J. Brennan, pres. of the New York "Stagehands" union, carried their dispute over wage reductions to the air last Thursday (15) on radio. After it was all over Brock Pemberton declared that he had had two weeks' vacation. But when he cracked at the mike. To begin with, he explained, he had two opponents, and because of the complexity of the case he had to rush through his speech. But what, Pemberton said, really disturbed him was the antagonistic attitude he felt around the studio. Even the control man, peering through the glass partition as he spoke, the producer let it be known kept giving him a hostile glare. Although, opted Pemberton, it wasn't an atmosphere to give one a chance to deport himself at his best. WEVD is the mouthpiece of the Socialist party and some trade unions in New York, and also has allied with its several liberal organizations.

Pemberton gave a clear and straightforward exposition of the producers' side of the controversy, the historical background of the dispute and the reasons for the plight of the legit theatre came over graphically. His arguments cut by the union were well-regimented, and he took advantage of the occasion to air the claimed reasons for his charges that he said the managers have been subjected to by the stagehands the past 20 years.

Pemberton declared that the bank holidays are over, the theatre is punch drunk, and wanted to know what the unions are going to do about it. He added, that they have refused to make any concessions, with the stagehands' contract for the past 20 years. He said the musicians' running a year beyond that. He declared that both groups have deflated and the cost of living receded more than 30%, further reductions are in order, he contended.

James J. Brennan's argument was that the managers were using conditions to stampede the unions into taking unjust slashes. He flouted the warning that all legal suits would close if the reductions were not granted, declaring that the truth of the matter is that the shows they are offering to the public lack the proper appeal. The truth of the matter is that the average member of his union earns only \$600 a year, and scouted the managers' plea that the union should limit its own contributions to services on a co-operative basis as ridiculous—unless the arrangement was to be a "kick-back" scheme to rule out and ruin their industry' and work out a budget that will guarantee the theatre, musicians and stagehands attached to it, a house a definite number of weeks' work a year can they talk about a reduced weekly wage. *Odco.*

PHIL BAKER  
With Harry McNaughton, the Mer-  
rymen, Nell Sisters, Roy Shield  
Comedy, Songs, Band  
30  
COMMERCIAL  
WJZ, New York

This latest novel way of retaining his stage-boob annoyances and weaving him into the aerial cross-fire is being continued in the program (17) of this series for Armour food-packers. It was a deft molding of radio purposes to the Baker talent of this comedy.

The passages with the annoyances clicked neatly and were productive of a steady stream of giggles. The bits involving Harry McNaughton, as a butler with the Piccadilly accent, were less and but a good contrast. In these latter exchanges Baker was inclined, perhaps out of first-night nervousness, to palm them off to the studio, with many a gag here also too flip for quick consumption by the average socking-chair fella.

But when Baker gets around to his regular vaude act, with the show-stoppers Silvers in the lead, the program is interesting and laugh worthy. If Baker can maintain his standard of material, he has little to worry about on this other connection.

Musical department shaped up acceptably, with the Merymen quartet and Nell Sisters being easy to listen to, even though their arrangements never arose above the level of the average radio. Roy Shields served a suavely balanced background. Baker himself played a few spots of snappy rondo on the accordion in keeping with the St. Patrick occasion. A different part in the ad plug about the ham, with the Merymen and McNaughton's "Three Trees", was a commendable and novel twist to the old formula. The latter, which died it fairly well, and McNaughton certainly knows its timing backward. If the formula is to be retained. *Odco.*

LUXOR THEATRE OF ROMANCE  
"Trumpling the Ace", with Arthur  
Warren, Robert Briester, Fay  
Warren

A different playlet or condensed scene is aired each Monday night on this half-hour program. "Trumpling the Ace" as a sample it may be stated that the program is extremely good. The telling of the story, but extremely verbose as regards the commercial aspects. The program nearly makes a chump and a flop of the program.

It also can be pointed out that going right into a plug before anything has been said is a poor way to start a program. A long-winded conversation about Luxor's giveaway at the opening of the current bill and a puff for next week. There should be no particular objections and the program is a good one. The manager, however, is not the possessor of an inately romantic speaking voice.

"Trumpling the Ace" comes from the pen of H. H. Stimson and from the pen of the author. It is a compact yarn telling the tense tale of a braggart gangster who is marooned on a small island surrounded by rival gangsters waiting for him to emerge so he can be murdered. The gangster is murdered by the gangster neatly provokes the braggart to leave his hideout and meet his death outside. He imagines he's been poisoned and, having a fear of dying cheap, grabs his gun and shoots his way out of his hideout to a local function. Other stations using dramatic skits can well utilize this one, as it's ideally adapted for the radio.

GALLAGHER and SHEAN  
Songs, Dialog, Comedy  
15 Min.  
COMMERCIAL  
WABC, New York

This is a Junior Gallagher and Shean combo using the same theme song as the former topical favorites, including the same Dutch delivery (Shean) and the same material, with a new Mister Gallagher as the straight. Latter is weaker than the former. It's the same account which is behind Aunt Jemima in the afternoon. G&S are on the air at 6:30-6:45 p.m. EST via WABC.

Whatever good impress the comedians have made, their possibilities for development, particularly with stronger material—is mitigated by the long-windedness of the humorous contributions. For the account, the ad portion is spotted at the end of the two-act, and is too easy a spot for tuning out. *Adel.*

The Advertising Angle

(Commentary on the negative aspects of radio merchandising and baitings for sales. Where the ad spots handled it requires a firm affirmative commendation or comment. It's only after an advisory aspect of commercial broadcasts seem to lack that showmanly manner that "Variety" will call it to attention.)

Quick is represented by an executive whose voice lacks pleasant tonal qualities for the ether. Not too many minutes are devoted to the bragging, which is fairly intelligent and puts over some impressive institutional items of interest. Monotone voice chief criticism.

Pennell has two announcers. Under this system one of the voices makes a statement and the other voice expresses amazement and asks for further details, given only to bring forth more amazement and more questions. Admitting that anything that leads away from the shouting solos of so many announcers ought to be encouraged, not more announcers, is in what most radio programs seem to need.

Armour's new Friday night half-hour revue starring Phil Baker sports an excellent idea of singing the commercial plug with interpretative music by following the lyrical innovation and repeating the very same thing in the usual stupid prose in which commercial plugs are invariably couched. This plainly indicates they didn't get, or take, the hint that the singing version implied. By the song method the curse was cleverly taken off the advertising, but the shouting solos of so many announcers ought to be encouraged, not more announcers, is in what most radio programs seem to need.

Luxor plies three lengthy commercials, one dramatized onto a 30-minute dramatic program. It goes even to the lamentable extreme of interrupting the tense climax of the playlet to insert the dramatic commercial. After a few minutes of this sort of thing, with trouble, taking shameful advantage of the listeners whose interest has been aroused, and practically destroys the illusion of the narrative which is picked up three minutes later. Copy is replete with repetition and runs something like eight minutes in all. That's the danger of following the lyrical innovation and repeating the very same thing in the usual stupid prose in which commercial plugs are invariably couched. This plainly indicates they didn't get, or take, the hint that the singing version implied. By the song method the curse was cleverly taken off the advertising, but the shouting solos of so many announcers ought to be encouraged, not more announcers, is in what most radio programs seem to need.

DOROTHY FIELDS and JIMMY  
McHUGH  
Songs  
15 Min.  
WJZ, New York

Among the steamiest of Broadway's song writing talents and Broadway's most popular singers, Dorothy Fields and Jimmy McHugh, through a 15-minute evening period minus the commercial aspect, Miss Fields and Jimmy McHugh sticks to his piano and both are backgrounded by an orchestra. Numbers offered include "Anything But Love" the signature.

It's just recently that this feminine critic has had to launch upon an unsuspecting public her cigarette contralto which is backed by the fine band of the New York Philharmonic. It's a pleasure to the ear, either in the parlor or via the mike. It was merely drawing room entertainment, as far as Miss Fields was concerned, until she was induced to burst forth before a paying audience at the conclusion of the current bill and a puff for next week. There should be no particular objections and the program is a good one. The manager, however, is not the possessor of an inately romantic speaking voice.

Repertoire of ditties is a mixture of old and new from their own pen and from other sources. For instance, was introduced what Miss Fields termed a "get happy" tune titled, "As Sure as You're Born", and hot off the pen. It's one of those topical songs of simple melody which, were vaudeville, would close with and have 400 verses as encores, the orchestra vamping between the ditties and the singer chose to tie it to the new deal idea. It's adaptable to any subject and it'll put a smile on your face.

Between songs is some light banter and kidding of themselves. McHugh reminisces at the piano in conjunction with the band as to some of the hot notes he has contributed to the dance.

MAYHALL GOES RADIO  
Pittsburgh, March 20.

Jerry Mayhall, for the past three years production manager here at Warnings until that circuit's withdrawal of stage shows, has landed in radio. He goes with Smith, Schreiner and Smith, local ad agency, as head of the air department. It's something new around here, since heretofore all radio time on local stations has been sold by the advertiser. The programs arranged the same way. Mayhall is a composer of some reputation, his last work having been the music for that mechanical "Dugene von Grona has been restyling.

Town Goes Burley

Wassau as guest stars for future weeks on percentage basis. Cast now includes Ann Valentine, Boob Blake, Will Hays, Bill Wainwright, Eddie Baud, Helen Willard, a female chorus in 15 years, and Vic Osban and a line of 12, with Ed Daly as producer.

While they refuse to be seriously critical about the shows, the town's idling drama reviewers, who haven't done a word of business in 15 years, are having fun filling their columns with kidding essays on the fine art of shaking.

Theatrical gossip columnists are also making the chorines' dressing rooms their headquarters, looking for news and other things during the local theatre holiday, and the promoters who never got more than a few movie houses tuning off before are dizzy over their good luck.

Cabarets and dance spots here are experiencing a phenomenal land-slide business, as result of a few movie houses tuning off the lights to fight unions, and all the night spots are cashing in on the lack of screen or stage amusements on the radio by rushing in floor show.

Novel situation is saving the financial skins of a couple of cafes that were about ready to give up during the recent bank holiday. Reuben's and the Yanday are being kept afloat by the fact that most cabarets are tossing reves in with \$1 dinners, is bringing in capacity crowds and taking 'em out of town.

Emerson Gill, back from month's tour with band, is opening at Charley Tend's Lotus Gardens with a new floor show of 26 staged by Mrs. Ernie Young. Although former chorus is being held over with Clyde Snyder as m. c., the Danieles, Jean and Loma Rider, Joy Kallise and Charlotte Vanday are being kept afloat by the fact that most cabarets are tossing reves in with \$1 dinners, is bringing in capacity crowds and taking 'em out of town.

After dropping reves for two weeks, New China is jumping back into parade by booking N. A. S. and the Yanday. The Yanday, Dun, Sister Bunch, Three Vaudeville Bros and a line for George Williams' band. Cast lined up by Golden Phantas cast included Lillian La Verne, Bernice and Louise, Harold Crook, Eleanor Sherry and Lucille Dorman. Carter Hotel also contemplating reopening its Rainbow Room with top-notch in on the dark theatre situation.



# WHY NOT SAVE OLD STY

## Anti-Benefit Ass'n of Actors Takes Form, Want 25% of Benefit Grosses

An idea concocted in an informal way from discussion between two hotel valetillians, Dave Vine and Billy Glason, took definite shape when about 150 other actors met Saturday night (18) to start the battle against the benefit show evil. The organization is being incorporated under the title of Actors' Benefit Association and officers will be elected this coming Saturday night (25) in a mass meeting at the Edison hotel, New York.

While there was some private talk among the actors at last week's meeting about organizing for other purposes, the sole official intention of the association thus far is to concentrate on the benefit evil only.

A committee was appointed to draw up the by-laws and prepare for the election and mass meeting, with those attending pledged to bring in other members meanwhile. Since then Eddie Cantor and other movie acts who have been particular victims of the numerous benefit promoters, have sent in their intentions of participating. The committee, of which Pat Rooney is chairman, consists of Bob Murphy, Rex Weber, Dave Vine, Milt Britton, Billy Glason, Louis Mosconi, Murray Kissen, Al Trahan, Harold Whalen, Major Donovan, George Fleece, Lester Allen, Jack McLellan, Ralph Whitehead.

### No Dues

There will be no dues and the membership is non-sectarian. Income is expected to be derived from a percentage of the gross receipts from all benefits played by members, with this to be distributed equally among the various theatrical charities for the care of needy actors.

The rules will restrain the members from playing any benefit for any reason whatsoever without the organization's permission. Members will be obliged to send in all requests from benefit promoters to the A. B. A., which will investigate the promoters and their show, and then insist on a percentage of the gross going to the actors' own charities. The top percentage demanded will be 25%, but the A. B. A. can reduce it if the nature of the benefit so warrants.

### Actors Get Nothing

Speakers at Saturday night's meeting reiterated the well-known fact that of all who participate in benefit performances, the actors alone get nothing in return. The stage hands, musicians, theatre and attendants are always paid, and the sponsorship gets the receipts. The actors get applause, and sometimes are found under the wings in the morning before getting their business cards. That's not easy after doing four and five shows earlier in the day, aver the actors.

The circuits and booking offices will be asked to co-operate. It is pointed out by the anti-benefit campaigners that the benefit evil works havoc with theatres as well as performers. In New York alone the big benefit bills of the past few months, with 20 or more star acts billed and almost that many usually appearing, make the regular theatre shows look sick. It was estimated that of one Sunday morning night four benefit performances in the Times Square district grossed \$36,000, and that part of that money would have otherwise gone to the theatres.

### Where It Goes

The anti-benefit drive is aimed chiefly at the charity affairs of show receipts. The small profit really goes to the charities. After the promoters take their share and other expenses are paid, the beneficiary often winds up with less than a quarter of the gross receipts. As long as the money is scattered around to less deserving hands, they might as well get part of it, the actors declare.

Another angle which will have to combat, the members figure, is politics. Benefits staged by the circuits and theatres themselves for political reason will not be so easily curbed, it is held. There are other

### Shine Parlor Show

Des Moines, Iowa, March 20. —At last a stage show in town. The "Singing cowboy" and whistling sheep herder" are entertaining at the Shamrock show shining parlor.

On an improvised stage of two-by-four sawhorses, the boys have donned the shine parlor's uniform and play their banjo and accordion for the customers. The entertainers are hallyhood in white paint on the sidewalk and window of the hole in the wall.

## CUTS MAY CALL OFF SHOW'S H.O.

Despite the heavy business it's drawing to the Paramount, New York, this week, the Walter Winchell-Ben Bernie-Lyda Roberti bill won't hold over. The last (Monday) evening it was decided at Publix to send the show over to the Paramount, Brooklyn, next week instead, and possibly without Winchell.

All three were asked to take the 25% salary cut that goes into effect next week (24), but up to last night only Miss Roberti, whose salary is \$1,750, had accepted. Other salaries are \$7,000 for the columnist and \$6,500 for Bernie's band.

In the event Winchell is out for the Brooklyn date, and should Bernie refuse the reduction, the Brooklyn booking will be off also.

Publix' idea in switching the show to Brooklyn should the cuts be accepted all around and the trio remain intact, is to insure another first week's gross across the bridge, rather than chance a flop second week in New York. According to the weekend page, the show in its business plan at the Broadway Fair should gross about \$50,000.

## Detroit Vaude Goes on Week-to-Week Basis

Detroit, March 20. Michigan theatre's stage shows are in on a week-to-week notice basis commencing this week, house figuring on dropping them unless business picks up within the next couple of weeks.

Michigan, operated by Publix, is the ace presentation house here, playing name shows booked from New York.

The Mich. musicians have accepted a 25% cut. While no settlements have been made with any of the other crafts, it is understood that adjustments will be made.

The 25% music cut includes a 15% cut in scale and elimination of rehearsal and overtime charges.

### Jean Sargent for Shorts

Warners has set Jean Sargent, singing single, for two shorts with options.

### Morrison & Winkler agented.

Items, such as squaring speeding tickets, etc., that also come under the head of graft, it is understood, "Let's stop playing all benefits," one speaker declared, "and then we won't have to stage a benefit for ourselves." Despite a declaration that the organization is concerned with the benefit evil only, a story to the contrary appeared yesterday (Monday) in the New York Mirror, morning edition. It mentioned the birth of "another White Rats" and the likelihood of an actors' union resulting. Following a denial from the A. B. A. committee, the story was killed for the paper's final edition.

## NAMES HOLD OUT SMALL FRY HURT

Deal Benefits Low Chiefly and RKO Already Reported Cooling — Rail Fares Make Multiple Turns Cost More Than Before Reduction in Some Cases

### SPLIT ON OPPOSH

The four-circuit vaudeville acts' salary cut agreement, sealed last week, had hardly cooled off when one of the participants, reported as RKO, commenced to back out. It's the same old story of uniform salary cuts by opposing circuit theatres—it has never worked. But the circuits figured it would be different this time, because conditions are changed.

With the agreement still in force as far as official notice goes, the cuts were generally accepted by the small and moderate salaried acts last week, when notified of the cuts through their agents, but rejected by the majority of names. A few exceptions, such as Jack Pearl, who took a cut of 25% from his \$8,500

(Continued on page 40)

## SMITH, LOWRY REFUSE B&K CUTS

Chicago, March 20. Kate Smith and B&K had a crisis Thursday night on the last show with the house full of American Legionnaires come to present Miss Smith with a plaque. B&K wanted her to accept \$5,000 instead of \$9,100 which was the price of her show inclusive of Nat Brunoff's orchestra. She refused to go on for the final performance, American Legion or not, unless paid in full. She won.

Arthur's refusing short payment on his \$1,500 salary was Ed Lowry who told B&K he would attach the box office every day if any attempt was made to arbitrarily pay him less than his contract specified. Lowry also turned down flat a proposition to go into the Marbro for B&K on percentage saying he wasn't a bookkeeper.

## Gene Dennis Resuming, Kurtzman Personal Rep

Charles Kurtzman is the new personal manager for Gene Dennis, the mindreader, who resumes her RKO tour at the Albee, Cincinnati, April 7. Kurtzman has less than his contract specified, formerly in charge of coast theatre operation for Publix and also associated with Fox theatres in the east.

## MUST BE A SANTA CLAUS

RKO Horn Tooter Cops Enough Coin For a World Tour

Lester Thompson resigned from RKO Radio City exploit' tion department after being on the staff for but two weeks. The p.a. suddenly came into money. He let go of a bunch of stocks when the market advanced last week. So instead of looking into the job, Thompson will take a trip around the world.

## Beer Impatiently Awaited by Vet Cafe Men, Artists and Barkeeps

### Beck Finds It's Loaded

It's just as tough being a landlord as a booker, Martin Beck has discovered. Following the circuit's announcement of the 25-50% salary cut for vaude acts, RKO agents with offices in the Palace building, which Beck partly owns, petitioned the booking head for rent reductions. They claim that in cutting salaries, Beck is cutting their commission, so he ought to slice the overhead proportionately.

## WON'T TAKE CUT, HIRES LAWYER

Refusing to take the cut for five Loew weeks, commencing March 24, Al Trahan has retained counsel to hold Loew to the bookings at his regular salary.

Trahan, who's at the State, New York, has five more Loew weeks on a verbal agreement, at a salary of \$1,500. He was notified at the State yesterday (Monday) that the bookings stand, but at 25% less.

Trahan says he'll consider a cut on any further bookings, but not for time already booked. The law firm representing Trahan in the Loew matter is O'Brien, Driscoll & Rafferty.

Trahan is the first of the name acts that have turned down the cut, to take legal recourse.

## MURRAY ANDERSON'S 6 WEEKS AT RADIO CITY

John Murray Anderson and RKO are set for a new beginning, March 24 for three special numbers for the R. C. Music Hall, at alternate periods two weeks apart. Deal is up May 10 at Anderson's own request as he figures on returning to London to direct "Ballerina" there for a summer run.

Under this scheme of things, Anderson's first efforts may be seen on the M. H. stage April 8 for the Easter festival.

Addition of Anderson to the R. C. staff gives that outfit three stage producers, including Leon Leonidoff and Albert Johnson. Johnson is expected to take charge of the RKO Roxy shows when that house shifts to a band policy in a week or so.

### Osterman's Return Trip

Jack Osterman, along with a new troupe from the Club Richman floor, will play repeated at the Roxy, New York, and Fox Brooklyn commencing March 31 at the former house.

Osterman last week completed his first trip at the Brooklyn house after the previous week at the Roxy. His support company on the rebound engagement will be picked from the new Richman show, which opens this week.

### Last Half Builds to Run

Albany, March 20. Johnny Perkins, who opened at RKO Proctor's as a regular vaude act for a last half engagement, is being held over for two extra weeks as m.c.

The comic opened Wednesday (15) and the holdover started Saturday.

The bonanza of beer, and possibly wine, is looked forward to the turning point by the general run of performers as well as the nite club caterers. The artists see the advent of brewers as showmen, through the financing of proposed elaborate beer gardens as a better break than if mobsters were to go in to the beer garden thing. The professional feeling is one of greater comfort and stability of the brewers, devoid of any mobster cut-up of "territory," operate matters and engage talent directly. The established restaurateurs and cafe men also see in the brewer's a vital ally, as they will undoubtedly be called upon as the active beer gardens' managers.

The flow of beer, it is felt, will renew the "Somebody's" popularity of the public, with mass turnover the answer to good business. It is being predicted, too, that while there's plenty margin of profit in the nickle and dim of beer, the brewer, bottled, will continue to fetch 25¢ to 35¢, even in the pop joints, and up to 50¢ in the class hotels, due to the public's education to paying a higher price for the soda.

Slightly Worried The speakeasies are worried, but not too much so. It's conceded that the speakeasy habit of drinking has been decaying of post-Volssteadism, especially with the femme yen to park the tootsies on the brass rail, will leave room for the more ornate nocturnal amusements to flourish.

The drinking restaurants and niteries serving liquor recognized this last fall when prominent interior decorators were called in to redecorate the place. The cost was \$50,000 to \$70,000 for the appointments of their rooms, and a few of these ultra niteries have been firm in the enforcement of "quid" laws. But others have remained, while practically all of the elaborate plans came into being predicated on the modification or repeal theory.

Some of the nicer boys among the speakeasy caterers look forward to the open-door beer gardens and hotels and restaurants serving brews with raked satisfaction. The tension attendant upon any such venture didn't sit well with them. It's well known that many a self-respecting old-time barkeep squander' arms. But others have remained, while practically all of the elaborate plans came into being predicated on the modification or repeal theory.

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PALLADIUM, LONDON

London, March 8. A Palladium 'Crazy' show is not like a regular bill at this house. 'Crazy' ad is a show with more and more into a sort of big revue. They cannot be described as vaudeville, as the show is a modern revue, they carry elaborate scenes, plenty of backouts, quite a lot of dirt, and bits that have been heard.

Funnily enough the last 'Crazy' show here carried two importances—George and Cora Fay—who were the hit of the bill. Current one has Myler Golden's 'Romance in America' and the Clyman, both American and both outstanding. This does not take it away from the Six Lucky Boys, another American importation, who were added to the show at the last moment, after having played the house two weeks previously.

Boys meted out a new scene, where they run through their whirlwind acrobatics, with some of the gang helping to show a genuine reminiscence of the excitement they created in 'Rhapsody in Black.' It's slick, perfectly woven rhythm they unlimber in their present act, but there isn't enough in it to build them up to the climax they deserve.

It was capacity on the lower floor at the second Saturday mat and betokened a sell-out for the boys in other regions above. Nothing in particular to give this house opposition on tap at the Paramount down this week.

It was capacity on the lower floor at the second Saturday mat and betokened a sell-out for the boys in other regions above. Nothing in particular to give this house opposition on tap at the Paramount down this week.

Several scenes have been deleted since the opening, as the show was running much longer than probably be held over for another 'Crazy' show.

ALBEE, BROOKLYN

Why they had to clutter up the intervals of this bill with an m.c. is something that perhaps only the book-keepers know. Not that Herman Timberg, to whom, unhappily fell the assignment, lacked the capacity for making a good thing out of anything, but the intrusion of someone to gag between acts was entirely unnecessary. The interval was a counter to the very nature of this setup, but it made a draggy affair which otherwise would have been a lively party.

Timberg's weaving in and out of the fore part of the proceedings was a help, but it was a good ground to his own session in next-to-shut. By that time his style was no longer a novelty, and even when he trotted out his troupe the occasion didn't take very long to start sagging.

HIPPODROME, N. Y.

When you can chalk up 15c mats and 25c evenings against the show doled out for that dough over here you can't be too hard on the higher-priced houses and their programs is anything but unfavorable.

Boyle Wolfolk of points west, including Chicago, has been staging the band units here for a couple months now, with Willie Creager the maestro to the 11-piece band, brought in when Wolfolk took charge.

Creager's outfit does okay, certainly better than the average neighborhood variety division in the show. No numbers by itself, however, only diff over here as a number of the boys are being to be that band on the stage and attractions are introduced by an Irish tenor soloist, and Saturday got his chance to don green frock and sing 'The Girl Who Got the Girls Backing.' Marvey does 'Long Way to Tipperary' from off-stage.

Marvey liked his work as a singer, but on the m.c.'ing Marvey fails to impress. He wisely minimizes on the m.c. more than announcing various acts.

ACADEMY, N. Y.

It's Mae West at the Skouras citadel this week and the show doesn't matter so much, which is perhaps why they bring Vaughn De Leath out to sing 'The Girl Who Got the Girls Backing' with the leeman who plug the seats down here. They unbelted a little applause for her and spotted a light pater here and there through the rest of the program, but mostly they left her to her hands.

Three weeks ago, when caught at the Palace, a reviewer reported that Danny Small and Harry Mays apparently the only two who were reading in the papers, for the stuff is still there and just as dirty without the m.c. help.

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PALACE, CHICAGO

Chicago, March 17. Every now and then RKO bursts forth with a gala seven-act bill which invariably, as in the current collaboration, is not as good as it seems. In this case, the show proceeded thus: DeWolf, Metcalf and Ford, Walter Walters, Tony and Bob Floyd and Sully, Nick Lucas, and Bob Floyd.

Bill was dispatched by an express train by DeWolf, Metcalf and

GARRICK, CHICAGO

Chicago, March 18. With an advertising and curiosity bait, the act doesn't take too much time. Walters is miffing his Agnes' but for notices and restorations, its well-beaten track for fairly good results. Wons followed.

The 'Great Jazzy' (Radio) is the film. Biz pretty good. Land.

G. O. H., N. Y.

One of the two remaining vaude spots south of Times Square, this house is doing okay by itself, although it has changed its stage routine around somewhat by having only three acts and producing its own flash number.

Edison and Louise, with a novelty edge, got off very nice. Hazel Walton sang and kibitzed attractively, with Santry abetting.

Screen had 'Cynara' (UA) and 'Temple of Love' (Fox) for the trailers. Lots of show for the money. Sham.

LOEW'S, MONTREAL

Montreal, March 17. Eddie Sanborn, in touch with the times, used a medley of Irish airs and had the patriots applauding heavily, but when he spotted three fiddles, sax and clarinet for 'Wild Irish Rose' the Irishy rose at him and keened for more. They got it.

AUDITORIUM, BALTO

Baltimore, March 17. Baltimore continues to attract the vaude-minded patrons, and the heartening success of stage shows in the big and little houses of the Philadelphia district.

House itself is of another Century, designed for light and having served the purpose of a vaudeville house in the Kerman and Schanberger guidance. Now it's the property of the Baltimore Trust, which has been managed for them by Leonard B. McLaughlin.

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# Beck's Hand-Picked Agents' Ass'n Backs Down at Actor's Suit Threat

Artists' Representatives Association, the organization of RKO franchise holders which tells actors which agents they may and may not have, and otherwise runs matters to suit itself, almost had to prove its right to continue to do so in court. Bob Murphy had retained Julius Kender to sue for an injunction to restrain the ARA from interfering with his selection of a new agent and the ARA reconsidered matters. Kender advised the ARA that if his client did not get satisfaction, suit would be started this week. The ARA backed down and changed its decision, giving Murphy what he wanted.

Murphy, whose RKO agent has been Harry Fitzgerald, announced intentions of switching to Curtis & Allen and applied to Fitzgerald for the formal and customary release. As all releases, etc., must now be qualified by the agents' association, Murphy's request came before the ARA arbitration board, which turned the comedian down.

Murphy was advised that he was compelled to retain Fitzgerald as his RKO business representative, despite his own reasons for wishing to change to another agent. Kender in his formal letter threatening legal action stressed that Fitzgerald was never rather inactive as an agent lately, and that he (the attorney) regarded the agents' association's attitude as restraint of trade.

Much to the general agent body's resentment, the ARA board has been running things its own way in the RKO office without interference or serious objections since it was organized about a year ago. With its patriotic officers, all hand-picked by the booking office and taking their orders direct from Martin Beck, it is regarded by its own members as more of a booking office convenience than an agents' protective association. The board has decided to overrule a booking office decision.

### JOHN MASON HURT

Sustaining injury to his spine Sunday night (19), John Mason and his skating partner, Mary Mason, were unable to go on at the Roxy yesterday (Monday) at the first show though possibly able to resume later on. The Masons were doubling between the Roxy and the Hollywood restaurant.

### Counts Lay-off Profit

Bob Murphy says that under the salary cut for vaude acts, he's losing less money while laying off more than when laying off formerly. The way Murphy figures it out is that his former salary was \$900 and his cut salary is \$675, so when laying off now he loses \$275 less.

### MAGICIAN SAYS CIGGIE ADV. EXPOSE HELPS HIM

Mel Roy, magician, playing through the Southwest, and currently in Southern California, has so far turned in a season of profit, unusual in present day show business. Roy has a troupe of five people and an advance man. Outfit plays school halls. For several months, throughout Texas, he carried his own canvas, which necessitated 11 men to handle. Overhead necessitated his storing the tent in Dallas.

As a reverse angle, Roy claims that the Camel advertisements exposing magic are a help to his business. In every town he challenges the Camel people and does the trick they expose in a different manner. His main bally, however, is a radio fortune teller who works out of small local stations, with the answers given free at his performance.

Horace Goldin, has filed suit in New York Supreme Court against the R. J. Reynolds Company on the magic ads, taking exception especially to the sawing the woman illusion which he claims he invented.

He wants \$50,000 damages because the ad, which just appeared a couple days ago, allegedly has affected his ability to get bookings.

### Petroff Job Hunting

Boris Petroff, stage producer at the Paramount, New York, goes to the Coast next week on a six weeks' leave of absence. Trip is on spec and for the purpose of landing a studio job.

During Petroff's absence Bob Alton will stage the Far shows. Alton has been the Brooklyn Paramount producer and stager for the out of town Public houses.

### Mrs. Rich and DeRuyter Split Professionally

Jack DeRuyter has split professionally with Mrs. Freddie Rich. Latter is now barnstorming the dance halls around New York with Saxi Holtsworth's jazz band. Band is now billed as 'her play-boy orchestra.'

## NVA DRIVE SET FOR PLATE PASSING

After holding out as long as possible on the claim they were tied up with other matters, the major circuits finally got together on the NVA last week. At a meeting held Thursday (16) the RKO, Loew, Warner and Public heads decided on plans passing in the theatres again as the principal means of raising funds and set a tentative date for the drive. It will take place either week of April 21 or 28.

It is anticipated by the NVA Fund directors that the \$200,000 needed for a year's maintenance of the Saranac and New York phases of the NVA will not be entirely covered through the theatre collections this year, due to conditions. But they have decided to stage the drive first and see what happens before drawing plans for other methods of raising additional funds, if needed.

As usual, indie theatres will be asked to participate in the drive, along with the chains. Ballyhoo will be confined to a talking trailer to be used by one of the studios, with some fun being done the last week.

Further meetings are scheduled for this and next week to map out details. Circuits will appoint a committee to handle the drive in conjunction with the Variety Managers' Association.

### Birmingham Stock Ohio Puts Vaude in Opposite

Birmingham, March 20. Co-operative stock arrangement for Jefferson with Edith Ambler company looks indie with business pretty good. Good enough at least for stagehands and musicians to buy something besides peanuts for lunch.

With no overhead it doesn't take much grossing to make ends meet. Even during the week the banks closed the house ooped almost a thousand berries. Prices for reserved seats 40 cents and matinees two-bits. Propositions is a re-innovation of the 20-30-40 cent stock of bygone days. No pretense is made to give the folks highbrow stock and the more hokum that can be packed into the lines the better the business.

A comedian, Walter Ambler, is the show with the folks. He is doing roles that were done years ago, such as a hick constable, butler, etc. Vaudeville is getting spotting on the billing. In consequence Ritz and Alabama both resume vaudeville this week as a test.

### WB Move for Penalty

Warners has filed a claim with the U. M. against Annie, Judy and Zeke, hill-billy trio, for a week's salary, stating the act signed a contract for the current week at the Earle, Washington, and canceled to appear at the RKO Roxy, New York, instead.

RKO Roxy date this week is a repeat for the act. It was wanted back by the house producer, Leon Leonidoff, and went in anyway when WB refused to issue a release for the Washington date. Warners based its refusal on the fact that the RKO Roxy booking is a return date for the act.

Leonidoff was willing to release the act after the first show Friday (17), but Warners said it was too late.

### NEW ACTS

Joe Weston and Mary Ellis. Doyle and Donnelly Revue (6). Bert Frohman and Co. (20).

## Chi Indie Bookers Point to Best Bills Ever Available to Them

### Anti-Benefit Drive On

Actors' Benefit Association, organized to combat the constantly growing benefit show evil, has started its membership drive. There are no dues and membership is open to all variety artists.

A mass meeting and election of officers is scheduled for Saturday night (25) at 11.30 at the Edison hotel, New York.

Chicago, March 20. Independent vaudeville bookers are unanimous in declaring that right now they can book the best quality vaudeville bills ever available to independent theatres. Even a year ago the indie bookers couldn't put together such meritorious shows, they agree.

Samples of bills booked within the last week or ten days by local offices can be compared in reminiscence with former indie layouts. Here are typical examples of what kind of bills can be booked even on short notice:

### Senate

(Wm. Morris Office)  
Prompe and Merrit.  
Halz. Hutz & Co.  
Buddy Howe Co.  
Harry Hines.  
Sandy Lang.

### Congress

(Wm. Morris Office)  
Muiror, McNeese & Ridge.  
Walmsley and Keating.  
Roy Rita Beyer.  
Charles Wilson.  
Becher, Rababayat.

### Embody, Fort Wayne

(Billy Diamond)  
(First Main)  
Dawn Sisters.  
Vic Oliver.  
Tae Samuels.  
Jackson and Gardner.  
Indovina.

### Law Pollock

(Second Hall)  
Rayes and Spock.  
Woods.  
Broadus and Hays.  
Jerry and Her Bab Grands.  
Garrick

### (Consolidated Agency)

Henry Santroy Band.  
Hazel Walton.  
Harry Foster Welch.  
Betty Brown.

### Perage

(Tommy Sacco Agency)  
Dale and Myers.  
A. Cation Pickers.  
Frickton and Renee.  
Billy Sweda Hall.  
Bonne and Doolay.

### ONLY BURLY IN WORCESTER

Worcester, March 20. Stage show left Foll-Balloue Friday after season of F&M units. Double film features now. Reports of split week F&M bills at Foll-Elm E. Head by Doc Ryan. Only flesh in town now at old Worcester theatre where burley opened last week under Jess Myers.

### JULES BARY

and His  
Concert and Dance Orchestras  
Second Season, Princess Hotel,  
Bermuda  
Open for engagements after May 10.  
Six seasons Manor Richellee, Murray Bay, Quebec.

### PLEASE TAKE NOTICE

N. V. A. SCENERY EXPRESS AND STORAGE CORP. of 313 West 43rd St., New York, will dispose of all Baggage and Theatrical Paraphernalia and with them for unpaid storage.  
Anybody having property in this storeroom please call to claim same.

# Marcus Loew BOOKING AGENCY

General Executive Offices  
**LOEW BUILDING  
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**MARVIN H. SCHENCK**  
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## Will Pay \$250.00

For a Good Comedy, Novelty or  
Song That Befits My Act—  
Am Also Interested in Good  
Comedy Material—

# JOE PENNER

Week March 24  
LOEW'S VALENIA  
BROOKLYN

Week March 31  
LOEW'S PARADISE  
NEW YORK

# JEAN LEON THE LEE GALS

ASSISTED BY  
MURIELLE D'OR, DAVE STEINER and JOE RANKIN  
**LOEW'S STATE, NEW YORK**  
THIS WEEK (MARCH 17)  
Thanks to MARVIN SCHENCK

Personal Manager  
JOHN TICKET

Loew Representatives  
LYONS & LYONS

## Pay Cuts Same Old Story

(Continued from page 37)

Loew salary, showed willingness to co-operate, but most of the names who don't need immediate work or funds answered that they'd prefer to lay off until conditions improve. The majority of that lot are paying their salaries now—perhaps they will not come up again so easily. Circuits have set Sept. 1 as the tentative outside date for the return to present salaries (the cut is effective next week), but reserve the right to prolong it if business conditions are no better by then.

### Loew Beneficiary

RKO's booking and theatre executives, particularly Martin Beck, were said to have figured, after scanning the agreement they had entered into, that one circuit—Loew—would derive most if not all the benefit. The reported RKO angle is that Loew plays most of the names and that the cuts are aimed chiefly at the high salaried turns, while RKO can't cut much below its present salary for intermediate acts. It is at Loew's expense.

As RKO is situated, with its time scattered and consecutive bookings necessitating long routes, most acts cannot operate under the new plan unless the circuit pays railroad fares. Fare guarantees have been made by RKO in some instances, and as a result the RKO booking office found that in several cases it was more costly than without the cuts.

One example is a big revue act whose regular pre-cut salary on the Loew time was \$2,150. RKO had turned it down at \$2,500. Its revised salary under the cut is \$2,000, but in order to get by for that amount on the RKO time, it will have to have under the new plan. The fares amount to \$700 a week on the long jumps, so RKO instead of paying \$2,500 straight, for which it could have had the act, must pay it \$2,000 and \$700 extra for transportation.

One of the names turning the cut down was the Guy Lombardo band, which was cut from \$6,500 to \$3,000. Lombardo and his wife were storming on the road, where he could get \$5,000 or more weekly on one-tiners.

### Drastring Cuts

Other cuts made were equally drastic, but not accepted thus far. Bing Crosby was offered \$2,000 to \$1,500; Molly Picon from \$2,500 to \$750; Waring's Pennsylvanians from \$6,500 to \$4,000; Arthur Tracey (Street Singer) from \$3,500 to \$1,000; Willie Hays from \$4,000 to \$2,000; Bill Robinson, \$2,500 to \$1,500; Irene Bordoni, \$2,000 to \$750.

Most of the inside on a few more severe reductions are on a straight 25% basis, such as Morton Downey from \$4,000 to \$3,000 and Rudy Vallee, who drops 25% from his former \$5,500.

In some cases the circuits set their own salaries before they commenced shaving. Vincent Lopez band's last salary was \$4,000. But he was set down at \$3,000. The new salary is 25%. The Lopez band comprises 20 men, all of whom get \$100 or over, and that eats up most of the act's new salary, \$2,400. After commission is deducted there are only \$1,800 left there's nothing left, and if the salary cut stands, the act will have to trim its quality and personnel proportionately in order to operate.

While those names who are in a position to did some squawking without accepting, most of them are holding off before giving a definite answer, the four-circuit salary axe was taking effect among those who are to whom a half is a necessity. Thus far the cutting goes principally for them and only such names as can't hold out.

In entering into the agreement the circuit heads sought to guard against the pitfalls that have caused all past salary pacts to fail. The most important phase is opposition. All agreements always went out the window when one theatre, badly in need of a name to combat opposition, found it convenient to disregard its promises. None of the circuits has ever been immune from it.

### Last Pact Failed

The agreement made last fall in a less conspicuous way was broken in less than a month when the various circuits refused to discuss any other of breaking faith. They agreed ways to get around the salary ties. Acts cut from \$1,500 to \$1,000, for example, were booked at \$2,000. It was true, but the theatre added on an extra \$500 for "expenses." Then a flock of forgotten commitments commenced to

show up. The bookers suddenly remembered promises made to acts for certain salaries prior to the agreement.

There are some salaries so low already that they cannot be cut. Such as the 15-girl act which is playing for RKO at \$900. And the many five and six people turns set at \$350 and less. The majority of acts playing for RKO, which had cut salaries under even the indie booking scale prior to last week's agreement, are in that position. This tends to make the cutting more difficult for RKO than the others.

Independent theatres playing stage shows not in favor of following the circuits in the cutting, as a group. While some individuals will, the better class majority figures better shows will now be available to them, due to the circuit's position. A theatre such as the indie Hippodrome, Baltimore, which caused Loew to spurge with high priced names at its own house there, now has a clear path in the name buying field. It is waiting, with Loew powerless to oppose the Hipp as long as it's bound by the agreement. According to the circuit heads, no exception will be made.

## RADIO CITY STAGES GO ON SPLIT CITY RKO BOOK

Phil Tyrrell, RKO agent, switches to the other side of the road this week, becoming stage show booker of the two Radio City theatres. Tyrrell's book, comprising the two acts' houses only, will be apart from the regular vaude time in the RKO booking office.

Up to now there has been no set booking system for the Radio City theatre. The talent buying has been done rather haphazardly by anybody and everybody in authority. Personally responsible for the Radio City bookings have been Martin Beck, Harold Franklin, Leon Lombardo and anybody else with an idea of his own.

Another phase of the Radio City system to go is the booking of acts from the outside over RKO agents' objections. Tyrrell will book all acts in the regular booking form manner, through RKO franchise holders only.

Tyrrell, after a couple of years on the Loew floor, became an RKO agent with his own franchise last year. He's from Chicago, where he formerly booked presentation shows for Balaban & Katz and Pixiel.

## Band-less Vaude

Los Angeles, March 20.

With Warners' musicians deadlocked on a new agreement, following lockout of pit men last Thursday, the Downtown is running a band-less vaude. The acts provide their own accompaniment, with Earl Dancer's colored band spotted as an act.

## Behind the Keys

(Continued from page 19)

ferred to the RKO Fordham, in the Bronx.

—Minneapolis.

Marvin Park, who has been handling the RKO Orpheum, has gone to take charge of the RKO Albee, in Brooklyn. Jack Gross, formerly RKO city manager at Ft. Wayne, succeeds Park locally.

—Newark.

Larry Sheard is now manager of Garden, Patterson (Wis), where Harry Dills, who becomes assistant manager again.

—San Francisco.

Midland theatres (National and Grand) has set Dominic Isabella in Modesto as chief of the houses there. Isabella was formerly assistant at the Fox Oakland.

Bank holiday paid Gen. Colfax; Roxie, Reno; Auburn, Auburn; National, Chico; Winema, Scotia.

—Birmingham.

Three small houses in this district are scheduled to reopen within the next few days. They are: Tarrant at Tarrant City; Norwood, Birmingham; and Community House at Norwood.

Norwood is installing new sound and new equipment and will be operated by N. H. Waters, who is building up a string of smaller houses.

## Shea's Toronto Closing, But One Big Timer Left

Toronto, March 20.

A beloved figure in Canadian show business for a half a century, Jerry Shea closed his Hippodrome here on Friday (17) for an indefinite period due to deadlock on wages cuts with union leaders although the 40 employees of the theatre expressed willingness to comply with Shea's plea for a settlement in order that the house stay open.

Orchestra leader was willing to take \$70 a week instead of \$125 and the pit boys agreed to a reduction from \$40 to \$44, but proposal vetoed by the Musicians' Union, it is understood.

Closing of Shea's Hippodrome, together with the recent closing of Vancouver's Orpheum, leaves Loew's in Montreal the only major vaudeville eastern spot in Canada.

When Jerry Shea opened his Concert Hall in Buffalo in 1884, this was an American act. It was the London music halls and its acts were the pick of English variety and American vaudeville. Shea came to Toronto in 1899 and built on the site of the former Standard Theatre which, two years before, had been gutted by fire.

The first bill had Montgomery and Stone, George R. Swag, Favor and Sinclair, Marshall and Darling, and the Kleist Brothers, Henri French, Lew Hawkins and Professor Leonida. It was here that Mary Pickford of Toronto, then little Madams Smith, made her "appearance in 'The Little Girl'." On the same bill was Yesta Tilley, this being the only Canadian appearance during her career.

## AUDITORIUM, BALTO

(Continued from page 38)

enough when it's figured to 15 acts weekly as the house is a split week affair. It's a matter of debate locally whether Levine is going to do a split week.

His first week is playing to nice houses, but little at the box office, due to the distance from the city with some 10,000 passes in a tie-up with a ginger ale firm, which did the distribution from house to house. Tax for the house on the tickets is 10c. Levine reports the take at the box office is about half and at the door about two-thirds of the Oaksley and the rest cash.

Levine's idea of plenty of entertainment in this month is his chance only when figured from the family viewpoint. The sweetheart girl-friend-boy-friend coin is out. Levine is the man who gets that a man and his wife and four children can go to the Auditorium, see a picture, and have a good dinner in a box yet. It's that 10c for kids that counts a lot; the 25c for adults is strong also, but not too strong since the best of the first runs is only 40c on week days. And that's Levine's weakness. As at Central, where the Hippodrome, the customer can see the highest vaude and the best flick at 40c in the house, and still get the Auditorium for flash and comfort. For instance, there's Jack Pearl in person at the Central this week, "The King Kong" at the Hipp.

"As for the vaude itself it can be perhaps best labeled as the lesser family fare in quality, nameless turns with a sprinkling of standard acts that bring back memories. There's the usual line-up: Lillian Broderick, even Coogan and Casey. There are no headliners, and never will be; the policy of Levine being eight acts for two bills.

On the first show were Mickey Bratz and Co., who opened fairly on juggling and dancing. The elder femme's trick work is ok, but something in her intense manner gives the audience a giggling, comical approach. The giggling would seem the solution. Miles and Marie Oliver play accordions and Marie sings and dances. The Hippodrome, a fault which must be blamed somewhat on Gracie Lyon, who in the past has kept slowing it down between acts.

Coogan and Casey were the first standard sequence in the line-up. Gene and Al, who are a colored pair who have nothing to offer but who waste time stalling between gags and acts. About the only thing of consequence was the girl's violin imitation for a closer. Lillian Broderick is presently in the house for flash, and has a young femme stepper who has that 1933 exuberance that gets across the footlights.

Wings and Dicks are unknown to this audience, which proves how little vaude-minded this part of the audience. As a regular vaude spot it would have been another story. Act is dated, but good. The show is a good one, a vaude personality, that something that made variety, which put this turn across as the turn of the show. Gracie Lyon is a good one for herself. Lew Rodgers is around as the straight. Miss Lyon needs a new line. Closing was Dagmar, illusionist.

## Inside Stuff-Vaude

Maurie Rose and Harry Romm are not very popular with the other RKO agents, also the Loew agents who attended, since the mass meeting on salary cuts at Radio City last week.

Romm addressed Martin Beck, Ed Schiller and other circuit execs with the declaration that he didn't think any act is worth more than \$1,000. The other agents burned. Three days later Romm booked Buddy Rogers with RKO for \$1,500.

Although the salary cut had not been discussed among the agents prior to the mass meeting, and despite the fact that nobody knew the general sentiment, Maurie Rose in a grand stand play for the booking heads arose and said that 'as spokesman for the RKO agents' he wished to declare the agents as 100% in favor of the cuts.

In setting himself up as the agents' 'spokesman' without asking their permission, and without even discussing with the other agents, Rose reflected the wishes of the booking office rather than the true feelings of the agents, the other agents readily declared. Despite being president of the agents' association, Rose apparently knew as little about the reasons for the meeting before hand as the other agents. He told a few of them in advance that at the meeting they'd be advised of a plan for amalgamation of the four major booking offices.

Basement of the RKO RKO is to be converted into a rehearsal hall for the Roxettes who will show at that theatre exclusively. Other group of Roxettes at the R. C. Music Hall have a rehearsal hall. Hitherto it has been necessary for all girls to train at the Music Hall only, walking to the bigger house between shows.

Jules Bledsoe, whose salary in the major theatres is \$550, got only \$300 for the mass meeting, and despite the fact that he had a colored house in Harlem, New York, last week. Houbs docked the colored baritone \$100 because he missed two shows.

Bledsoe went in for a guarantee of \$350 against 60% of the gross over \$4,000, but the gross didn't exceed that figure.

## Omaha Orpheum Vaude Ends on Routing Jam

Omaha, Neb., March 20.

Vaudeville has given up the ghost in Omaha. After making a valiant stand at the Orpheum, one of the original Orpheum houses where the name meant the best in vaudeville in the middle west, it folded this week. During the past few weeks it's been only a Friday-Saturday-Sunday affair, and when it became necessary to jump shows from Chicago to Omaha to New Orleans to bring them here, the jig was up.

New policy is two features with 40 cents top. This shade the Paramount by a nickel all along the line. Orpheum still plans to play Eddie Cantor on Monday, April 3, twice during the day, at a \$2.00 top and manager J. W. Spokan says it still will take on traveling shows when possible.

Chicago, March 20.

RKO Palace here is now the only remaining vaudeville theatre of the former Orpheum circuit of two-a-day big time vaude since Omaha dropped vaude. All other Orpheum houses operate with straight pictures.

Palace has been consistently profitable for some time with its combination vaudefilm policy.

## L. A. Par's Radio Show

Los Angeles, March 20.

Marco will go the limit with radio talent at the Paramount next week following initial radio stage show currently. Will use practically all KFWB Sunday night H. Jinks talent holding Johnny Murray over at the Alhambra, Milwaukee.

The Richfield reporter will appear at each show to broadcast his new summary over NBC chain direct from the stage nightly at 10.

## 'Dixie' Condensed

Chicago, March 20.

Colored revue 'Dixie On Parade' which played at the Commodore, which played as a legit attraction has been bolted down to an hour and goes on the road as a musical act. Percy Venable's production. Billy Diamond has picked a tab for a week at the Alhambra, Milwaukee, as a starter.

## F&M's L. A. Break-In

Los Angeles, March 20.

Fanchon & Marco shows go back into the Manchester, L. A., on Thursday (23). House will probably break-in for the State, will probably be the same for the Paramount, now under Marco operation. Manchester police, in hiding this morning (Monday), nabbed a stick-up there for weekend receipts.

## Ft. Wayne Split Week

Chicago, March 20.

Embody, Fort Wayne, Ind., will use five acts on a split week policy booked by Billy Diamond. Starts this week.

House was formerly an RKO stand but has reverted to the landlord.

## HAMCRICK WOULD BRING VAUDE TO NORTHWEST

Seattle, March 20.

Vaudeville is arriving in Northwest. John Hamcrick is taking the leads with Rex (former Panjagos) here opening Sunday with five acts, five-piece pit band and first run pix. Keighley & Roscoe are booking. Al Gillis, veteran manager, is house manager.

Hamcrick plans using vaude also at Music Box, Tacoma, and in Portland, this forming nucleus of a circuit. Keighley & Roscoe are seeking to promote a N. W. Vancouver, B. C. Spokane, and other towns likely spots.

Pop prices to prevail at Rex, with 25 cents top nights; 15c matinees. Seats in the house will be cleaned up with Panjagos vaudeville being a great money maker for years. Opening bill: Hooper and Gatchett, Hector and Pals, Jack and Betty Cavans, Arthur and Ed. Abrams, and Riley and Thrower.

## Indie Wants State-Lake For N. Y. Hipp Type Show

Cooper & Carroll, indie operating firm whose specialty is 25c vaudefilm grinds, is negotiating with the Lawrence Stern Investment committee who control the dark State-Lake, Chicago. C. & C. is reported after the house with a view to installing a policy similar to the one current at the Hippodrome in New York.

State-Lake, formerly RKO-Orpheum, was dropped by the circuit on a default last month and has been closed since.

## Vaude for Cincinnati Stand Tried as Tonic

Cincinnati, March 20.

The Strand will add a five-act vaude bill to its screen fare starting Saturday (25), with no change in the 15-25c scale. House seats 1,160 and has not done so well with pictures since reopening two months ago. Prior to that the theatre was in a position to continue, following giving up of lease by H. D. O'Connell.

Present management is by ownership; the Cincinnati Theatre Company, which also has the Star, 250-seats in Fifth Street, now under lease to Warren E. Irons for 15-cent grind vaude and dwarf burly. George Dresselhouse and John G. Jerome, stockholders, came on from New York to assist in plans for new policy.

## Miss Attree's Fall

Baltimore, March 20.

Femme member of the acrobatic turn of Stanley Bros. and Attree was injured yesterday (19) when she slipped from the act at the vaudeville Hippodrome, indie spot of town. Miss Attree was injured about the head when she fell to the stage. Accident was due to the breaking of some apparatus in the closing whirlwind stunt. She was eager to continue in the act, but the doctor ordered not. Stanley Bros. continued with Miss Attree to be out of act for a few days.



Variety Bills

NEXT WEEK (March 25)
THIS WEEK (March 18)

Numerals in connection with bills below indicate opening day of show, whether full or split week

RKO

NEW YORK CITY
Muscle Head (18)
Beatrice Belkin
Stanley Brownman
Loni Bowden
Academy
Case Bros & Marie
Newark
Brooklyn
Albee (25)

Rails & Bonita
Brooklyn
1st half (24-27)
2d half (28-30)
1st half (24-27)
2d half (28-30)
1st half (24-27)
2d half (28-30)

JACK POWELL

Grace DuFaye
Roxey, New York City

LEDDY & SMITH

Prospect
1st half (25-28)
2d half (29-31)
1st half (25-28)
2d half (29-31)
1st half (25-28)
2d half (29-31)

WARNER

JAMBAICA
1st half (17-20)
2d half (21-23)
1st half (17-20)
2d half (21-23)
1st half (17-20)
2d half (21-23)

Picture Theatres

NEW YORK CITY
Paramount (17)
Walter Winchell
Lolla Robert
Harold Arlin
'Strictly Personal'
RKO ROXY
Art Frank
Ted Tarr
Deborah 4
'King Kong'

Stock Market

(Continued from page 11)
on the board, ally into a new low for all time at 50 cents a share, while the main trading mediums were chalking up gains as much as 10 points in the initial stages.
The effect on other amusements was significant. Loew's tried to boost out the gloom and its clique marked its favorite up from around 11 to 14. When the rest of the market rallied on Friday that the swing was being overdone, it lapsed back quickly after half-hearted support. It is significant that there seemed to be no nearby bids for Loew as the week came to an end. Stock held at 13 most of Saturday and then in the last few minutes dropped 1/2 to a single trade of 100 shares, giving evidence of wide difference in opinion between buyer and seller.

Fanchon & Marco

JAMBAICA
1st half (17-20)
2d half (21-23)
1st half (17-20)
2d half (21-23)
1st half (17-20)
2d half (21-23)

LONDON

Week of March 20
Antonia Dance Hall
Cotton Bd
Dominion
Kik Kat Rest.
Mary & Erik
New Victoria
Campoli Orch
Asteria
Rich Garcia
Singer Bros
St. John's
Edgeware Rd
Fiv & Pat Hyde
Fiv & Pat Hyde

Cabarets

NEW YORK CITY
Biltmore Hotel
Harold Stern Orch
Central Pk. Casino
Duchess Park Orch
Chaoteo Internat'l
Queenie Smith
Roe & Sargent
Dorothy Gray Orch
Cobina Wright's Orch
Joe Moe Orch
W. Oakland
Milard & Anita
Oscar Davis
Marge Landy
Marilyn May
Beth Cannon
Al Crawford Orch
Mayfair Beauties

Incorporations

New York
Albany, N. Y., March 20, 1933
Southern Boulevard Theatre, Inc.
Brooklyn, N. Y., March 20, 1933
Worlokine Corp., New York; pictures;
Metropolitan Picture Productions, Inc., New York; pictures; 200 shares; 100 preferred \$100.
Screen Theatre, Inc., New York; theatrical; pictures; Manhattan; pictures; 100 shares; 50 preferred \$100.
Formosa Pictures Corp., Manhattan; pictures; 100 shares; 50 preferred \$100.
Lemp Theatre, Inc., Bronx; theatrical; pictures; 100 shares; 50 preferred \$100.
Bell Amusement Corp., Manhattan; theatrical; 100 shares; 50 preferred \$100.
Rialto Theatre, Inc., Manhattan; theatrical; 100 shares; 50 preferred \$100.
Kings Amusement Parks, Inc., New York; pictures; 100 shares; 50 preferred \$100.

Judgments

John Zantz and A. C. Himmelfarb vs. W. Gordon, guardian of the property of the Commonwealth of Penn.; \$25,000.
John Murray Anderson 16 Park Ave., New York; \$2,485.
J. O. Theatre, Inc.; D'Barth Theatre, Inc.; Charles B. Dillingham; J. S. Ames and others vs. Irving Trust Co., New York; \$157,777.
Bob-Ed Theatres Corp. and Joseph B. Weinstein vs. Irving Trust Co., New York; \$157,777.
Bob-Ed Theatres Corp.; Irving Trust Co. vs. J. O. Theatre, Inc.; \$157,777.
A. B. T. Theatre, Inc.; Fox Film Corp. vs. Pathe Realty Co., Inc., Bank of N. Y. and Trust Co.; \$101,150.

Summary for week ending Saturday, March 18: STOCK EXCHANGE

Table with columns: High, Low, Sales, Issue and rate, High, Low, Last for wk, Net chg. Includes entries for American Sec., Columbia P. Co., Eastman Kodak, etc.

CURB

Table with columns: High, Low, Last for wk, Net chg. Includes entries for Columbia Picts., Trans Lux, etc.

DR. JULIAN SIEGEL

1860 Broadway
This Week: Chas. Allen; Harry Norwood

ROCHESTER
Olan & Johnson
SAN ANTONIO
Alexander Gray
TRENTON
1st half (25-28)
2d half (29-31)
1st half (25-28)
2d half (29-31)
1st half (25-28)
2d half (29-31)

Loew

NEW YORK CITY
F. M. & Britton
Boleward
1st half (24-27)
2d half (28-30)
1st half (24-27)
2d half (28-30)
1st half (24-27)
2d half (28-30)



# VARIETY

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## 15 YEARS AGO

(From 'Variety' and 'Chipper')

Promoter was propositioning F. W. Woolworth to build a 900-seat theatre in the courtyard of the Woolworth building. Plenty enough room for the necessary fire alleys and promoter was willing to pay \$60,000 yearly rental. For the drop-in trade. Never built. Insurance cost was one drawback.

Marie Dressler was offering to do a vaudev turn free if they would let her speak for the Third Liberty Loan.

Another scarcity of showgirls. Good ones were offered \$60 a week. Girls wouldn't tour because of rising costs on the road.

Leo Felst firm printed a song 'There'll Be a Hot Time for the Old Boys When the Young Boys Go to War'. Lost about \$40,000. Government took the entire edition. No like. And no pay.

Managers getting hot and bothered over Daylight Saving time, presently to go into effect.

Three war mollers announced, 'The American Ace', 'Espe of Belgium' and 'Little Belgian'. Didn't mean anything.

Joe E. Brown wrote 'Variety' in defense of the acrobats. With Prevost and Brown.

Martin Beck planning a new \$1,000,000 Orph house in L. A.

'Variety' established an income tax officer in its office to assist professionals in filling out their blanks. Treasury assigned a man.

George K. Spoor announced the closing of the Essanay studio in Chicago, one of the original Patents co. units.

## 50 YEARS AGO

(From 'Chipper')

Newark lodge of Elks was in formation. Brooklyn had just been started off. It was from Brooklyn and not New York that the Elks got 'The Jolly Elks'. No. 22 was formed from that earlier organization.

Lily Langtry told that she planned to make New York her permanent home. Apparently press work, though she long had a place on W. 23d street.

Manager of Mt. Morris theatre, uptown house, who was sued by Lester Wallack for short salary, made answer that Wallack was sloppy in his work and offended ladies in the audience by trying to flirt with them.

Theo, the French star, was touring Mexico and took a benefit in Mexico City. She got \$2,749 in money and several thousand dollars' worth of gold and jewelry. Enthusiastic down there.

Ferugini, the opera star, sued by Falk, theatrical photog, for extra prints. Custom in those days was that star who posed got a dozen free prints of each photo and paid for any more desired. Falk wanted \$70 for six dozen additional.

Maurice Grau engaged by Henry E. Abbey as manager of the 3rd Opera House. Later became a partner in Abbey, Schofield and Grau. Engagement took his French opera co. out of field as opposition.

Jam in Buffalo. Nilsson concert in Buffalo was cancelled by Henry E. Abbey, her manager. Newspapers said Langtry date because she was under the same management.

Rhea, the French actress, seemed to be regarded as a mascot. She had opened a number of theatres on her two previous tours and was engaged to open five more next season.

# Inside Stuff—Pictures

Bankruptcy, as in Paramount-Public's case, is interpreted by film makers as being far from the layman's understanding of the word. It is called a solidified receivership whereby tremendous savings in administration of the organization's affairs can now be effected. In such form of bankruptcy, P.-P., to legal minds, is nationally under one jurisdiction, that of Judge Bondy and the Federal Court.

Under a straight receivership, company property in all states had to be administered by ancillary receivers. With these were individual assets and more lawyers.

With one swoop the current bankruptcy is thinning the army of lawyers to little more than a squad, nationally. It is also claimed to be saving the company of all harassments by so-called nuisance litigants. Where, under the receivership, creditors, especially landlords, were in a position to hire their own appraisers, and pit such reports against those of P.-P.'s staff of b.o. valuation checkers, the new bankruptcy status is claimed to make the matter of current valuation solely a Federal court affair. Those protection committees, in many instances, lawyers observe, mean little more than paying off their barriesters when and if settlements are necessary.

Day-by-day players at coast studios are affected by the emergency salary cuts only when the amount of compensation received from any one studio is in excess of \$50 a week. Reduction does not apply to these players should they work at more than one studio in a week and receive from each not more than the minimum amount.

In cases of loaned players it was agreed that no employee shall waive a salary in a lending arrangement which is not correspondingly waived by the studio to which he is loaned. It was agreed that the best of the borrowing company for the loan of a player shall be based on the salary paid for the three weeks preceding the loan. This was to clarify the issue surrounding the practice of charging a stated number of weeks' salary, plus the time utilized, as a bonus for borrowing another company's contractors.

One of the twists of censorship: After granting permits for the exhibition of Metro's 'Faithless', which was then shown in first and second run houses in Pasadena, Calif., the local voluntary censor board proceeded to bring charges against operators of two subsequent run houses. Chief of the Federal Bureau of Investigation, J. Edgar Hoover, caused the picture was shown on their screens without the required 10 days' permit, and after the picture had been banned following its initial showings.

Bitter fights against the voluntary board on a charge of discrimination between indie and circuit houses is expected when the cases of Haines and Finkler come up for court action this week.

Report that the Schine Theatrical Enterprises already had acquired 27 upstate New York theatres from the Fox Met receivers is denied. Schine group is headed by J. Meyer Schine and Louis W. Schine. New York indications are that no turnback will occur although the parties have talked over such matters regarding certain of the houses. The theatres talked about are those which were taken over on an ownership-lease basis in 1929 by Fox and later turned over to Central New York Theatres, Inc., a Skouras operating company.

Schine theatre sites include: Watertown, 3; Auburn, 3; Oswego, 30; Saratoga Lake, 2; Carthage, 2; Newark, 1; Canastota, 1; Corning, 2; Bath, 1; Oneonta, 2; Norwich, 1; Little Falls, 1; Herkimer, 2; Syracuse, 1, and Utica, 2.

Gloria Swanson's return to the U. S. Thursday (16), was facilitated by United Artists. Miss Swanson had been caught abroad without liquid funds to pay her expenses. Understandably, she was loaned a certain number of reverses which took about all her available cash, and spent the last of it, around \$285,000, making the picture.

Arthur Kolly, U. A. treasurer, in Paris at the time, interceded and an arrangement made whereby the film company helped her out financially after first refusing.

The \$285,000 production cost, big for London, is still a good deal less than would have been necessitated, it's claimed, had the picture been made in Hollywood.

An instance of how willingly the steamship companies will extend themselves for an extra fare occurred on last sailing of the S.S. Paris, which held up its regular noon sailing time until 3 p.m. so that Boris Karloff could get aboard. Karloff couldn't make the noon sailing and rather than cancel a passage, the Paris was willing to hold the boat three hours for him.

Universal, which has Karloff under contract, is farming him out to Gaumont British for one picture, 'Ghoul'. He sailed to make that singleton, then returns to the coast for U.

Two coast film story collaborators are on the outs following what one describes as double-crossing on the part of his partner. Writers agreed to a 50-50 split on the proceeds, but when story was sold to a major for \$1,000 one of the scribblers argued since he had put over the sale he should get \$350 for his share, rather than \$750, half of the take.

Referred to his partner as 'the Maine exhibit' he ascertained later that his collaborator was first offered \$700 for the yarn, but had knocked this down to \$1,500 on condition that he get for himself an extra \$1,000 for writing the adaptation.

The unions' adamant attitude on the film industry cuts, and their refusal to string along with the players and others who are accepting the eight weeks' salary slashes, is interpreted by the players as another manifestation of the general indifference which organized labor holds toward the artist.

That the artist has walked out for the unions, or in any wise cooperated with union labor. Now the organized theatrical crews feel that the industry's woe or the actor's fate is none of their concern.

Following the declaration by a woman doctor that theatres are excellent breeding places for tuberculosis, a Maine exhibitor sent an \$805 call to the industry's center of learning. For a time filmdom's deans were stopped. Then it dawned on them that theatres are the best ventilated auditoriums. That, even though the Maine exhibit might have no vent apparatus there should be enough cracks in his country emporium to let in plenty of good ozone.

Once sold for \$600,000, with a cash payment of more than \$100,000, and then turned back when the purchasers defaulted on subsequent installments, the RKO Orphanum (left) in Vancouver, B. C., has been placed on the market for \$200,000. Annual tax of \$21,000 on the property is more than 10% of the sales value placed on it, which, along with poor business, is considered one of the important reasons why RKO wants to unload the house, and a determining factor in driving away bidders.

About the biggest business the LaFayette, colored house in Harlem has done in some time, was with 'Strange Interlude' (Metro). Reaction was so surprisingly good that bookers ran up to see what was happening. They found out that the customers were laughing from the picture's first slide through to the finish. They thought it was a comedy, and went for it big on that score.

# Inside Stuff—Legit

Gertrude Tonkology, who authored 'Three Corners Moon', the comedy presented at the Cort, New York, last week by the new managerial duo Richard Aldrich and Alfred De Liagre, Jr., is stenographer and play reader in the office of John Krimsky. Latter conducts a type of ticket agency known as Playchoke, also presenting the film 'Maedchen in Uniform', with Gifford Cochran, which team is now reading 'Three Penny Opera' at the Empire.

Miss Tonkology, who is of Russian origin, completed the play in three weeks, working at night. This maiden effort is regarded promising for a 25-year-old girl. The story it tells is that of her own family life. She is engaged to a physician, as is the heroine of 'Moon'.

Aldrich is general manager for Macgowan and Reed. De Liagre was a stage manager with 'Springtime for Henry' and staged the coast version. Last summer he directed stock at Cape May, N. J.

New York's musicians' union acted in mass meeting last week on the application of the legit managers for a wage reduction following the musicians' action which lowered the scale for picture and vaudeville theatres 20%. The legit were turned down for a union leader explained why the other houses had been favored.

The unionist stated bluntly that the picture and vaude house managers brought about the cut by threatening to go 100% mechanically 'sound' over the various changes. If there was no concession. But, he pointed out, the musicians had nothing to fear from the legit and therefore there is no reason to lower the scale. It was also stated that musicians are given vastly more employment in the picture and vaude houses than in legit.

It is estimated unofficially there are 20,000 musicians out of work in New York.

Ed Wynn's volunteer statement to the newspapers that he formed the Actors Equity Association, also that he not only started the actors' strike in 1919, but won it, aroused some feeling among Equity officers, but the latter made no public comment. Record shows that Wynn joined Equity in 1914, one year after it was organized.

It is stated that the strike 'made' Wynn, who was under contract to the Shuberts, but because of the general suspending of shows at the time, he was able to secure his release. B. C. Whitney with Erlanger backing men started Wynn at a material salary increase, after which he went under the management of George White. The late E. Giesfeld then engaged him, and following several years under that showman Wynn went on his own.

Equity's emergency rule which gave legit the privilege of closing without notice and which was withdrawn Saturday (18) did not apply to new shows. The negotiation calling for a minimum of two weeks' salary remaining as is.

It was claimed that Peggy Fears desired to set back 'Champagne Supper' indefinitely because of the failure of the managers to obtain a wage concession from the stage hands, although the production represents an outlay of \$20,000. When Equity stated that two weeks' salaries would be due if the show was withdrawn, it was booked into the Booth, due there next week.

John Paffrath, whose managerial try, 'Marilyn's Affairs', opened and closed at the Mansfield last week, is a restaurateur. He conducts the Divan Parlor and the cafe in Beverly Hills. He had a great interest in the authorship possibilities of Arthur Ebenack, former Yale man, who wrote the play, impelled him to back 'Affairs'.

Show was originally put on at the Sutton Place, a little theatre, with a semi-pro cast under the title of 'Cinderella's Brothers'. There were some changes for better or worse and the script was rewritten in part by an unnamed stage director.

It's all about, they are expressing themselves as disbelieving that the industry is as bad off as painted. They figure something is underfoot and so do some of their customers.

Air of mystery built up around everything done by Greta Garbo includes even her communications with her agent, Harry Edington. All cables, telegrams and letters between the pair are left unsigned. Wire messages are in the hands of the writer or someone.

Mystery in writing messages is for practical reasons, as everything involving Miss Garbo's name starts a lot of buzzing.

Reginald Lawrence, co-author with S. K. Laursen of 'Men Must Fight', sold the story to Metro for \$15,000 the same day he started at RKO as special feature writer in the home office publicity department. The same day 'Men Must Fight', as a Metro film, opened at the Capitol, on Broadway, a week ago Friday, Lawrence received his notice at RKO.

What is palatable at the country's big first run houses isn't so desirable at the subsequent, thus the reason Paramount advances for eliminating 'I Like a Man Who Takes His Time' song from the Mae West picture.

Censors in most of the states didn't object when 'She Done Him Wrong' key-runned with the theme song included.

Arthur Loew is flying again on every opportunity despite that accident in Africa during his recent round-the-world trip. At the time of the accident Loew promised his mother, via cable, that he would not fly any more. But that was only for the duration of his trip and he kept his promise, continuing and returning to the United States by steamer.

During the first period of the drastic 25 and 50% cuts, the Warner Brothers sent down for a department heads to arrange for the smaller people to get their luncheons on the house at the Warner dining club in the building. This didn't become necessary when the under-\$50 people were exempted from any salary parings.

First known instance of what a President wants or believes in theatre ad copy is in Brooklyn Paramount's current ad display, prepared by Maurice Bergman. Carrying pictures of Pres. Roosevelt, his points, 'Have Faith' and 'Banish Fear', shriek for attention. Ads are headed: 'Stop Hoarding; It's patriotic to have a good time.'

A phenomenon in Minneapolis, largest of Scandinavian cities, is the sudden coolness toward Garbo. Her last picture has not been a draw recently in suburban and loop third-run houses. Her absence and lack of publicity in recent months may be the answer.

Do not annoy the President during the emergency. This is the word being quietly passed among film leaders following reports that certain companies had sought audiences with Washington, none getting past the secretary's desk.

Not only did Western Electric refuse to join the major industry in levying the salary cuts for all but J. G. Otterson, it is revealed, stood up and told the leaders of the industry point blank that he thought they were making 'a terrible mistake.'

The Michigan theatre, Detroit, struck a snag on ballyhoo for 'What! No Beer?', when it was found impossible to legally advertise certain aspects of the picture. Local liquor legislation prevents any mention of beer in advertising. Item can only be mentioned in straight news copy.

# Building Grosses Inspire Closed Shows to Resume Despite Unions

The failure of the legit managers to induce the stagehands and musicians to make emergency wage cuts because of depleted takings as the result of the moratorium, threatened to force off a number of Broadway shows last week. Equity refused to permit actors to cut unless the other unions did likewise.

Two attractions were withdrawn early in the week when attendance had not improved with the opening of the banks, but as business picked up steadily thereafter chances of a wholesale exodus faded and both closed shows planned to resume. Equity in the meantime established its rule requiring a week's notice to close. Equity is expected to revert to former policy, permitting casts to cut, if all players are in agreement—often used to prolong engagements.

By Thursday producers of affected shows had made up their minds to continue indefinitely dependent on business. Improvements were announced in business Saturday, but showmen were still concerned over the attitude of the unions in refusing to co-operate and sought reconsideration.

### 20% Limited Concession

However, two dramatic shows were able to take advantage of a concession by the stagehands to eliminate one or two men back stage. That was done with "Biography," Avon, and "A Saturday Night Playhouse" even though the unions said it didn't go for one set shows (both are). It was figured that one man off small crews means a reduction in back stage wages of about 20%, and a similar percentage of cut was permissible with the actors, under Equity's ruling to cut to the same degree as the stage hands.

Lowering of operating costs was possible in dramatic shows, but, with the musicians' union refusing to make any concession, the plan was inoperative with musicals. In such shows the stagehands reduced the nut by permitting the laying off of men, the orchestra would be the same and there could be no cutting of actors' salaries therefore, according to Equity's stand.

"Air" and "Century"  
"Music in the Air" stopped at the Alvin, Tuesday, shortly before curtain time, while "Century" burst down at the Broadway after that evening's performance. Resentment of the unions and actors to slice was secondary, real cause being exceptionally bad business for all shows on the first two days. Slump was blamed on the union, earnings owing to the effect that parleys with the unions had failed. Many people thought all shows had closed, as attested by numerous telephone calls the boys made. "Century" early this week "Music" was contemplating resumption and it was reported the musicians union agreed to a proposal that those men working in pit at excess wages, agree to accept the regular scale. "Century" (dramatic) too was figuring on opening up, with a possible reduction in the crew. The Alvin itself faced a heavy loss at the pace the show played to when taken off, because of high operating expenses and its own sharing terms with "Music"; it being necessary for a gross of \$16,500 for the house to break even. Show went out on Monday last week, but got about \$11,000 on the closed bank week. "Century" got around \$400 on the night it was yanked off.

Trouble threatened at the Apollo house when the crew was off. After the first act on Monday last week, a union official went to the front of the house and declared the union would not be permitted to raise unless the crew was off in full for the previous week. The management told the unionists to keep the curtain down, if that was the way the men wanted it—but the show went on.

The crew had received \$25 each on account at the Saturday pay-off and the men signed for it because the banks were still closed. Monday the house manager said the crew did not arrive at the house until late afternoon. Crew was paid off Tuesday.

### Harris, No Cutting

While it is true that most shows cut actors salaries for the moratorium week in New York and on the road, there was an outstanding

managerial exception—Sam H. Harris. He laconically sent word from California that there was to be no cutting, adding that his shows would take the loss. Full salaries were paid to both "The I Sing" companies (touring) and "Dinner at Eight," Noyes Box, New York. Latter cast had voted against a cut, without Harris being queried whether he wished that procedure. There were in addition several new Broadway shows the casts of which were not asked to cut.

## STAGE RELIEF EXCEEDS \$31,500 DESPITE STRESS

Legit business was still wavering early last week and the benefit performance of "Twentieth Century" seemed as well as there is in normal times. However, takings of \$822 were called satisfactory. Last Sunday (19) "Forsaking All Others" was the Fund's benefit show. The coming Sunday evening will see the presentation of what is expected to be an elaborate benefit at the Metropolitan, sponsored by social legitites as a mark of appreciation for the relief given to the professionals in society charity affairs. The show will be generously peopled with name players. Max Gordon is stage manager, with Frank Hall and Henry Souvaine assistants.

The Fund's statement shows that casts of three shows—"Pigeons and People," "Autumn Crocus" and "Another Language"—are contributing a weekly percentage of salaries to the fund. Also that "Counselor at Law," "Cappasocchi," and "Late Afternoon" are sending the percentage collection direct to the Actors' Dinner Club. All such percentage contributions from shows are turned over in total to the Dinner Club.

The table of contributions for last week up to Friday (17) does not list as many single participants as usual, but the item of \$844 represents a number of anonymous donations:

Previous contributions.....	\$30,682.08
10/23/33 Contribution Benefit	..... 622.61
Anonymous.....	10.00
Mrs. Ed. A. Alexander.....	10.00
Other contributions.....	348.93
	\$31,573.62

## Box Office Boys Work For Illinois Bureau

Chicago, March 20.  
With the only two legitimate theatres now open, Harris and Cort, protection employment for box office men has been met for some of the boys by the state vehicle tax bureau. This office employs the following box-office men at present: Hirsch, Hirsch, Hirsch, Hirsch, Hirsch, Carl Handoff, George Rochford, Charles Tannhauser, Bill Krona.

Only fly in the ointment is that the local government isn't paying that at the moment. But the I.O.U.'s will be good eventually.

## Faster Tours—If

"Walk a Little Faster" produced by Century Theatre, closed at the Selwyn Saturday, but may tour starting next week in Brooklyn. Equity has been asked to permit laying off this week without salary obligation although Equity had rescinded its no-tolerance emergency rule.

Understood claims for salary covered the last two weeks. If Equity equates resuming, Burr will post a guarantee that no claims will be made. "Faster" played 16 weeks on Broadway, having been originally spotted at the St. James.

## MOOSER, SENIOR, DIES

San Francisco, March 20.  
Death last Thursday (16) took Samuel Mooser, "Prisco painter and the father of George, Hattie and Minnie Mooser."  
George is in town with the firm, "Rasputin," at the Columbia, representing M.G.-M. Hattie and Minnie have been in cafe biz around here for the past 22, also leaves a widow, 88. They were married for more than 60 years.

## American Invasion

Charley Levy, the ticket broker, and Joey Keith of Leblang's in Havana last week visited a road house, set up a strike for the show. Levy noticed men going into the back room and he followed, crashing a crap game which he broke.

Total winnings were exactly two bucks.

## REORGANIZATION DELAY DEFERS SHUBERT SALE

The sale by auction of the Shubert Theatre Corporation properties which will terminate the unsuccessful receivership, has again been postponed to April 17. The bidding was to have started last Friday (17) a postponement of the original sale date of Feb. 21.

At least two hearings were held before Earl B. Barnes, special master appointed by the court to conduct the liquidation. The master would be paid, was required by guarantees be made and before he set back the sale, attorneys for the receivers were required to guarantee that the minimum bid shall not be less than \$400,000, the amount of preferred indebtedness.

In addition, a guarantee that various items of interest and taxes on the various realty parcels involved, would be paid, was required by the master before he set the new date. These items amount to between \$50,000 and \$60,000 and when paid would free the properties of claims by mortgagees and others.

In arguing for the postponement, it was set forth that the bank moratorium had delayed the proposed reorganization. It was indicated that there was a disappointing response to the offer of stock in the new company. This corporation must be formed by May 14, but the reorganized committee may set that date back also, while the final date for the deposit of bonds, claims and subscriptions for preferred and common stock of the new company has now been set for April 5 with the Empire Trust Company.

Under the reorganization plan bondholders are offered seven shares of common stock in the new company for each \$1,000 bond, same going for general creditors in like ratio.

A petition to declare the Shubert Theatre Corporation bankrupt was denied last week. It was a friendly proceeding undertaken to protect the corporation prior to receivership. The same proceeding applies to the Noelin Corporation, a Shubert subsidiary. Notation of the court in both cases was: "Upon consent of creditors, the reorganization being continued under an equity receivership and a reorganization is pending."

## LOOP SOPHISTICATED, TOO

J. J. Shubert Finds That Out and Returns to N. Y.

Chicago, March 20.  
Floppo registered by "The Red Robin" at the Grand sent J. J. Shubert back to New York. Hardy three weeks ago he was telling the Chicago press that "The Red Robin" was the first of a series of productions that would make Chicago a production centre. At the same time J. J. expressed his growing distaste for over-sophisticated New York.

Now it appears Chicago is too sophisticated also. Anyhow, the series of productions is off.

## Huddling Over Operetta

Hollywood, March 20.  
Gilbert Miller and Rodgers and Hart are huddling over a new operetta. Plan is to build it around a recent Hungarian comedy, which Larry Hart will adapt.

May produce it in London before New York.

## PLAY FROM HINTERLAND

Pittsburgh, March 20.  
A first play by A. Leo Levy, Pittsburgh actress, has been accepted for production by Philip K. Rossiter, with casting scheduled to get under way immediately. Piece is "Happened Tomorrow," opening planned around August 22.

After a look at the original draft, Rossiter called in Frank Marcus to make some revisions.

# Subscription Methods, Personnel Under Fire; Morris Green Withdraws

Allegations of questionable methods used in promoting a subscription to the theatre known as the Union Theatre League, headquartered in New York, but operating upstate and in New England cities, has drawn an investigation from the nation's press and a cutting angles which the promoters figure on it and when the 'League' actually sends out shows.

originally mentioned but the subscriptions are being sold. When the proposition was announced, Morris Green was mentioned as being in charge. Green disassociated himself from the 'League' after getting a load of the methods used and a cutting angles which the promoters figure on it and when the 'League' actually sends out shows.

### Name Juggling

Bernard C. McGuire and Arthur P. Dunas are the reputed promoters of the 'League' with Edward L. McMahon named as secretary. McGuire is also known as B. C. Howard, his excuse for switch of names, being that he was convicted of conducting lotteries for the Moose and Eagles and was sentenced to a year and one day, the conviction being appealed. Also under indictment on the same charge is Senator John J. Davis of Pennsylvania. Letter awaits trial.

Dunas previously specialized in realty promotions, and was named originally as promoter in a Florida development known as Arcadia Gardens; also Pinewood, N. J., and around Chicago. It was Dunas who contacted McGuire, who was produced to 'Howard'; the showman, not aware it was McGuire.

The 'League' engaged Cosmo Hamilton to make speeches in Providence, New York and other spots. Hamilton made a daily address on the theatre and the League for about a week. In each town he appeared in, the promoters opened shop and started selling 'membership'.

To join the 'League' as a subscriber the price is \$2, which accompanies an agreement to chase eight tickets for \$12, or \$150 each. As a lure for women subscribers, each member is sent a 'premium' or gift, such as silverware, hand-bags and so forth.

Among the other schemes, the promoters figured on was included one covering the manner in which tickets would be accounted for. Non-subscribers' tickets would be priced at \$25 top, but such tickets along with the others would be entered on the statement at 85 cents top. The difference would be credited to promotion and publicity expense but the 85 cent basis would apply to royalties and other sharing expenditures.

### \$25,000 Deposit Called Off

Upon inquiry from upstate points to the Better Business Bureau in Albany, the latter would permit the reduction of actors' salaries to the same degree, according to Equity's stand in the emergency.

## MET'S TOP RESPONSE IN DRIVE FROM RADIOITES

Best cash response the Metropolitan Opera Company has enjoyed in its campaign for funds is from radio audiences. More than 6,000 persons sent in donations totaling from 25 cents up, as the result of a radio appeal.

Lucrezia Bori, who heads the campaign, went on the air two weeks ago for 15 minutes asking listeners to send what they could to help save the opera next season. Only five eastern NBC stations with the cash deluge, even though one hearing body, surprising half dozen checks were over \$100, while most contributions were for \$1 each. Rosa Ponselle made a similar appeal for the Met over NBC on Sunday (19).

Committee now has collected \$220,600, with only \$80,000 more to go, making it pretty certain that the quota of \$300,000 will be subscribed and the opera will reopen next season.

## Philly Grips Cut 10%

Philadelphia, March 20.  
The local stagehands' union has reduced the wage scale 10% effective today (Mon.). Action followed a request from New York legit producers, urging the union to further aid in the emergency. Musicians' union however refused to follow suit, scale remaining as is.

The Philly stage hands acted on their own, regardless of the New York union's no-cut attitude. Earlier this season the union reduced the scale 12% as against New York's 10% slice. Stage unions here operate independently of each other in matter of wage scales.

The stage hands' cut would permit the reduction of actors' salaries to the same degree, according to Equity's stand in the emergency.

## Little Would Enforce Moving Notice Claim

Legal action by Mary McAllister, lessee of the Little, may result over the sudden switch from that house to the 48th Street by "One Sunday Afternoon." Show stopped on the day (4) the New York banks closed, management unable to raise cash for either actors or stage hands.

After laying off for a week and four days, permissible because of Equity and the other unions' emergency rule suspended notice requirement, "Afternoon" resumed Friday (17) at the 48th, controlled by the estate of Joe Leblang.

Groupies but also in the failure of the show to give notice of withdrawal to the Little. Booking contracts formerly contained a clause which prohibited shows from closing in the house without giving to another, without consent of the first, within a period of eight weeks. This clause was ruled out in court several years ago as inequitable. So long as no notice is given, shows can move from one theatre to another without legal consequences.

## 'Argentina' for Chicago

Chicago, March 20.  
John Aiden is in town from Los Angeles to look the situation over with a view to producing a play for World's Fair time. Sidney Miller, his partner, is due from the Coast. Play in question is "Argentina," written by Edward Allen Woolf and the late David Belasco but never produced.

Aiden is interested in either the Playhouse, Studebaker or Goodman on the theory that the show should be 'across the street' (half a mile) from the Exposition. Neither theatre is refrigerated.

Seems that because of conditions the 'League' has confined its activities to the cities in which Hamilton spoke. Manner of selling memberships is 42 down. When the premium is delivered, the subscriber pays another \$3. The gifts are said to be worth about \$5. In the event the 'League' fails to operate, the money is to be returned to the subscribers, but the latter are to keep the gifts, so the Better Business Bureau has been promised.

### Gaige's Plan

The proposition in no way has to do with the subscription circuit being run by Crosby Gaige, but the activities of the league bunch may interfere with its progress. Because of the moratorium and unsettled conditions in the theatre, Gaige's project is off until next season. It is tentatively known as Organized Playgoers. A similar proposition called Civic Playgoers proposed by E. H. Gaige is also off. Gaige's plan is regarded as the most promising subscription circuit idea yet worked out and is tied up with local charity in each stand.

### New Haven, March 20.

The Union Theatre League has abandoned plans to operate here. Organization proposal to work along lines of a subscription and offer to bring a certain number of New York plays, with original casts, to Shubert theatre each season.

Plays Abroad

LE TEMERAIRE

Paris, March 11. Comedy of newspaper life in three acts by M. Henry Degas...

'Le Temeraire' is an amusing and sparkling burlesque of life in the newspaper game with brisk dialog and exciting...

M. Ducoin, the author, is himself a young journalist who has first played 'Hector'...

Although Finot is incapable of doing to the occasion of his own life, he wanders neither recognition nor glory as he happens to be a ticket-of-leave man.

Georgette rushes to the solution of the mystery by concluding that her reporter-lover is the modest hero. She rushes out an 'extra' with a sensational headline...

When Vertu is sentenced to long imprisonment, she is determined to succeed him as Director of 'Le Temeraire'.

Georgette keeps her head and saves the honor of the paper. She outwits Charlie, the reporter who shows Finot up to himself and walks out of his life and office forever.

Despite the lack of plausibility in plot, the artistic perfection of the production and the consistent building up of interest...

This was the case of Eleanore Bross' 'Exception to a Rule' which has action, drama and humor...

It's about an irresponsible young man-about-town who is convinced that he can be a newspaperist for the asking...

OUT OF TOWN REVIEWS

HEDDA GABLER

Hollywood, March 14. Nat Dwyer presents Anne Q. Nilsson in a play by Henrik Ibsen...

As the initial vehicle to propel her on the speaking circuit, Anne Q. Nilsson has selected that venerable high-wheeled bicycle, 'Hedda Gabler'...

Opening night, Miss Nilsson was faced with a happy end, but whatever reverse laurels were acquired should be divided equally between the choice of play and the direction...

This is the first time Nat Dwyer has produced a play. 'Bankroll' is understood to be Lloyd Wright, Attorney for Miss Nilsson...

Finis Barton, as Mrs. Elvsted, does as much as possible with her lines. Kerrigan is about as good as anyone could be as Hedda's husband...

CECIL AND SALLY

San Francisco, March 15. This was opened by mistake. It's a speedy farce by author and actor Johnnie Patrick (Cecil) to drop a few thousand bucks quicker than he can say 'Cecil'...

So Patrick dined up his typewriter and without any previous stage experience dashed off a little thing he called 'Cecil'...

Cast was competent and first two acts fair. Patrick has some pretty good situations in his script, but a little professional collaboration might have resulted in a high school drama.

Cantor and Jessel Cut Newark Week Short

Eddie Cantor and George Jessel's percentage flier in Newark, prior to resuming their one-night stand week, lasted two days and three performances only.

The Cantor-Jessel show was booked to open at the Shubert, Newark, Friday night, but the evening show failed to fill the house...

TAB-FILM POLICY

Akron, O., March 20. Civic, fraternal and church groups several days, has returned to stage shows and pictures, presenting the Wilmas Features, musical stock, but without features. Policy will be continued with prices of 10 and 20 cents...

Plays on Broadway

Three Corned Moon

Comedy in three acts presented at the Manhattan Theatre Club by Alfred De Liago, Jr. written by Gertrude Tonkonogy...

New manager and a brand new actor have created a comedy amusing enough to garner some success if operating at moderate money.

For a love theme there is an old Russian expression as the basis: It is not good to one who does not eat it. For the general set-up, the characters are mostly members of the Rimpinger family...

'Mother Rimpinger is an easy-going, somewhat exasperating, but some amount of bantering from her brood. She is more nutty than the youngsters...

And they do go to work, bringing in pliantness, not enough to provide a thrill, but enough to make a laugh through the advice of Dr. Stevens...

Right then Donald is on his way out. He has a letter from his mother and Doc Stevens' quiet pursuit of her affections goes on to a successful climax. She likes the doc and she likes her mother...

Richard Whorf as the near-novelist, Brian Donley as the doctor, and the young ladies, Edna and Betty as the sons, all good. 'Three Corned Moon' is worth while, although it is probably not supported with a difference of opinion.

MARILYN'S AFFAIRS

Comedy in three acts presented at the Manhattan Theatre Club by Alfred De Liago, Jr. written by Gertrude Tonkonogy...

They tried this trick in a little theatre called the Sign on Place under the title of 'Cinderella's Brother' and that is where it should have remained.

High Mark for Tibbett. Best day's business for a visiting attraction in many a moon was attracted during the one day concert of Lawrence Tibbett at Temple last week.

debutante division, makes a bet with a girl friend that she can make a man propose to her before another girl can. Her name is Marlyn. Between sips from a flask in a taxi, Marlyn thereupon flirts with the driver, Cortez...

Tony Callahan and Cortez-to her Park avenue penthouse that evening, promising to fulfill the wish of Cortez. Tony wants to be a great singer, Callahan wants to be made a detective...

'Loretta Shea and Santos Ortega are given featured billing, although Loretta Shea is known as an improviser come over to hear Tony and, although the cobbler is a bust, he annexes Marlyn's giddy aunt. After devious events the cop gets the detective rating...

MASKS AND FACES

Comedy in three acts presented at the Liberty Theatre by Alfred De Liago, Jr. written by A. J. Miner; staged by the presenter, Ed Witt Keith...

Completing a trio of shows offered last week, 'Masks and Faces' re-lighted the Liberty, long hibernated, and the house looked refreshing for its years, but the show was hardly that and its bid for success quiet mild.

Dr. Ballou is called to attend Geraldine Keith, wife of a rather prominent man, who has a nervous breakdown. He is neurotic, possessed of an obsession that she is in love with another man, Dr. Keith, the husband...

The lady doctor advises that the couple separate for a while. She must discover the identity of the man whom Mrs. Keith has taken to herself through some sub-conscious means. He turns out to be Schuyler Ewing, the family lawyer for seven years and a bachelor.

Some of the acting held attention. Miss Romany's appearance and brilliant performance. William Roselle, former juvenile, is back and does well as the banker. Liked too much, however, are Edna and Betty and Edward Brodley playing the butler, once headmaster in an English school.

Best day's business for a visiting attraction in many a moon was attracted during the one day concert of Lawrence Tibbett at Temple last week. Show got \$3,900 for one night. This is close to a record for Birmingham.

# B'way Grosses Regain Half Losses Of Moratorium Week; 'Pink,' \$30,000

That Broadway is emerging from the slump which accompanied the moratorium, was plainly indicated last week, when grosses recovered about 50% of the business volume during the moratorium week of March 6 when all New York banks were closed.

First two days (13-14) were extremely bad, so much so that two shows folded. Wednesday (15) when it was announced that the department for the payment of income taxes had been set back to the end of the month, the box-offices perked up. For the balance of the week trade progressively improved and Saturday was described as an old-fashioned weekend theatre surge, the agencies handling almost by location without the customers quibbling.

**Five Shows Close**  
Five shows were withdrawn last Saturday and one is definitely slated off this week. The weekend closings included 'Music in the Air,' Alvin and '20th Century,' Broadwayhurst, which stopped Tuesday. Both are attempting to resume however. In addition, 'The Merry Widow' closed at the Selwyn along with 'Our Wife,' Booth, while 'Marilyn's Affairs' opened and closed at the Mansfield on the same day. In closing this week is 'American Dream,' Guild. 'One Sunday Afternoon' which stopped last week, popped up at the 48th Street Friday after laying off 11 days. Last week 'Three-Cornered Moon' bowed into the Cort and 'Tommy' had a fair chance, but that does not go for 'Masks and Faces' which reignited the party.

There are 27 shows current this week, five being cheap ticket reruns. 'Strike Me Pink' went further into the red, getting \$100. Nearest musical to it is 'Take a Chance,' which grossed around \$17,000. 'Design for Living' did a drama at \$4,200 to hold to great money at \$25,000 last week placing it second to the musical 'Pink.' The next week 'The Party's Over' (postponed), Vanderbilt; 'Champagne Supper,' listed for the Booth; and 'Tommy,' at the 48th Street (colored), houses to be announced.

**Estimates for Last Week**  
'Alice in Wonderland,' New Amsterdam, \$17,000; 'The Merry Widow,' Spitting Week with 'The Cherry Orchard,' business improved; 50% of drop during bank-closed week; \$12,000. 'Alien Corn,' Belasco (5th week) (D-1,000-\$3,300). Betterment here about same as others and may fully come back this week; gross approximated \$14,000; one of leaders. 'American Dream,' Guild (6th week) (CD-314-\$3,300). Final week. Still spans subscription period with little money otherwise; about \$8,000. 'Autumn Crocus,' Morosco (10th week) (CD-892-\$4,000). Percentage of come-back higher than for most others; went around \$6,000 last week. Virtually same pace as pre-moratorium.

'Biography,' Avon (15th week) (D-900-\$3,500). Erik Saturday trade; \$5,000; picked up money in the moratorium drop and date indefinite. 'Both Your Houses,' Royale (3rd week) (D-1,100-\$3,300). Grossed somewhat with the takings topping \$10,000; favorable mention in critical follow-ups should keep it beyond subscription period.

'Dangerous Corner,' Fulton (22nd week) (D-913-\$3,300). Got by last week; slightly improved. Takings bit over \$3,000; costs little to operate.

'Design for Living,' Barrymore (30th week) (CD-1,000-\$3,300). Quoted around \$24,000 for bank-closed week; better last week at \$25,000; second one to 'Strike Me Pink,' musical.

'Diner at Elmer's,' Music Box (22d week) (C-1,000-\$3,300). After slow start, dramatic smash near capacity last week with gross topping \$16,000; should further improve.

'Far Away Horses,' Beck (1st week) (CD-1,118-\$2,750). Presented infrequently since it closed. Written by James R. Ullman; written by Michael Birmingham and Gilbert Egan; opens tonight.

'Forsaking,' Others, Times Square (4th week) (D-1,057-\$3,300). Drew better trade, with estimated gross close to \$3,000; may make go of it.

'Gay Divorce,' Shubert (17th week) (M-1,395-\$3,300). Moderate musical pickup and went over \$13,000; expected to last into summer.

'Goodbye Again,' Masque (13th week) (C-700-\$3,300). Little change in attendance, with takings around \$2,000 or less; percentage show and even better.

'Late Christopher Bean,' Miller (1st week) (C-946-\$3,300). Closed strongly, with take around \$5,000; percentage of recovery about same as others; was in doubt, but no definite.

'Marilyn's Affairs,' Mansfield. Opened and closed on Wednesday last week.

## Shows in Rehearsal

'Secret Among Four' (Times Square), Kenneth Nash.  
'Champagne Supper' (Alvin), Peggy Fears.  
'The Party's Over' (Vanderbilt), Gar Productions.  
'Scandalous Affairs' (48th Street), Fred Rath.  
'Three Penny Opera' (Empire), Krimsky and Cochran.  
'Strains Good' (Geneva Hall), Wallach and Morrison.  
'Classic Players' (Mecca Temple), religious sponsorship.

'Masks and Faces,' Liberty (1st week) (CD-1,202-\$2,750). Opened Tuesday; night mild reception, and chances doubtful.  
'Melody,' Casino (6th week) (O-2,66-\$3,300). Gross for bank-closed week oversteering; was \$13,500; last week up \$2,000, which, too, was 50% recovery.

'Music in the Air,' Alvin. Withdrawn after Monday last week, blaming refusal of unions to act in emergency; had started 19th week; plans to resume this week.  
'One Sunday Afternoon,' 48th St. (6th week) (C-369-\$2,200). After withdrawal at Little resumed here last Friday (17th).

'Our Wife,' Booth. Closed Saturday after playing three weeks; 'Champagne Supper' plans to follow next week.

'Run Little Chillun,' Lyric (4th week) with the takings close to \$6,000; about even break for colored cast group; considerable gratuitous plugging in dailies.

'Saturday Night' Playhouse (4th week) (CD-53-\$2,300). One of few shows able to cut with crew dropping one man; about \$6,000; improvement slight.

'Strike Me Pink,' Majestic (3rd week) (R-1,700-\$3,850). Broadway's leader; went out in front further this week; plans to return Friday and Saturday nights.

'Take a Chance,' Apollo (17th week) (M-1,720-\$4,400). Picked up smartly recovering 50% of reduced pace; gross approached \$17,000 mark.

'The Party's Over,' Vanderbilt. Set back until next week.  
'Twentieth Century,' Broadhurst. Stopped after Tuesday last week; was in 12th week; plans for resumption considered.

'Three Cornered Moon,' Cort (2nd week) (C-1,062-\$2,300). One of few shows; some difference of opinion, but liked generally with chance to kick.

'Walk a Little Faster,' Selwyn. Closed Saturday; originally played St. James; 16 weeks; business down around \$7,000 for name revenue.

**Other Attractions**  
Shakespeare theatre (Jolson's); Shakespearean Revue.  
Play Meat; Provincetown; written by Homer Little and Myla Jo Closser; opens Wednesday (22).  
'The Hudson'; revival.  
'As Husbands Go,' Forrest; revival.

'Young Sinners,' Ambassador; revival.  
'The Best People,' Waldorf; revival, low in field.

## Frisco Grosses

San Francisco, March 20.  
First of 'Of Thee I Sing's' two weeks at the urban with \$2,300 top drew net success, especially upstairs, and with but little competition show had no trouble running \$10,000. This despite a trifling loss of money that lessened as the week went on.

'Consoler-at-Law' for Henry Duffy at the Alcazar has Otto Kruger in leading role. Latter not well known here and, though show is doing quite well, it is about best it could do. Another week.

Grand Gaiety Players in third and fourth last week at the former Green Street. Exploitation week and take is off to around \$1,000. 'The Selby' featuring the radio duo by that name had a poor week at the President and folded.

'Hand in Fog' produced by Louis Maclean due into Curran April 3.

## ENGAGEMENTS

Fay Bainter, H. Reeves-Smith, Elizabeth Risdon, Jane Wyatt, Katherine Gray, Henry Danell, Gregory G. Carr, L. L. Rial, Lillian Kemble Cooper, David Glassford. 'For Services Rendered.' (Complete casts.)  
Georgette Harvey, 'The Party's Over.'  
Louis Prussing, Lee Patrick, Virginia Farnes, Audrey Rudgevel, Jessamine Newcombe, Averell Harris, Noel Tearle, 'Secret Among Four.'

# SEATTLE STOCK STARTS FOUR-STAND ROTARY

Seattle, March 20.  
Dramatic stock is back in Seattle after lapse of a year with American Producers, Inc. company opening Sunday at Moore theatre.

Billie Van Every, formerly in pictures with Educational is leading woman; Alex Callan, who came west with 'Tattle Tales,' leading man. Others in cast are Henry Hall, Fanchon Everhardt, Dora Clement, Lloyd Fryer, Victor Carroll and Marion Stov; Leo Wendland, George Routh and Leon Cluff. William Walsh is director; E. J. Wolf manager for company and house; Dan Lussier, formerly with Seattle Times, publicity director, and Andy Gunard, stage manager.

Sunday openings, planned. Prices from two-bits to 75 cents, top nights.  
Plan is for four companies to play in Northwest for American Producers, rotating, according to Manager Wolf.

# ONLY 2 LEFT IN CHICAGO

Chicago, March 20.  
Hasty scrambling of 'The Red Robin' after laying an ostrich egg reduced Chicago's legitimate fare to two shows. These are 'Family Upstairs,' a tidy organization in Sport Herberman's compact Cort, and the Abbey Players, the season's joy, which is now intent upon remaining as long as business endures, and is enduring remarkably well at the Harris.

Apart from this pair there are reports, not too official, of two or three shows that will barge into town when Lent's over. It may again be pointed out that this has been occupying the theatre season of all times. Two attractions in March is irrefutable testimony.

**Estimates for Last Week**  
'Abbey Players'—Harris (1,084; \$2,20) (4th week). Will stick indefinitely. Business stronger, if anything, right now than in first two weeks. Gross, \$12,000-\$13,000 trade at \$2.20 represents a business, as the company represents the artistic triumph of the local season. Right now it wouldn't be overly optimistic to expect the repertory troupe to stick through April.

'Family Upstairs,' Cort (C-1,100; \$2.20) (13th week). Steady going and lack of competition helps. Near \$4,000.

## Truex East for Legit

Hollywood, March 20.  
Leaving here last Saturday (18), Ernest Truex is bound for New York, where he may do a new play. Alternately he proposes to London where he may open in 'Whistling in the Dark' for Gilbert Miller.

## NEWSPAPER COMEDY

Theron Bamberger, legit p.a., goes producer with 'Man Bites Dog,' a newspaper comedy by Don Lombilder and Arthur Barton. Casting begins immediately.  
Lochlair is a Detroit newspaperman. It's his first play. Barton was co-author of 'Wonder Boy' produced last season by Jed Harris.

Publix Mgr., Goes Stock  
Des Moines, Iowa, March 20.

F. R. Peterson, former manager of the Garden for Publix, is opening a dramatic and musical stock with the Neale Helvey company at the Waterloo, Waterloo, Iowa.

Company of 21 was formerly at the Waterloo, Waterloo, Iowa.

## Current Road Shows

Week of March 20  
Abbey Players, Harris, Chicago.  
'Another Language,' Forrest, Philadelphia.  
'Broadway Rhapsody'—Sailsbury, N. C. 20; Hickory, 21; Hendersonville, 22; Asheville, 23; Knoxville, Tenn., 24; Chattanooga, 25; Fort Oglethorpe, Ga., 26.  
'Cast and Fiddle,' Lyceum, Rochester, March 20-22; Capitol, Albany, March 20-22.  
'Cavalcade' (film), National, Washington.  
'Counsellor at Law,' American, St. Louis.  
'Encore,' Wilbur, Boston.

# Majority Rule

Stage hands in one of the theatres housing a cut-rater on Broadway were warned by the manager to keep quiet because they were disturbing the audience out front.  
'Well, there's more of us back here than out there,' one of them cracked, 'why should we put ourselves out?'

# 'HEDDA GABLER' OFF MILDLY IN H'WOOD

Los Angeles, March 20.  
Town's lone legit attraction, 'Hedda Gabler,' got started Wednesday at the Music Box. With Anna Q. Nilsson starred, modern version of the semi-classic got a fair start at the opening with Miss Nilsson's picture friends seeing that the vet player was given a good reception.

First four days garnered about \$1,100 estimated at \$1.65 top. Local legit is still wary of opening up, with the ground giving a shake every now and then.

# House Joe Jefferson Opened Ends Career

Portland, Me., March 20.  
The Jefferson theatre closed Saturday night after 36 years. The famous old house, on the stage of which practically all the outstanding dramatic and musical comedy stars in the country have appeared, has the greater part of the time been under the management of Michael J. Garrity.

A deal now being discussed is the sale of the property, razing of the theatre and its site used as an automobile service station.  
The last performance was 'Little Women,' presented by Rowland G. Edwards Players, a stock company that has been occupying the theatre since the early part of January.

The opening performance of the theatre, which at that time was considered one of the finest play-houses in the east, was 'The Wilson in 'Half a King,' Joseph Jefferson, for whom the theatre was named, was present at the opening.

## Bryant's 'On the Make'

Chicago, March 20.  
Lester Bryant and Edgar Mason, the latter a member of the short-lived 'Bride Retires' which expired at the Blackstone a week ago, are reported hatching a Chicago production of 'On the Make.' They are being released by the Great Northern which has been closed all season.  
Edna Hibbard, who was in 'Bride Retires,' will be in 'On the Make' if it materializes. She remained in Chicago and did not go to New York with the rest of 'Bride Retires' which was returned on the Equity bond.

## CAST CHANGES

Margaret Sullivan replaced Marguerite Churchill in 'Dinner at Eight.' Latter quit to go to London.  
Alice John has Josephine Hull's part in 'American Dream.'

Roberta Robinson was fired out of 'Of Thee I Sing' in Newark last week, ordered under the knife for appendix removal. She was replaced by Betty Allen, who came on from the 'Sing' company in San Francisco by plane, being succeeded by the understudy, Gale Darling. Miss Robinson, in private life the wife of Walter O'Keefe, joined 'Sing' when Grace Brinkley withdrew to wed a kin of Tim Sullivan.

'Chas. Collins,' 'Tribune'  
'Mr. Long is a dancer who can teach the famous Clifton Webb several steps. Has remarkable elevation, a champion high jumper.'

'Green Pastures,' Royal Alexandra, Toronto.  
'Hamlet' and 'Caponaschi,' Liberty Hall, El Paso, Tex., March 20-21; Tucson, Ariz., March 22; Phoenix, March 23; San Diego, Cal., March 24-25.

'Of Thee I Sing,' Nixon, Pittsburgh, March 20-22; Erlanger, Buffalo, N. Y., March 23.

'Pigeons and People,' Colonial, Boston.  
'Rasputin' (film), Erlanger-Columbia, San Francisco.

'The Piccolo,' Plymouth, Boston.  
'When Ladies Meet,' Chestnut, Philadelphia.

# 'Sing' at \$29,000 In Pittsburgh Outdoes 'Design'

Pittsburgh, March 20.  
Biggest smash of season 'Of Thee I Sing' at Nixon last week, with close to \$29,000, better even than 'Design for Living' at same \$3.30 top.

Hundreds of standees at both Wednesday and Saturday matinees, with a few SRO's for evening performances. Show stays over for three days extra, splitting this week with Buffalo. Could have remained the full week.

Unwilling to risk post-effects of recent bank holiday, Sam H. Harris office cancelled two-night stand in Columbus this week, as well as one-night each in Akron and Youngstown for 'Of Thee I Sing' to keep political satire here.

House will be dark for three days, reopening Monday (27) with 'Green Pastures,' which may stay for a fortnight. Mail order sale for this is big.

## Future Plays

'Just Out' by Edward Bourdet, has been acquired by the Shuberts. Had been held by Rosalie Stewart, but given up when she went to RKO.

# Another Personal Hit for NICK LONG, JR.

'Land,' 'Variety'  
'Nick Long, Jr., is the only outstanding personality in the production with his superb style and dancing prowess.'

# NICK LONG, JR.

## ASHTON STEVENS, 'AMERICAN'

'Agile and gravitation defying Nick Long, beams and gleams and is the liveliest twinkle in the whole show. Piece makes mistake in going Short on Long.'

## CAST CHANGES

Margaret Sullivan replaced Marguerite Churchill in 'Dinner at Eight.' Latter quit to go to London.  
Alice John has Josephine Hull's part in 'American Dream.'

Roberta Robinson was fired out of 'Of Thee I Sing' in Newark last week, ordered under the knife for appendix removal. She was replaced by Betty Allen, who came on from the 'Sing' company in San Francisco by plane, being succeeded by the understudy, Gale Darling. Miss Robinson, in private life the wife of Walter O'Keefe, joined 'Sing' when Grace Brinkley withdrew to wed a kin of Tim Sullivan.

'Chas. Collins,' 'Tribune'  
'Mr. Long is a dancer who can teach the famous Clifton Webb several steps. Has remarkable elevation, a champion high jumper.'

'Green Pastures,' Royal Alexandra, Toronto.  
'Hamlet' and 'Caponaschi,' Liberty Hall, El Paso, Tex., March 20-21; Tucson, Ariz., March 22; Phoenix, March 23; San Diego, Cal., March 24-25.

'Of Thee I Sing,' Nixon, Pittsburgh, March 20-22; Erlanger, Buffalo, N. Y., March 23.

'Pigeons and People,' Colonial, Boston.  
'Rasputin' (film), Erlanger-Columbia, San Francisco.

'The Piccolo,' Plymouth, Boston.  
'When Ladies Meet,' Chestnut, Philadelphia.

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# London Show World

London, March 11.  
Val Darnell and Henry Sherak made a flying trip to Berlin to give the once over to "Glückliche Reise (The Great Journey)," the new production of the Kurfürstentum theatre, where it is proving on the set, and the show was intended to replace "The One Girl," at the Hippodrome, which is not likely to stay more than the eight weeks guaranteed.

**Golden Wedding**  
The parents of Hassard Short will celebrate his golden wedding anniversary in Lincolnshire. Short's mother is 80 and his father 84.

**Fox Seeks S--**  
In London real estate circles there is a report Fox Film is seeking the lease of a West End theatre suitable for conversion into a picture house.

**Bryson Loses in Appeal**  
James V. Bryson, late head of Universal's British branch, lost the appeal he brought against the company for wrongful dismissal. Jury found he had been guilty of grave misconduct of the affairs of the company.

**Two for One in London**  
Leslie M. Lion has inaugurated the plan of two for one for the continuation of the run of "White Face Sleep" at the Garrick. The experiment is being watched. They do not take to sudden innovations over here.

**Nares for 'Ladies'**  
Henry Ainley is quietly rehearsing the role created by the Nares in "Double Happiness" current at the Queen's. This is due to a contract which Nares made prior to taking on the part, whereby he is to appear in the London production of "When Ladies Meet," in which Marie Tempest will be starred.

**To London Closings**  
Doctors' Orders' closed at the Globe March 10 after 10 weeks; also "The Princess in the Cage" at the Westminster after 10 days.

**Old House Closes**  
The Borough theatre, Stratford, East End playhouse which housed many famous stars, closed March 4 after 31 years.

**Charlot Revue**  
Edward Chapman, Douglas Byng and Frances Day to star in a new Charlot revue which goes to the St. James's Theatre. Revue at the Comedy, may revive public interest in this type of entertainment.

**Major Problem**  
Harry Major, English revue writer responsible for the forthcoming production of "Music in the Air" at the Phoenix, around the middle of March, is expected to get a \$20,000 bankroll from one of the Joel family, who is sponsoring the show.

Major has thus far paid a monthly rental for the house at the rate of \$700 per week, and has also expended around \$200 on scenery and settings. Cast lined up are all locals: Olive Groves, Lucy Loupe, Jack Leopold, Benny Lipton Trio and Horace Sheldon and his orchestra.

**G. B. Differences**  
The latest fusion of Ideal Films with Gaumont Company, Ltd., with Cecil Gell and Gell as managing director, and Simon Rodon as directorship, instead of joint managing directorship, as expected, is another point illustrating the internal bickering in Gaumont-British.

**At the Pavilion**  
Five newcomers at the London Pavilion week of March 6. That is not counting the Ray Astor's Family 12 Star Bazaar week of March 6. Sherman-Fisher 16 Pavilion Beauties, who in the last few weeks have played here frequently, but are now settled here for keeps. Karavaev, Russian whirlwind dancer, is fair.

Four Harmony Kings have been around for a few years, and still little different from their days, but they have been playing this house they are a novelty.

The Three Baldors, Continentals, whose opening week on the coliseum plan, are three acrobats with a flair for other people's material. The two best ones are done by the Three Sailors.

Maldie and Ray scored laughs, but the response of the finish was disappointing. Clifford and Rhode, English man-woman comedy team, lack material. Ray Astor's band, with Billy Cotton, and picked here from a private audition, will gradually develop into a good class outfit.

Five American-acts comprising the March 6 bill of Leicester Square, Russell, Marconi are among the newest of the batch, having been here only about a month. Team were encouraged to do two encores.

## Philippine Baritone A Success in Italy

Milan, March 9.  
Jose Mossesegil Santiago, singing under the name of Jose Santiago Font, made his third appearance in a week in the part of Sparafucile in "Rigoletto" at the Scala theatre here, and has been a great success. He won the coveted Caruso Scholarship of New York two years in succession, and was recommended by Maestro Romano Romani of New York, his music master, and Gatti-Casazza.

Font is a Filipino and known in Manila as the "Philippine Caruso." A year or two ago he sang at the Romy New York.

He is now engaged for the Scala till April 27 of this year.

## BUTT MUSICAL FOR COLISEUM

London, March 20.  
Sir Alfred Butt has been in daily conference with Sir Oswald Stoll for the past week on the matter of taking over the Coliseum. But offered to buy the house about a month ago, but no deal yet.

Situation now is that Butt wants to put a show into the house and bring in the Coliseum to be associated with Stoll, or on his own. In the latter case he would merely lease the house, probably.

## Anny Ahlers Killed

London, March 14.  
Anny Ahlers, 28, one of the leading European film and stage actresses, died here last night (13) as the result of a concussion suffered in a fall while sleepwalking recently. Doctors say she had been overworking, anyway, and her condition was again recovery.

Miss Ahlers, a German girl, has been appearing here in "The Dubarry," for the lead of which she was imported from Berlin. In that play she climbs through a window to a balcony, and her maid told police that she recently attempted to climb out of her window at her home while asleep, but was saved in the nick of time.

Miss Ahlers, one of the leading Berlin musical girls, came to stage prominence in the lead of "Du Barry" which she played first in Berlin and then in London. Several weeks ago she contracted to do the same part in a Paris production at the Ambassadeurs.

Several of her German films have been popular in the United States. She is being offered a Metro contract, but is considering her for America at the time of her death. She made a Metro screen test several weeks ago that was favorably commented on.

## Grook's Return

Berlin, March 11.  
Grook, the musical clown has now announced another comeback, reason probably being the cruel icing his bank roll suffered in a recent film venture.

Hazel Mangan Girls have been around for quite a few months, but are still welcome. Cole Brothers, here third time in four weeks, are among the most aggressive of recent importations, but they love them here like that. June Carr, assisted by Joseph Wagstaff, has a miscellany of baby giving, and she is working with comedy. Wagstaff is more than the average pianist. The act should find a few weeks here.

Nina Mae McKinney, here in fourth and last week, has established herself in London. A. C. Astor, the ventriloquist who played America a few seasons ago, has a new vehicle with two dummies, one a baby, giving a chance to be working bits. Act is new and when done up should be in demand.

**Disc Playing Rights**  
A Bristol hotel is being sued by the Gramophone Co., Ltd., for playing Astor's ventriloquist who plays records in public without their authorization. This will be a test case to decide the rights of record manufacturers under the copyright act of 1911.

Ethel Levey in Film  
Ethel Levey is to be featured in a Warner Bros. British production, singing three numbers.

## Trust Millions Back Return of Reinhardt

Berlin, March 9.  
When, a couple of months ago, Dr. Behr, noted Vienna producer, but a newcomer to Berlin, had to walk out of Deutsches theatre, with his financial backer (Meinl, the Vienna 'Coffee King'), \$50,000 out of pocket, things looked rather black for the most illustrious of German stages and the cradle of Max Reinhardt's fame.

Then, with no other taker, sound enough, financially and otherwise, young C. L. Dulsberg took the helm. Young Dulsberg is the son of old man Dulsberg, head of the huge Dreyfuss Trust (I. G. Farben), and one of the richest, most influential men in Germany. His son has always been more interested in art than business and, disguised under the nom de theatre of 'Carl Ludwig Achaz' has scored quite fair success as an actor. Now he has set himself some results, and what with a lot of good will and capability, a hefty bankroll and, last but not least his alliance with such a sound old showman as H. Nert (of Volkshaus Dulsberg), they have just given him the opportunity of a chance that they will come through.

Max Reinhardt has promised that he'll give more of his time and work to the Deutsches theatre than he usually does, they have just inaugurated the new era with a Reinhardt production, H. V. Hofmannsthal's adaptation of Calderon's "Das grobe Wetterheiter," mixture of huge circus, comedy, and service, and philosophical poetry, one of the most famous and brilliant Reinhardt productions, well and often tried in Salzburg and quite a safe bet for his patrons. The next one is to be a new author's (Kurt Kluge) drama on the 1920 independence fight in Karnten.

## South Africa

By H. Hanson  
Capetown, Feb. 2.  
J. Kalusky has just returned from a tour of the studios in Europe, and states that a company, called the British & Universal Pictures (Pty) Ltd., has been formed to distribute and exhibit British and Continental films in South Africa. Kalusky declares his company is entirely independent of any other in the country.

British and African Consolidated Theatres carry the same slogan. Kalusky says his company has secured "Mädchen in Uniform" for South Africa, and that Kalusky visited Philips Radio factory at Eindhoven, Holland, and it has been decided that the British & Universal Pictures (Pty) Ltd., will employ these machines.

**Too Many Cinemas**  
Johannesburg, Capetown and Durban, South Africa, seem to have too many cinemas, as against the population. The newly erected show houses are not big enough, capacity that is a strain on the population, even to fill the houses at least twice a week. The audience here, giving a chance to each town is not of a high rate, compared with overseas, with Johannesburg putting over the bigger percentage, and to secure some return on capital invested in palatial cinemas it is necessary to secure practically capacity business throughout each week. To depend on the town itself does not pull business, whereas the driving suburbs are catered for by their own theatres.

**Miss Hook of Holland.** This musical comedy of another day, is being produced by Philip Levard at the Empire, Johannesburg, with a local cast. Metro, Johannesburg, showing "Parlor, Bedroom and Bath," and doing well.

Jewelers all over country offering good prices for anything gold, due to South Africa going off gold standard. Many finding old heirlooms, diamonds, etc., and turning them into cash.

## ENTERTAINMENT AS ADV.

The Hague, March 10.  
Secretary Wolman of the Carlton Hotel, Ltd., of Amsterdam, is sailing for America on April 5 to sign up talent for the winter season.

Carlton is one of the leading European hotels, but has never spurred on entertainment. Now the idea is to start show publicity rolling in the United States bringing talent over and in other ways attempt to attract American tourist biz.

## Australia

### By Eric Gorrick

### Paris Tourists Find Dollar Down to 80c

Paris, March 10.  
Americans in Paris had a lot of laughs, but mighty little fun, during that bank holiday. True of Americans in London, and elsewhere in Europe, too—but the bitter laughs seemed to have been centered here.

No one could get any cash. Checks, money orders, bank letters of credit—none meant anything. Hotels, even the most polite and swank hotels, didn't want to offend good guests, but 'one must protect oneself, monsieur.'

Then things loosened up a bit and the things really began to happen. The two biggest American banks, where most tourists and American show people go, accepted dollars, but at 20 francs per dollar, and while certain maisons announced to one and all that dollars were still acceptable at the full 25 francs rate, but the American banks in Paris quoted no more than 20.

## TWO ONLY SO-SO LONDON PLAYS

London, March 20.  
"The Lark" at the Westminster has been showing in the Lyric Club and did well enough to seemingly make a West End bow advisable. It's a tragic play beautifully staged and acted. Play's unhappy theme may preclude its success, however.

"Gay Love," at the Lyric, has a conventional plot and some excellent atmospheric comedy. First act is interesting but degenerates into bathos. Margaret Bannerman, in the lead, was warmly received. Success for this piece, also, seems doubtful.

## Soviet Films Drifting

(Continued from page 13)  
groaning was pretty sure to have the same physiological effects upon American or other audiences.

Many Russian film trusts have been making pictures with an eye to the foreign market. Their country is so badly in need of foreign currency to balance its foreign trade, that such attention to the outside market is understandable. So far pictures produced especially for foreign consumers have failed of their purpose. It was pictures pleasing to Moscow spectators which, generally speaking, also pleased New York and Berlin spectators. The common human denominator is not so much different under the dictatorship of the proletariat from what it is under benighted capitalism.

Only when Soviet Russia begins to manufacture films acceptable to its own audience will it find audiences abroad. Under capitalist conditions, the mere fact of competition forces producers, no matter how intellectualized and experimental, to consider their audiences. They can't force pictures down the public's throat. Here, unfortunately for both the producers and the customers, competition is practically eliminated. Abstractly, of course, the audience is taken into consideration. There is much to do about bringing culture to the masses. Practically, however, things are too often rammed down unwilling throats. There is little danger of a producing trust or a director going bankrupt because his work didn't take with the public. Demand is far in excess of supply, government subsidies are never withdrawn, nobody's livelihood is endangered, and fine academic verbiage, if sufficiently studded with citations from Lenin and Stalin, covers a multitude of sins.

So Russia had better look to its 'New Masses' won't save them. It's the old masses—the audiences at home and abroad—who must be served. They want to be thrilled

### Warrers Alone Finally Refused to Sign with General Theatres, Warrers, in conjunction with Ron Shatto, will play their first release pictures in Emu Park, Sydney, opening with 'Central Park,' 'The Big Stamped' and 'Hey, Pop' on the one bill.

Universal couldn't come to terms with the combine, and, as is believed here, decided to go alone. In connection with the present venture a success or failure was secured to the effect that the contract will help them. Two U releases will go into the Sydney Regent at once.

Universal signed this week with the combine. It is unofficially learned that G. T. were getting pretty low on pictures, and the Director's contract will help them. Two U releases will go into the Sydney Regent at once.

Diagrams notes continue to pass between Paramount and G. T. but business has not yet eventuated. It is expected that both concerns will come to terms at any time.

### Brighter Outlook

So far as this year has progressed picture trade has gone solidly ahead. It is contended that the first half of the year is always brighter in Australia than the latter end.

### Minor Product

Owing to the disagreement between exhibitor and distributor, pictures of fair quality have not been very outstanding. Yet in the majority of cases boxoffice business has been remarkably good—particularly with British pictures.

Now that the disagreement has been practically settled and distributors releasing their own picture features, business likely to go ahead, say the industry's big men.

### Public to Judge

Dan Carroll, m. d. of Prince Edward, Sydney, has secured the financial rights of the semi-local production "The Cruise of the Bounty," and will long-run the picture.

Local censor objected to certain native dances in "Bounty" and ordered scenes deleted. Carroll now hopes on importing natives from the South Sea Islands, where picture was taken, and using them in the original dances as a stage prop.

### As a 'flesh' show the censor could not object.

### Big Exploitation

Paramount will send out 13 complete road shows for "The Sign of the Cross" and 10 complete road shows. A real charlot—as used in the original production—will be driven from Sydney to Melbourne, 700 miles, prior to the opening.

Charles Munro, joint controller of G. T., informed the trade that Paramount, United Artists, Columbia and Universal were all practically in agreement to supply the circuit with pictures. This agreement will allow a limited number of pictures deemed unsuitable for Australia.

The censor refused permission for the screening of "Farewell to Arms" with pictures. The United Artists deal has had an up and down decision. Picture had been advertised as a long-run feature. It is now possible that "Farewell" will never be exhibited here.

In many quarters the present censorship methods are considered far too drastic, and it is more than likely that appeals will be made to the government to ease the restrictions.

film laurels. Panegyrics in the end entertained and carried away, not merely uplifted by socialist lectures.

Russians close to the film industry know this and admit it. There is a feeling that the censor will try their pictures and their theatres. So far the words have not been sufficiently matched by deeds. Ivan and '26 Commissars' are painfully generalized, as if the producers for that audience in theatres will look at them after a hard day's work at the factory bench. Even the more successful one—"Counterplan" (Vstrechny) for instance—are slow, endlessly repetitions, without respect for the onlooker, who must sit through the repetitions.

Russian audiences come to the theatre to look for romance and stimulation. There is no reason why the audience in theatres will look at them after a hard day's work at the factory bench. Even the more successful one—"Counterplan" (Vstrechny) for instance—are slow, endlessly repetitions, without respect for the onlooker, who must sit through the repetitions.



The 'Variety' Block

Arthur Pound's novel of New York life, 'Around the Corner', is centered in 'Vanity Street', many of the author's office blocks on 46th street, between 6th avenue and Broadway, in which the office of 'Variety' is nestled between the stage doors of Loew's State and the Lyceum theatres. The phrase has a dual meaning because, in the words of the author, it starts with a pawnshop and ends with an employment agency with a church and a school in between. It is a collection of varied blocks in the city, for in addition there is a juice joint, a hamburger shop, theatre ticket agency, a short order restaurant, cafe, and several other types of restaurants from the red ink places to a real resort of good food, not to mention a place where waiters buy their dickies and uniform coats, two hotels, and a wig shop.

But Mrs. Stanley's restaurant, where much of the action occurs, has moved over to 8th avenue within the last few months, after years as a saloon. It is a place to come late to help the low ceilinged eatery place, in which two other enterprises have since failed.

Edmund knows his Times Square section and his office is unusually correct; accurate and without the tinsel with which less informed authors seek to dress up the locale. His people live and have their being in the authentic atmosphere of the stage via the radio, and act as normal habitués of Variety street do not. They are interesting and humorous.

But the book tells the story of the depression and it is too close to the period itself to make the best reading. Like the war story, it comes after the fact and has already passed. A little overboard on discussion and works to a weak finish, but otherwise it's a nice job and will be read with interest by those who are of the street and have to know would like to be. Which should supply a pretty good supporting clientele.

Only One Nude

Sole nudist mag over here is 'The Nudist', published out of one of those nudist gambols at Seaside, N. Y. Just a pamphlet in comparison with the picture nudist mags, the publications of that type over there having been developed to a fine art—and business. However, 'The Nudist' has its quota of illustrations and pictures, but a goodly land of inhibitions that's something.

'The Nudist' can't go on the newsstands, nor can it go through the mails, which offers an acute problem in distribution. The publisher will, however, deliver it, although no explanation is made how personal delivery can be made in every town and hamlet, and at only a dollar a year.

German nudist mags are pretentious publications, and carry loads of advertising matter pertaining to nudism. Attractive features of the German nudist mags, and not employed by their American counterparts, is illustrations in duplicate. These viewed through a stereoscope give a 3-D effect. The publisher's principal reason why the nudist mags are so much in demand over on the other side.

Quite likely 'The Nudist' would go here, too, could it be conveniently gotten.

Solon Special

Casting about for a means whereby it could offer its service at a cheap price, the National Legislative Bureau of New York organization which used to offer a daily wire information service on legislative matters, has decided to publish the info in newspaper form instead. The new sheet is called 'The National Legislative Bulletin', and goes out every Saturday. Accounts not only pending legislation, but also expert opinion on the probable results.

Charge for the former daily wire service used to run as high as \$500 a year to each client. The printed Bulletin is priced considerably less, and is by subscription only.

Heading the group getting out 'The National Legislative Bulletin' is O. L. Edmondson, with headquarters in New York.

P. A.'s Cover Quake News

Shortage of newspaper men required to cover the wide area hit by the earthquake in Southern California caused Los Angeles dailies and weeklies to employ a number of employees, now working at film studios, to help them during the emergency.

George Thomas, WB-FN publicity head, had formerly with the U.P., spent Friday night (10) as a rewrite man at the U.P. offices, handling the quake news. Robert Burkhardt,

Fox press agent, also an ex-U.P. man, and his wife, Rob Eden, former police court scribe, were sent to Long Beach on special stories by the U.P. The former film people offered to help again.

Frequent extras issued by the dailies proved a heavy expense, as display advertising in the issues, due to bank holiday, was at its lowest point in years.

Knopf's Hot One.

Alfred A. Knopf has dropped a lighted bombshell down upon the publishing field. His competitors are getting into gas masks for a return barrage.

Knopf has come out with the announcement that he is going to give books to bookstores on a consignment basis, paying all shipping and express charges back and forth. Bookstores are to work as his agents, display his titles, report on books sold, and remit monthly. Unsold books may be returned. Bookstores have only to pay for books when and if sold.

If this radical scheme works, it will mean a fare-thee-wells to wholesale book business as we know it, an open road. It will also mean that bookstores will be telling other publishers that there is no use ordering books outright when Knopf's arrangements are combined to them, and that's what they expect from the other pub.

Mr. Knopf's argument is that as long as he can remember, booksellers have combined that they were forced to carry a disproportionate amount of the risk on books that did not sell. In devising his agent's selling plan, he has decided to let the public know where the book will be sold. He makes the concession that a bookseller cannot sell a book that the customer does not want and admits that his plan is a scheme.

Publishers claim that no radical experiment in the last fifty years has succeeded in the book business. The Doubleday, Doran dollar book initiative and the Scribner dollar plan industry was an acknowledged fiasco. One publisher argues heavy that all that Knopf's plan means is the dumping method of book distribution.

Bookstores will be going into the book business without having to pay rent or help. Credit will be upset and publishers and authors suffer as a result. Publishers of the dollar plan were floated—and sunk. Publishers point to Knopf's column in 'American Mercury', in which he condescends to the public who have been on titles other than best sellers. In the 'As I See It' for March, Knopf quotes 988 copies sold of 'The Eagle and the Serpent', a deplorable low. He also quotes 'The Devil's Daughter' as having sold 100 copies per year. He says this is Knopf's scheme of getting rid of his secondary books and leaving the publisher awaiting invitations to the day of hanging at the scaffold.

Fast Workers

These days the pulp paper scribe not only has to write lightly much but mighty fast. Editors are buying from hand to mouth, turning to those men who can produce material of the required type and length as fast as they can.

Monday morning telephone calls ring out for a story of 40,000 words to be ready on Wednesday—and it is. Speed and output—or it's curtains. One of the outstanding aces in the pulp paper field is Oscar Schisgal, the baby of them all when it comes to age. Maybe he's thirty, maybe he's thirty-two, but few years Schisgal has published close to five hundred stories in some thirty-odd magazines. These include book length serials and novelettes. He has also penned a few books, 'The Devil's Daughter', a mystery story, and 'Gun Justice', a Western. No ghost writer around but plenty of midnight oil.

Thayer's Ginger

Tiffany Thayer, back with Kendall, goes Sabatini in his newest volume, 'An American Girl'. He has also penned a picture novel, 'The Devil's Daughter', a mystery story, and 'Gun Justice', a Western. No ghost writer around but plenty of midnight oil.

'Twist' Film Edition

Grosset and Dunlap is publishing a new motion picture edition of 'Oliver Twist' in conjunction with the release of the Monogram picture of the same title. Stills from the film are included in the new edition and an illustrated jacket also contains production scenes.

Table with 2 columns: Title and Price. Includes 'Ann Vickers' (\$2.50), 'Walls of Gold' (\$2.00), 'Hardy Perennial' (\$2.50), 'Eyes of Love' (\$2.00), 'The Mystery' (\$2.00), 'American Girl' (\$2.50), 'Culbertson's Summary' (\$1.00), 'Contract Bridge Book of 1933' (\$2.00), '100,000,000 Guinea Pigs' (\$2.00), 'March of Democracy', 'Life Begins at Birth', 'Years of the Locust' (\$3.00).

Best Sellers

Best Sellers for the week ending March 18, as reported by the American News Co., Inc.

Nature Faker Dead

Louis T. Stone, managing editor of the 'Winsted Citizen', died in that Connecticut town he made famous of uremic poisoning March 14. He was the man who coined the word 'nature' into an adjective and made 'Winsted' descriptive of the peculiar type of nature story which was the delight of the reading public.

Louis Stone who created the now standard vaudeville joke about the cow which gave ice cream when it was frostitened, and he invented the thing which laid an egg on his master's bed each morning and then woke him up to tell him about it. Originally the stories were written as filler for the paper on which he started as reporter, but their wide copying indicated a market he was quick to supply, and he became 'Winsted' correspondent for many important city papers, sending in stories to live in the generally dead Monday issues.

Apart from his first creation, the 'Wild Man of Winsted', he never sought to deceive, but his pseudo-factual stories were always intended to entertain, and made Winsted known wherever papers are published in the English language.

Big Cats

Coincident with the film release of 'The Big Cat', the Century company offers a similarly titled volume by Claude Beatty and Edward Anthony, the latter co-author of 'Frank Buck of 'Brim 'Em Back Alive'.

This is not the usual novelization of the picture script, nor is it a copycat rip-off of the volume being targeted at \$3.50. For once the film probably will be of greater help to the book than the reverse, though it is probable that book could find its market on its own.

It opens with a discussion of training methods, gives some of the highlights of Beatty's adventurous career and reverts to his boyhood efforts at backyard circuses for a finish. All brightly written with the human not predominant over pure technicality. At the back of the book are included 50 full page plates of training methods and incidents. Quite apart from the film tie-in the volume is one of real interest to showmen and show lovers.

Title Holdup

That new astrology mag promoted by Paul G. Clancy was held up at the time of going to press by the first issue, which Clancy learned his title, 'Popular Astrology', was not free. Seems that a mag with that title had been in circulation. Accordingly, Clancy reverts to the title 'Astrology' until the title 'American Astrology' could be substituted on the plates.

Clancy editing his mag himself. He has also reverts to the monthly is J. W. Osman.

Prodigal Eats Veal

The prodigal son comes home. On March 25, Creston, the son of the Harold Lloyd Corporation, will talk to the students of Photoplay composition at Columbia University. Subject matter: Writing motion pictures that sell. Nepper is a former student of Columbia.

Art in Low

U. S. A. depicts makes itself especially felt in European art markets. Lack of American bids and scarcity of coin in Europe have brought prices down tremendously. At a recent London auction, Lucas Cranach's famous picture of a young man brought less than \$1,700. A good Courbet went for \$400.

Some scripts and bibliophile rarities from private libraries have fetched ridiculous amounts. The one and only American bid, at that particular auction, came for a Benjamin Franklin manuscript that went to Rosenbach, Philadelphia.

Sports N.S.H.

Mag publishing venture of Ned Brown, who was sports editor of the old 'World', has ended, with the suspension of his monthly, 'International Sports'. The periodical lasted but a few issues, the reading public proving apathetic although the publication was the most pretentious of its kind ever attempted.

It was by the fact that line-up of sports-writing names ever gathered for a single publication, with every sports writer of repute contributing grails out of friendship for the former sports writer. Didn't help, however, which probably means there will be no other attempt at a general sports mag.

Thayer's Singleton

Unusual example of a best-selling scribbler being too prolific for his publisher is presented by Tiffany Thayer, who in two or three books a year, but his publisher, Claude Kendall, says he can't do justice to more than one or two 'Thayer books per annum. Kendall insists him to turn down the surplus to others, with Liveright getting most of them.

What Kendall thinks of that one Tiffany Thayer book year is illustrated by the fact that each Thayer novel is worth a full-page ad in the 'Times' book supplement. That's \$1,000 worth of advertising at one throw, and rare for the present-day book biz.

Charles King Dies

Gen. Chas. King, 89, only Army major who authorized wear five campaign badges, died in Milwaukee March 17, indirectly as the result of a recent fall in which he fractured his shoulder blade.

Many years ago he came almost immediately into recognition as an author with 'The Colonel's Daughter', which he followed with 'Between the Lines', 'Marion's Faith', 'Captain Blake' and many others, his total score being in the neighborhood of 60 novels.

All were stories of Army life, chiefly in handling of general and followed pretty much the same general pattern, but he enjoyed a success such as comes to few modern popular novelists.

Gold Braid for Scribes

Organizing a new California naval militia, Governor Rolph of that state is handing out several of the top jobs calling for gold braid to important newspapermen.

George Hearst, oldest son of William Randolph Hearst, is head of the unit, and among his aides are E. Manchester Boddy, publisher of the Los Angeles 'Daily News', Norman Chandler, son of the owner of the 'L. A. Times', and A. T. Siskowak, one of the Hearst L. A. attorneys.

More Art

Harry Donenfeld, who controls a number of publishing properties, as well as a mag distributing organization, has formed a new publishing affiliate to get out still two more mags.

The new one is the D. & S. Publishing Co., which will issue 'Paris Art' and 'Studio Art', monthly publications. Editing the pair is Mrs. N. W. Hersey, who also holds the editorial reins on the other Donenfeld periodicals.

It's a Novel

Alfred A. Knopf, Inc., seeks to correct the statement that the 'O. J. Lawrence', 'The Virgin and the Gypsy', is a compilation of miscellaneous writings.

The novel which originally was published by the house in 1930 at \$2.50 and is now being brought out as a dollar reprint.

Appleton Dominates

Merger of two of the oldest publishing houses, D. Appleton & Co., founded 1825, and the Century Co., which dates back only to 1870, finds the Appleton interests in the lead with the title of D. Appleton-Century Co. for the new corporation.

John W. Hillman, Appleton's chairman, and W. W. Morgan, chairman of Century, being the president. Each company gets three members on the stockholders' committee.

The Appleton plant and warehouse will be used, and Ruter B. Jewett, of Appleton's, will be the editorial head. Dora H. Ferriss, of the Century, will handle the educational book department.

The two old companies hold many valuable rights and the combined list strengthens the lineup.

Solo Pubs

Practice of numerous scribblers to publish their own works, prompted in almost every case by objections from the regulation publishers, throws many queer books on the market.

Typical example is one just off the presses, called 'How to Sell Ceterary', by W. W. Morgan, an inscription of a Jamestown land, Paul L. Vittur by name, and for two dollars he offers 64 pages of advice on how to sell the dead parking space.

Another new author-published book is 'Chicago, Yesterday and Today', by Chicagoan, Felix Mendelsohn, who hopes to cash in with his book on the forthcoming exposition. The author's volume is a richly illustrated affair in a limited edition.

Rival 'T' Authors

If Willard Huntington Wright makes good his frequent threat to kill off S. S. Van Dine, that other part of him which writes those best-selling detective novels, Eilery Queen, will likely replace him as the best-selling American scribbler of the reader-and-seller sales. Eilery Queen is selling nearly as well as Van Dine.

Like S. S. Van Dine, Eilery Queen is a pen name, too. Queen's publisher has taken great pains to guard his real identity, going to the length of fitting up Queen with a mask for his every public appearance. It's a good gag, but doesn't hide the fact that Eilery Queen is really Manfred Lee, former press agent.

Shorter

Magazine Guild, which recently acquired 'Singing and Playing' as the first unit of a string of mags it proposes building up, is changing the publication's title with the forthcoming issue. New name of the mag will be 'Singing and Playing'.

'Singing and Playing' was established in 1925, with Alfred Human as editor. Human still in charge.

Beer Ads

March edition of 'Vanity Fair' contained about four pages of beer ads. Evidently the mag repented for certain of its circulation, as the brew ads did not appear in copies circulated in the East, or elsewhere where anti-liquor ad laws, in these states, obtain.

Chatter

Donald Gordon, who is doing a two-column book review for the 'Statepost', acts as sales analyst for American News Company.

'Ladies Home Journal' has gone literary. In its May number, it is opening a department titled 'Previews of New Books' to be edited by Virginia Kirkus. A dozen books will be covered, nay, uncovered with each issue.

The 'Kingfish', a biography of Huey P. Long, packed with dynamite, authored by Webster Smith, published by Putnam, will be out later this month. Nothing to do with an April fool.

Keep that school-girl complexion. The editors of 'Vogue' tell you in a book called 'Beauty' published by Doubleday that if you can buy beauty for a buck, it's a buy.

The 'Saturday Evening Post's' campaign of book advertising has gone a step further in its slogan: 'Brush your brains once a week. See your bookseller once a day.' And then what?

Another Shannon success of 'Singing and Playing' fame, is with another in 'God Lights a Candle', by Louis Untermeyer, the literary lion, has just emerged from his mountain retreat in the 'Last Parade', by N. W. Hersey.

March release of the 'Crime Club' is Nancy Barr Mavly's new thriller 'The Fate of Jane McKenzie'. Peter Piper—and the salt the pumpkin

(Continued on page 51)



# Inside Stuff—Music

No legal way, copyright authorities aver, for the owner of a special orchestration to prevent a station from broadcasting a phonograph record containing his arrangement. He may copyright it, with permission of the original copyright holder, but that doesn't change the status of the piece providing the latter is a member of the American Society and the station has a music license. The orchestra may have all sorts of twists and furbelows but the law, say copyright authorities, only takes into account the original copyright.

Opinion was sought by a bandman who thought that this angle could be used to restrain stations from broadcasting his records. He believes that the surplus airing of his disks on smaller stations may have all sorts of twists and furbelows but the law, say copyright authorities, only takes into account the original copyright.

Although the music publishing affiliates of the film biz have been doing pretty well, all pretty stiff of sales cuts along with every other branch of the business. Famous (owned equally by Par and Warners), and other WB subsides—Harms, Remick, Witmark—went through the 50% slashing on the same scale with the others.

Since Par's bankruptcy, Famous is now operated wholly by WB. This move comes sooner than expected as Paramount, regrettably, had planned to sluff off Famous and establish its own 100%-controlled music subside, probably to be called Paramount Music Corp. The Par-WB co-ownership arose through Par and Harms originally being partnered in Famous, but with Harms being taken over by WB that 50% interest went to Warners.

Joe Kelt, head of Kelt-Engel, music publishers, declares that while many paid off in IOUs and tabs in Florida, you can't do that with the R. R. companies, and he had to dig to get himself back from a Florida mess with the help of the station, particularly the MDS. In consideration of Kelt's firm coming back into the fold, had donated a vacation trip for the music man.

Being a publisher, Kelt couldn't refrain from slipping over a little plug for one of his songs "We're On Our Second Honey-moon," by quoting the terms applicable to the trip. It was in celebration of their 17th anniversary.

Bids to the American Society's annual meeting and dinner have been sent out to the membership; March 30 is the date and the Ritz Carlton, 37 E. Wacker Drive.

Board of directors is suggesting that instead of spending from \$4,000 to \$5,000 on the affair, the Society hire a hall for the annual meeting for around \$75 and distribute the difference on the estimated cost of the dinner among needy song writers.

Practically all the colleges that cancelled their prom dates, due to the bank moratorium, have come through with new orders for dance bands. Only difference is that the schools have pushed back the events to late May to allow the students time to collect enough coin for the party. The graduates, in submitting the revised dates, are not asking for a reduction under the originally stipulated prices.

## RADIO FEES BRIGTHEN SOC. DIVIDEND CHANCES

Substantial pickup in remittances from radio sources since the lifting of the bank holiday has created a brighter financial picture for the Society and it is now practically certain that a dividend this year, a quarter of the current year will be distributed among the ASCAP membership. Majority of the Society's board of directors have, anyway, seen the attitude of the radio and are no passing up of a split even were it found necessary to dig into the reserves.

Even with the reopening of the banks the income from theatres showed no indications of improvement. Practically all the coin that's been piling in the past week have been radio station fees, with a goodly part of it including payment of 1% tax on commercial programs.

## Toronto Sets Down 2 Bands For 60 Days

Toronto, March 20. Because they played at a wage rate lower than that set by the Toronto Musical Protective Association, 31 member-musicians have been ordered by the association to suspend for 60 days. Those concerned belong to Gene Fritzie's band at the Savarin, nite-spot, and Frank Busser's orch at the Hollywood, nite club. Both bands were charged with broadcasting at a lower rate than set by the union.

One of Fritzie's other orchestras has gone into the Savarin minus Gene. Members of both bands were fined \$25 each, toll on the leaders being heavier.

Local musicians' union adheres to the old scale despite that of its membership of 1,600. 1,000 are reputed to be out of work.

## BAND LEADER ASKS \$950

Los Angeles, March 20. Suit for \$950 he claims still due for playing at the Roosevelt hotel last fall, has been filed in Municipal Court by Carlos Molino against Peter Hill, who had the Blossom Room concession.

Molino asserts that under his contract he was to receive \$350 per week for himself and band. He asks for this amount, plus expenses Zagon and Aaron are attorneys for Molino.

## KVALE AT ARAGON

Gives Chi Ballroom 2 Bands—Cumulative 5-Year Idea

Chicago, March 20. Al Kvale and orchestra will augment the Wayne King aggregation in the Aragon ballroom. Having two orchestras is partly to offset the fact that the Aragon retains its 60-90 cent price scale while its sister ballroom, Trionon, is down to 40-60. Also, Karza, believes Kvale, former B&K m.c., is a possibility for a new act. Kvale, at the Trionon, Bernie Cummins, at the Trionon, is negotiating a five-year pact with Karza.

## Robbins Sticks on Coast, Campbell Makes Fast Exit

Hollywood, March 20. Jack Robbins was about to return east after a two months' stay out here when Louis B. Mayer suggested that the head of Metro's music publishing affiliate, later, would be leaving another month, perhaps even settle here.

Metro's interest in the comeback of screen musicals called Robbins to the Coast for his guidance as regarded spotting of songs in pictures. Robbins missed the quake by a day, having gone to Frisco. His English music pub associate, Jimmy Campbell, who remained behind was chased away from these shores after being shaken up a few times. He and Mrs. Campbell (Betty Balfour, English screen star), took the first boat for England, departing in the midst of the tremors.

## BOSTON SALARY CASE

Boston, March 20. Ted Moy, cabaret owner, in court accused of non-payment of \$150 to dancers and singers in his employment. Case continued to Wednesday (22). Last December Moy was fined \$80 when accused of non-payment of \$196 to Ginger Gordon, mistress of ceremony, and seven girl performers.

## MILLS' TAKEOVER

Irving Mills has taken over for the Lawrence Co. the numbers recently recorded by Glen Gray and the Casa Loma band for Brunswick.

Tunes being given publication are "Black Jazz," "Maniac Ball" and "Smoke Rings," all three written by Gene Gifford, the jombo's arranger.

### A Spurt

The way music sales have been spurring the past week music publishers say maybe they see "that corner."

The publishers have long been committed to the conclusion that sheet music is not an essentially but a luxury, and like most luxuries it suffers with depressed economic conditions. While radio, etc., have been negative factors, it has been argued that improved general conditions will reflect immediately in improved sheet music sales.

## Court Order Halts Walk-Out of Union Musicians in Balto

Baltimore, March 20. Getting the law on his side, Jack Levine, operator of the new family time vaude spot, Auditorium, forced the members of the local musicians' union to work alongside non-union stagehands and orchestra men. Union pitmen walked from the house on the opening day when they learned of non-union help backstage and in the booth, but Levine secured an order from the local courts forcing the union instrument annoyances to stick to the house.

Levine, however, in order to keep peace in the family, switched later to regular union musicians and behind the picture machines.

## WB's 50% Helps Famous On P-P Bankruptcy

Famous Music, 50% owned by Paramount-Public, remains unaffected by the P-P bankruptcy proceedings. Publishing firm is under the management of the Warners Brothers music group, holder of the other half interest, with the trustee for the P-P expected to work out a deal giving WB complete control of the Famous firm. WB ownership is thought to be a relief.

Warners' most recent general pay slash is not being applied to its publishing affiliations, although these firms are under instructions to make some payroll reductions. The cuts and the amounts are left to the music operating heads. Arrangement being worked out will affect the senior executives, but leaves untouched the envelopes of those earning under \$75.

## JONES PAYS FINE

Report 2 More Leaders Dues on Carpet—Lewis at Hollywood

Reported that Isham Jones has paid his \$1,000 fine for performing under scale at Joe Moss' Hollywood restaurant on Broadway, and that the AFM has two other prominent New York members on the tap for similar punishment within the week. Meantime, Ted Lewis, in going into the Hollywood Wednesday (22), swings the pendulum the other way as Moss must pay plenty for the attraction. Lewis is in for three weeks, his only open time as he set back his RKO dates with the Cleveland orchestra. Lewis stepped up the average of labor difficulties.

## N. Y. Band Changes

The New York band picture has shifted about considerably. Johnny Johnson opened at the Hotel Pennsylvania in Ted Weems' spot. Felix Ferdinand came into the Village Eugene at 10 East 60th, near the Villa Vale.

Will Osborne leave the Roseland ballroom to succeed Joe Furst at the Village Barn. When Gus Van left the Barn to open at the Lido, Tommy Manahan's orchestra opened with him.

Mal Pertt, completely recovered and with a reorganized band, opens at Roseland ballroom on Broadway, March 26, replacing Gene Kardos. Claude Hopkins band remains.

Meier Berman, Village Grove Nut Club, holding Joe Haymes, will see a new band opening there within the month.

Band of the Toronto Irish Regiment will be present at the World's Fair at Chicago.

# Out-of-Town Bands Start for Home As AFM Affirms Stand Taken by 802

## CHRYSLER, JR., READING

Into Theatres First With Stanley Smith as Soloist

Owing to unsettled cake conditions, Walter P. Chrysler, Jr., will first take his hand into the vaude and picture houses under Harry Romm's direction.

Son of the automotive head is presently organizing his combo and will have Stanley Smith, stage and screen juvenile, with him as soloist. Smith recently had a band of his own at the Los Angeles Biltmore hotel.

Young Chrysler in going jazzlike emulates another prominent social and financial family's offspring, Roger Wolfe Kahn.

## SEPARATE SYNC RIGHTS BUREAU

Remainder of the music industry is closely watching for developments from conferences now being held by several of the major publishing firms in connection with the proposed working out of a separate synchronizing rights deal with picture companies. Underlying purpose of movement is to bind these publishers into a performing rights bureau of their own to give the film producers direct access to their catalogs at so much a year without the medium of John Faine, of the M. P. F. A., now acting as trustee for all publishers in his organization.

Conferences to date have been limited to Walter Clark, supervising head of the Warner Brothers music interests which takes in Harms, Remick and Witmark; Saul Bornstein, of Irving Berlin, Inc., and Gustav Schirmer, of G. Schirmer, Inc., Leo Feist, Inc., and Carl Fisher, Inc. have been invited to join the combine, but no definite answer has been given.

## MPPA-ERPI DELAY

Tax Matters Supercede Sifting of Foreign Film Money Due

Getting together of the Music Publishers' Protective Association and ERPI, to work out a settlement of European film synchronization interests which takes in Harms, Remick and Witmark; Saul Bornstein, of Irving Berlin, Inc., and Gustav Schirmer, of G. Schirmer, Inc., Leo Feist, Inc., and Carl Fisher, Inc. have been invited to join the combine, but no definite answer has been given.

Royalties due the publishers on the films now in picture versions has accumulated over a period of three years. RCA Phonophone has no outstanding obligations on the foreign music item as firm's practice has been to pay as each practice was released.

## Dealers Pick Chi

National Association of Sheet Music Dealers has picked Chicago for their annual convention this summer.

Selection was made via a mail vote by the membership, over 60% of the ballots naming the Loop.

## SLUGGED AND ROBBED

Night after the band closed (15) at the Pennsylvania hotel, New York, Merle Connor, accordion trumpeter with Ted Weems, was found on the street unconscious from a beating over the head and robbed of money and other possessions.

Connor escaped a fractured skull. Connor will be kept in the hospital for a week or two under observation.

## LEWIS TO M. C.

Ted Lewis opened at the Hollywood Restaurant on Broadway tomorrow night (22) for an indefinite stay, replacing the Isham Jones unit. Lewis doubles as m. c., which lets Harry Rose out.

Jones and his men lay off pending an attempt to settle their difficulties with the governing board of the Local No. 802.

Local 802 is the winner in its controversy with the international body over its recently adopted policy of keeping out-of-town bands from jobs within the local's jurisdiction. Upon the American Federation of Musicians agreeing to let the local have its way several bands are being routed out of New York for replacement by units holding 802 cards.

Exodus was forced by the local after starting a general inquiry to find out whether the out-of-town combos were receiving 30% above the local scale, as required for traveling bands. As a result of the governing board's drive in this direction Del Lange has moved out of the Palais Royale and Julian Woodworth, with a New York unit, has replaced him; Hal Nagel has taken the spot made vacant by Happy Feltz at the New Clinton hotel, and Joe Haymes is reported as about to quit the Village Nut Club, with his successor named.

MCA's Position

Polley put into effect by the local has forced the Music Corporation of America into a position where it must close the New York bands to fill the hotel stands it books there. Booking organization is also barred from bringing into New York out of town bands for commercial broadcasting.

Clash between the international and local dates back to the Manhattan entry of Ted Weems and Anson, under MCA auspices, several years ago. Local opposed these bands stepping into the Pennsylvania and St. Regis bitterly, but President Joe Weber, on the appeal of Max A. Over-ruled 802 and arranged a compromise. Local opposed this intrusion into the situation by the AFM, members of 802 elected a new set of directors whose campaign declared for "New York jobs for New York members."

## COL. PHONO. SWEEPS OUT ALL TOP EXECS

Chicago, March 20. Columbia Phonograph top execs underwent a drastic change here under the leadership of Grigsby-Grunow, controlling Columbia, doing the sweeping. Those exiting were H. E. Ward, president and treasurer; A. E. Garnitz, assistant treasurer; Ray Boaz and P. W. Telle, department heads, and Don Compton, vice-president.

New Columbia prey is Grigsby-Grunow, vice-pres., J. J. Ditzell. He will remain in Chicago, the home office of Grigsby-Grunow, but meanwhile R. E. Schedell, newly appointed general manager and who has worked in the active running of the company, will be coming from New York adjacent to the recording studios and the factory in Bridgeport, Conn.

## Canton Ballrooms Burn At Cleveland Booking

Local ballroom operators are complaining they're the object of a crossfire by Cleveland band bookers. Claim is that the bookers are aware of the opposition fight between two ballrooms in Cleveland, and have been boosting the price of bands when both dance spots start bidding. The operators are no longer paying big money for Cleveland orchestras.

One hand was recently contracted to play here for \$125, but learning that the other ballroom also wanted the unit, contention is that the price was raised to \$150 and the original booking was cancelled.

## \$16,000 JUDGMENT

San Francisco, March 20. Tom Catton, opera and concert booker, has secured a judgment for \$16,250 against Fred Scott and his wife, Audrey Farncroft, both singers. Judgment is for the cost of the judgment in latter's suit for 25% of pair's earnings from contracts he claimed to have obtained.

## Whose Chronicle?

Whose Chronicle? is ex-wife of Al Fritzman, who has been "Chronicle" since she divorced last year. Later marrying Scott.

East

Brooklyn group starting first actual work on a beer park. Flatbush ave. at Ave. I.

Grace Moore, who was robbed at Miami recently, gets gains back when thief is pinched there with \$50,000 loot.

Esther Muhl, screen and stage actress, sues Boston jeweler for \$1,000 bond. Poeted for a purchase.

Peggy Rich loses her suit against Max S. Gardner. Award \$50.00 because hit on the head by a flying hockey stick. Lawyers testified it was only the third recorded accident of the kind from that source in 15 years, and court ruled no negligence.

Inez Wilson, singer, in court seeking a separation from W. H. Hirst on a plea of frigidity. When case started Wed. 11, Judge cleared the court and heard the case in camera.

John Golden back from Fla. and reading plays again.

Ethel Barrymore Colt with Jack Denny at the Waldorf-Astoria.

Ernest A. Ash, Brooklyn concert pianist, parked his car in Prospect park Tuesday (14) and drank chloroform liquid. Found dead in the car. Act believed to be due to illness.

Sidney Howard goes west to look over the tall corn groves. Thinks there's a play in the recent mortgage foreclosure suits out there.

Spain created a council of cinematography to deal with film matters to promote manufacture.

Betty De Witt, dancer, and her mother killed near Hartsville, S. C., Tuesday (14) when car blew a tire and rolled over five times. Driver only slightly hurt.

William Koch, alleged bookmaker, well known on B'way, is indicted for failure to make a 1929 income tax return. Alleged his income was \$38,777 for that year. He's in Tin Juba.

Geo. S. Kaufman and Robert Sherwood to collaborate on Eddie Cantor's next flicker.

Ludwig Hoffman, bass-baritone of the Met, goes abroad, but back again Aug. to make some operatic shows.

Default judgment filed \$109, against Chas. Dillingham for \$109.

Advertisement for New York Theatres including RKO Palace, RKO 86th St., RKO 81st St., and Loew's Capitol.

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

559 by Ames Real Estate Trust, of Boston. Former producer guaranteed Ames Colonial theaters, Boston, along with the late A. L. Erlanger and Florenz Ziegfeld. Sued as the only survivor.

Sam Kaplan, former head of Local 306 of Projectionists' union, and Theodore Greenberg, given indeterminate sentences in General Sessions. Former also fined \$500 and Greenberg \$250. Eight others draw fines only on the coercion charge. Judge announced he would recommend to the pardon board the men serve not more than six months.

Believed that the Guild plans to shove 'School for Husbands' in favor of Milne's new play, 'Sarah Simple.' Molliere comedy may be done later.

The Party's Over won't be over until March 27 instead of tomorrow as planned. At the Vanderbilt.

Ringling show to leave Sarasota April 1 for Mad. Sq. Garden. Sam Gumpertz says the season will not be curtailed this year.

Warner Bros. in Federal Court to restrain Majestic Pictures and Elyria Edwards from showing 'Gold Diggers of Paris' under that title. Due at the old Roxey soon. W-B claimed too close an approach to 'Gold Diggers of Paris' and its own release, and 'Gold Diggers of 1933,' ready to release.

Gloria Swanson arrives with Mike Farmer and tells ship news men she's a slave to the films.

Helen Hayes and Norma Shearer and their husbands in from Los Angeles to the Canal. Miss Hayes finished her last picture just an hour before the boat sailed from San Pedro.

Equity officials from top to bottom will take a vacation every sixth week, staggering leaves to keep the office open.

Libby Holman's baby, out of the news recently, back in 4th the report that the child is in condition though its present weight is only six pounds.

James Hall sustained in his appeal from the verdict of the New York court in the case of the distribution charge. Higher court finds for Hall.

American Academy of Dramatic Arts graduated a class of 20 Tuesday (14).

Society Am. Magicians took in 'Forsaking All Others' last (Mon) night. Compliment to Fred Keating, who's a member.

Frances Aida in court last week at the best of Mayfair House, which she claims she didn't see her rent of \$2,967. Said she had taken a year's lease on a \$7,000 apartment. She denies the authority of her manager to sign and said, anyway, Jimmy Walker took the lease over. Decision reserved.

Reinold Werenhant asking for a cut in the \$15,000 alimony paid his wife, on which he is \$8,500 in arrears. Points out that's the 1927 model and not gauged to 1933. Has seasonal contract and also a branch of contract, involving production of 12 two-reel pictures.

Carole Lombard reported to the Hollywood police the loss of a ring valued at \$5,000 between her home and the Paramount studio.

Hollywood police arrested and held Charles Mollnesser for investigation after it was found loitering around the Warner Bros. studios with three Paramount studio vouchers for \$10 in his possession. He was also identified, according to police, as being the same man ordered from the Fox Hollywood studios recently.

John Entenza here to discuss 'The Notorious Lady' with Will Rosling. Latter tried it out and is now pow-wowing with Madeline Boyl agenting. Two other plays of his are making the rounds 'The Brown Derby' and 'Mothers' Day.'

Lyn Marson and Lillian Day, who authored 'Our Wife,' have another in the typewriter. 'Theme' sequel variations will be ready for summer tryouts.

Otis Skinner may be in 'The Nobel Prize' next season if the play goes through in summer stock. Lawrence Langner has it.

Rex Beach has a new name. It's Ontake, which is Seminoles for

father of the big hammock. Introduced into the tribe last week.

Connie Talmadge's account in the Harriman bank nicked for \$34,312 alleged to have been charged against her account without her knowledge.

Philip Goodman is playing with the idea of producing a non-proprietary Russian play in the fall. Translation of title is 'The World of Fat.'

Katherine Cornell will probably take 'Allen Corn' for a road trip this spring. Fall production will be 'Wild Demerits,' Clemence Dane's Bronte drama.

Lenore Ulric drops out of Arch Selwyn's 'Naked Woman.' He's going to Miriam Hopkins and Francis Larrimore. Short road tour and into Chicago for the fair.

Westchester plans to put beer gardens into the county park system. Concessions will keep costs down.

Peggy Rich in West Side court gets out of that much-postponed bouncing check charge by a dressmaker, who says a slip for \$303 road tripped. Charge withdrawn when Peggy cried.

Reps of 16 film producing and distributing concerns ordered to appear in Camden, N. J., April 19 to answer a writ from the Victoria, there alleging restraint.

Esther Katsa, stage and screen actress, announces her impending marriage to Maj. W. W. Green, aviator. Honeymoon trip will be by air.

Judgment for \$28,029 against A. C. Blumhardt and John Zantak was filed in the N. Y. Supreme court Thursday (17) by Penna. banking department on behalf of Bankers Trust Co. of Phila., in liquidation.

Met opens fund only \$87,000 from its \$200,000 aim for a guarantee fund.

Katharine Cornell peevish at a clothing store ad. Store spoke of 'alien corns' in ad for its shoe department. Changed to 'alien fields.'

London 'Daily Mail' offered printed apology to Lofthar Mendes, who was mentioned as co-responder in divorce case of Lord Inverclyde.

Evelyn Ross, who has been doing time in Auburn for an effort to force paternity of her child on the late Joe Morgan, back in circulation today.

Jan Rubini, violinist, and his wife filed in L. A. Municipal court against Howard G. Stuenkel, who he back rent on their home, which he occupied by Jean Mallin, m.c.

Peggy Montgomery, formerly known as Baby Peggy, filed suit for \$501,850 in the L.A. Superior court, charging Lucile and James Glenison, Norman Sper and Charles Padock with alleged injury to her professional reputation and also a breach of contract, involving production of 12 two-reel pictures.

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James Shelvin, transient actor, killed by Hollywood police as he attempted to break into a haberdashery store.

Marlene Dietrich reported to the Santa Monica, Calif., police the loss of a \$150 robe, stolen from her car when she left it parked.

Lothar Mendes, film director, puzzled at being named co-defendant in the divorce suit of Eugene Inverclyde, English actress, and Lord Inverclyde.

F. W. Babcock denied permission to operate a 'tango parlor' on Hollywood boulevard by the police commission. Latter had recently denied a permit to operate a tango parlor, explaining to both applicants that the city's business men had asked to object.

Edward Hillman, Jr., announced that he would not contest the divorce suit filed by his wife, Marlan Nixon, actress.

Sherry Tansey, actor, arrested by the Hollywood police, who allege that he attempted to sell 12 packages of stolen photographic film to a merchant. Actor is now on five-year probation in connection with the theft of several hundred dollars' worth of film from Ted Lewis, orchestra leader.

Cliff (Ukulele Ike) Edwards, actor, filed a voluntary bankruptcy petition in L. A. Federal court. He was given 10 days in which to file a schedule of assets and liabilities.

Marlyn Richards, actress, divorced from Robert C. Richards in court. Sara Jane English divorced from Arthur English, film photographer, in L. A. Superior court.

Bea Starr, actress, charged with driving while intoxicated following an auto collision with a police car, charged by L. A. Municipal Judge Scheinman to pay the city \$44 for damages to its radio roomer and not to drive her car for three months.

Marjorie (Crawford) Welman, aviatrix, divorced in L. A. Superior court from William A. Welman, film director. Ruth Gillett, former musical comedy actress, filed suit for divorce in L. A. Superior court against Rowland G. Robins, cosmetic manufacturer.

A falling plank, caused by a premarital explosion of a bomb on a war picture set at the Hollywood Paramount studios, caused scalp injuries to Cary Grant, actor.

Judgment of \$3,000 awarded to Eunice Pringle, dancer, in her \$1-200,000 suit, in which she charged a superior court with the fact that she has been paid after being held by a court order until the dancer became 21 years old.

Conspiracy charges brought against George Miller, known as 'Zandra,' by Barbara Taggs, who was superior court had conspired with the fortune teller, dismissed by L. A. Municipal Judge Joseph Call, due to lack of proof.

Douglas Fairbanks, Jr., made deposition in two suits filed in L. A. Superior court by Loren Dietz, who asks \$50,000 for alleged alienation of affections of his wife, by the actor, in one suit. Another suit for \$20,000 charges the actor and M. C. Levee of holding Dietz prisoner in a hotel until he promised not to place a claim against the defendant.

Death closed the bedridden life of Louis Gardner, 60, in Milwaukee and revealed publicly the fact that the crippled former croquet had been cared for by J. Pierpont Morgan for 30 years. Checks amounting to \$100,000 had been paid regularly from the financier. Gardner's accident happened in the Empire State building without warning. He missed his partner's hands and fell 14 feet.

Charlie Foy told Cleveland reporters he hoped to reunite the Foy family as a vaudeville act.

Detective John Howe recognized five pickpockets at work in the lobby of the Auditorium, Chicago, prior to the recital of Ignace Paderewski.

Edward Everett Horton, who escaped the Chinese earthquake, passed through Chicago speculating gloomily on the probable state of his household china.

Helen Gress sued Louis Gress for divorce in Chicago charging desertion. Gress is a stage director associated with West Park Commission and her first wife who later married into the Johns-Manville asbestos millions. Wife No. 2 is a show girl.

Jimmy Petrillo, who happens to be Chicago Musicians' Union head man and West Park Commissioner at the same time, is barring all non-union music from the park.

New B'way

(Continued from page 1) frontal of Broadway, 46th-47th street on the west side. They have an electric sign on one corner of the property now.

The Grand hotel frontage on Broadway is being demolished for a beer garden. Every store on the front floor, every resident on the second story and the poolroom previously in the basement, have been asked to leave. It'll all be done over, with kitchen in the basement and the restaurant-garden on the other side. Understood the big German brewer, Kempinski, is back of this project.

Now, according to the story, the spread and growth of the beer gardens and restaurants along Broadway will be encouraged by the film interests. Figured that it'll boost the general merriment and atmosphere. The theatres can then be over one block east and reap the benefit.

Also known that several companies are buying property along Sixth avenue which may become theatres. It'll be selling that sort of property away cheaper than usually because of figuring the rest of his developed buildings will go up in value if the switch is effected.

A pooling of strength on the matter, everyone involved is convinced, will do away with the only real new money in the sight of the street along the street. Arguments here is that with the new Eighth avenue subway having a tough time making a go of it anyway, it'll be to everyone's advantage to get rid of the old-fashioned elevated.

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KATINKA

(Continued from page 44) the king, conceals her identity under the name of Katinka, a modern girl of independent manners. Katinka is jealous of Lola and deliberately tries to open the eyes of the young sovereign to what's what, and, through her clever maneuvers, gets the king to visit her country and is re-established on the throne. Through real ability the carefully chosen members of the cast somehow manage to put spirit and conviction into this naive plot. But the success of Katinka is due not to the actress, but to the script and to the eyes and the treat for the ears.

Pech Must Man Haben

(One Must Be Unlucky) Budapest, March 2. A comedy with music at Kammeroper, Vienna, Feb. 24, at the opera house, music by Robert Katscher. Directed by Julius Kallmann. Cast: Karl Kallmann, Susi Witt, Trude Ross, etc.

An unpretentious but very charming comedy concerning a young man who is pursued by ill-luck. He tries to get out of it and in itself a piece of bad luck, the author thinks. He loses his job because, through the meddling judges, he composes songs.

He thinks himself in love with the bank president's daughter, and she does not love him. He loves the poor girl, who returns his unconscious affection. He loses his job because of the meddling judges, who turned when he finds the lost dog of the plutocrat's daughter on which a big price has been set, but the girl thinks he is too elegant and distinguished, and dares not offer him any money. In his last desperation he writes a play which is in the poor girl's affection, a music publisher and all the money he has.

Robert Katscher, who composed the music to 'Wonder Bar,' provides the necessary song hit and a few other rather good ones. The original numbers, most of which are very effectively delivered by Oscar Carlweis. The music of the first of the unlucky boy into an extremely lovable character.

Charming, but good dancing and pretty staging do the rest. 'One Should Be Unlucky' seems to have brought luck to Kammeroper, sorely in need of it.

Pereda in Mex. Film Ramon Pereda, who has played in a number of Spanish talkers for Paramount, has come here to assume a star role in 'La Llorona' ('The Weeping Woman'). Spanish creeps 'talker' to be made by local studios of Eco Films. Pereda expects the picture to start about April 1.

Germans Off Gang Films Berlin, March 10. German censors have banned 'The Last Days of Pompeii' and 'The German officers feel there's been too much gangster stuff and want to shut down on it for a while.



# Dime Tips From Slightly Flat Society Youths, Who Bring Own Ginger Ale

With times as they are Park Avenue has started to put the toe on the young party moochers in its ranks. Party crashing remains a dead, but it's now more prone to the headwater's bum's rush, report the swank hotel guests. Hostesses and their invitee list over to that starched-front functionary with instructions to check them off as they come in and to keep interlopers out no matter the social importance of the young scion's name.

Barring these larvae of the social register from the dime and dance area is not to the hotel's liking in all instances. Most of these youngsters, it has developed, attempt to crash the party more from a strapped bankroll motive than from the impulse to be among friends. Hotel management figures that though these youngsters may be broke now it wouldn't do to antagonize them and lose their future patronage when the family comes into the ready cash again.

### Exceptions

In a couple of the spots such as the Eltmore the headwater, under caution from the management, makes exceptions to the party-toasters and the young social registers to the diversion-craving, but broke young social registerite within hailing distance of the party. The invited guests will approach him and even carry over a drink, but the current code forbids bringing him over.

One thing that the swank spots have to contend with from the young Park Avenue element these nights is the penchant for bringing their own ginger ale. It's now considered smart to save on that item by dropping by a drugstore and picking up several bottles of the beverage for consumption in the dime and dance arena.

In the Broadway spots such breaches may call for a nudge from the bouncer, but in the smarter hosteries there's nothing to do but to serve up the ice. It's a no-unconcoming thing for one of those fitted society gangs to leave a dime each for the waiter.

## Literati

(Continued from page 47)

enter either, but a grim detective, plays a return engagement.

Vicki Baum's 'Helene' comes out here next month, after selling more than 100,000 in the original German edition.

James Truslow Adams returns from abroad this week. They say Ray Long gets back soon.

Ernest W. Johnson, the Baltimore newspaperman, has a new novel out, 'Number 86'.

Paul Gallico has landed in an anthology. George Selides back from Spain with a new book.

Viking has added a new mystery story writer, Joseph E. Carr, to its list.

H. L. Mencken holidaying in the South.

Maude Hill was married to Laurence Holmes Dorcy, writer, at Del Monte, Calif., March 16.

## MARRIAGES

Hermine Hoffman to Jack Rutkin in New York March 15. Bride is a daughter of M. H. Hoffman, president of Allied Pictures. Groom is non-pro. Marriage was performed by Superior Court Judge Frankel at the home of Dr. Julius Hertz. Following a honeymoon in Havana the couple return to New York to make their home.

Elizabeth Hopkins to Albert Lee, Greenwich, Conn., March 14. Groom is the manager of George White's 'Melody'. Bride non-pro.

Mildred Cohen, non-pro, to Frank Fuchs in Los Angeles, March 20. Groom is son of Max Factor, cosmetic manufacturer.

Helen F. Collins, actress, to Lou Brock, associate producer at RKO Studio in Los Angeles, March 4, was postponed due to state and national bank holiday.

Ruth Freed, non-pro, to Albert Askt in Mexico, Feb. 28. Groom is film editor at Universal studios.

## BIRTHS

Mr. and Mrs. Edw. G. Robinson, son, Doctors' Hospital, New York, April 19.

## Travesty Bull Fight

### Angers Mexican Fans

Mexico City, March 16. Burlesque bull fight at which Buster Keaton, visiting here with his bride, was advertised to officiate at the local bull ring, and at which it was announced that a group of some fifty bull fighters would do their stuff, broke up because of burnt customers.

Proceedings couldn't proceed because of police and Bronx cheers from irate customers disappointed that there was no Buster (he had gone to Acapulco, a west coast resort before being invited to attend the show) and the gal torseador was turned out to be men in skirts.

## JEBY GETS HIS XMAS GIFT 9 MOS. EARLY

By JACK PULASKI

The horse action in 1932 was the draw verdict announced as the result of the Ben Jekyll-Vince Dundee scrap at the Garden last Friday (17). Match was for the title of world championship, and rarely do both judges and referee fail to concur in a title bout. That made it seem more strange. That was of the East Side, but recently Vince was favored to win, the betting odds being 11 to 5. Fact that Dundee, of the Baltimore Dundees (no relation to the Dundee brother who held the waterweight title for years, had defeated Heby Jekyll twice before was discounted, mostly because Vince hasn't much color. Also figured was Jekyll's improvement over the past year and his development of a kayo punch.

Performance put up by Jekyll did not look any near his showing against Fred Sattadig, who he stopped. Either Dundee has his number or a style that Jekyll cannot overcome. It is true that Vince backed up all the 16-round distance, using his left arm defensively and offensively.

Because Jekyll was always wading in made it easy for Dundee to connect with countless left jabs. Ben didn't know how to keep away from that mitt, but he tried desperately. In close Vince tied up Ben repeatedly and caught his hooks on the arms. It may be that the officials figured the champ's willingness to fight counter-balanced Dundee's points, and there was little doubt that the referee was biased in his decision in front on that score. Further claimed that the sports writers unanimously agreed that Dundee should have received the win. However, over the wire vote in favor of Jekyll, the other called it Dundee, while Eddie Forbes, the referee, said it was a draw—that was the correct part of the decision and that made the discussion even.

In the fifth round Dundee's left eye was cut open and while it didn't leak thereafter because he protected it, the eye was ready for a doctor later. The cut made Vince sore and he wobbled the champ around plenty. In the seventh Jekyll showed signs of coming through, landing both hands to the contender's map and grogging him.

Messages Jekyll's Kisses Constant jabbing took its toll of Jekyll's kisses from the 10th round on. His left eye and his chest were on the lips puffed, also the schnozz. Feeling he had the title stowed away Dundee started to open up in the later rounds but used his right rarely even.

Ben came to the studio of WOR for The Ringsider's broadcast of the fight results at midnight. Over the phone he was asked what he thought of Ben. Also that he was ready to give Dundee a return match. Ben, too, admitted he was to be wed the next day, even after the fact of the decision. There is no doubt about Jekyll being a game guy. He's proven it often.

The fans gathered in greater numbers to the fight for the Rosenbloom-Heuser match, raised a racket over the decision. The gallery showered paper on the ringside and squawked until the lights went out.

Plenty of action in the semi-final between Pep Van Klavern, of Holland, and Baby Joe Gans, the col-

## Perfect!

Minneapolis, March 20. Combining medical treatment with entertainment, a sanitarium, near Minneapolis, operates a paper game for its patients within its confines every night. House takes a 10% cut on all pots.

## It's a Dime on Way Out, or Else, With Chain of N. Y. Zoos

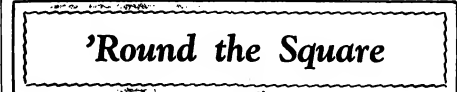
Chain of zoos is being formed in Manhattan. Already three links in the busset parts of the city have opened their doors to the public. Idea is proving successful, credited largely to the popularity of animal pictures and the fact that the city zoo is inconveniently located for most dwellers. The zoos are taking in more than some of the dime film theatres. Animals and reptiles are numerous and bonafide, and the only way in which the place likens to a flea circus is the fact that in the new spots the insects are self-inspired and gratuitous.

Each zoo has a bearded lecturer who waits until a crowd has collected at the door before commencing the spiel. The talk is free, since once an observer allows himself to get into a narrow passage bordered by cages he cannot return. That is, he is roughly advised against it by a typical barker at a band in the trail obscured from the front window. This policeman, incidentally, is always armed with a long whip. His flicks it viciously, and the backs of nearest cages as if for emphasis.

Just before the lecture ends a cashier, carefully concealed for the public eye, is waiting to get in but a dime to get out. Then the payee suddenly sees the notice that such zoos are maintained by 'public donations.'

ored socker from the Coast. Joe is no baby and quite a tough weller. Some opinion was that the color of his hair, possibly, and the foreigner to do his stuff. Ben is called a wind-mill and that's about right. He probably won seven out of the eight rounds, however, and if he ever develops a bend, nothing make trouble for any man in the division.

Rosenbloom received the Garden's light trophy emblematic of the light heavyweight championship. Asked what he was going to do with the belt, he said he'd probably turn it into the treasury so he could have a few dollars. He said he would give it to the state. He said he would give it to the state. He said he would give it to the state.



## 'Round the Square

Farley's Ambition In all the 'dope' stories written the past few months by correspondents assigned to cover the news, there has been printed about the reported ambition of James Aloysius Farley, Mr. Roosevelt's chief political adviser, to become governor of New York state. Farley, who is well known in Times Square by reason of his long service as chairman of the State Athletic Commission, is said by New York politicians to have eyes on the governorship, and to believe that he will be able to win the nomination in 1936.

By reason of his service in the triple capacity of postmaster general, chairman of the National Democratic Committee, and chairman of the N. Y. State Democratic Committee, Farley will have virtual control of the distribution of federal patronage in New York during the next four years, as well as an important say on matters of state patronage. He is already credited with having built up a strong personal machine in New York state.

Farley, who is only 42 years old, first served as assemblyman from Rockland County, in 1924 Governor Smith appointed him to the State Athletic Commission.

Mixing It Up Including the tax, Munich can not only undersell German beer in the U. S. if locals decide on a dime a glass, but can throw in a keg as a gift that would be worth at least \$3 in the American market.

In show business, already, executives familiar with the Washington slant and with a German background are now busy polling their friends for orders. Several brewers, prominent in New York have talked to some of the American brewers, including Ruppert, and have promised to buy if only 1,000 kegs come in these breweries will be glad to act as retailers when the original content is exhausted.

Idea behind this is that the first gallon will be German but that thereafter it will be a mix of the wild flow and the Teutonic touch will be provided by that imported barrel.

Initial Munich keg containing a gallon of beer, with tax and all, is estimated not to exceed \$2 in cost and to be nearer \$1.50. Orders are for not less than 100 such kegs at any time.

# 'Frisco Fights for Tourist Trade Following Southern Calif. Quake

## Turf Tax Aid to Farmers Under N. Y. Proposal

Albany, March 20. Nullification of the state anti-gambling law, so far as race track betting is concerned, is provided in a bill sponsored by Senator James J. Crawford, Brooklyn Democrat.

'My bill merely takes the teeth from the gambling law in relation to bets at race tracks; betting goes on there now and there is no reason why the state should not obtain revenue from it,' said Senator Crawford.

The bill would provide the state with a revenue of about \$75,000 a year. In addition, the Crawford bill provides for a gross tax of 8% on all corporations engaged in racing activities, with \$250,000 of the sum going for advancement of agriculture.

## APOLOGETIC OSTERMAN TAKES LITERARY CUT

By JACK OSTERMAN

AND STILL ANOTHER OPEN LETTER.

Dear World: Well, we finally got an afternoon off, and it rained, snowed and hailed so we stayed in bed trying to dope out something to write about. We skidded down Broadway and noticed that on 48th street the attractions playing there read as follows: 'A Saturday Night...One Sunday Afternoon...'The understated that Milton Ernest got into but a dime to get out.

Then the payee suddenly sees the notice that such zoos are maintained by 'public donations.'

The doctor just came in the door so it looks like we'll have to give up. In the meantime, any of you folks reading can sit down and send me some rags. You know Spring is coming and things are not happening as fast as usual. All right, Doc, we'll go back to bed in a minute, just wait till we write three little words, ARE YOU READING?

Los Angeles, March 20.

Southern California's earthquake not only knocked a few bricks loose in Los Angeles, it knocked the tourists right out of town. By Tuesday, the Hollywood spots where the sightseers congregate, were deserted. At noon, not a single auto-graph collector was at the Derby's entrance. At Sardi's a lone woman stood with pad and pencil in her hand.

Hotels reported that the exodus started shortly after the first major shock on Friday, continued through until Tuesday by which time most of those not here on business had checked out and departed, in most cases to San Francisco.

For years, L. A. has referred to 'Frisco's earthquake frequently, and in a ribbing tone. Northern town has tried hard to play down the 1906 'fue', but has been constantly reminded by L. A. that the affair was really a quake.

Now comes the Bay City's opportunity to get back at the City of Angels, which has been so kind to do with a great amount of energy. Already, it is after the tourist trade, inviting the travelers to come north where the shock was not felt.

Hotels and apartment houses here all went strong for display copy in the Sunday papers calling attention of the public to how well their respective buildings withstood the shock.

A blow to L. A. pride are the cracks in the new city hall building, which has been touted as earthquake-proof.

In Long Beach, where the quake hit hardest, buildings fabricated on the Japanese anti-earthquake plan, all came through with but minor damage, mostly to exterior masonry, and interior decorations.

Passenger train traffic east, following the quake, more than doubled during the last week, with both the Santa Fe and Southern Pacific reporting that winter tourists are cutting short their Southern California visits.

Even the shock both Santa Fe and S. P. ran an extra section of their crack trains east, and since then the trains that ordinarily would be sparsely occupied are filled to capacity.

## Abeles & Green, Legal Firm, End Partnership

Julian T. Abeles and L. Lawrence Green are splitting their law partnership, both theatrical attorneys, establishing separate offices, leaving the Empire Trust Bldg. of the Empire Trust Bldg. to Maurice Goodman and Saul E. Rogers. Latter were associated with Abeles & Green as special counsel, but with the firm, mostly to enter court. Abeles is moving to 18 East 40th and Green will probably take space with Joe Plunkett and Myron Robinson, 100 West 40th. Green represents legal. Green was one of Goodman's staff in the old Keith office and subsequently.

Goodman and Rogers will share the Empire Trust Bldg. space with Bloomberg & Bloomberg, and William Kaufman, who have been Goodman's associates in the past as special counsel in certain matters. Diversity of practice and general conditions prompted Abeles & Green to split up.

## Dog Tracks Defeat Mo. Bill to Permit Racing

Bill to Permit Racing

Kansas City, March 20. Surprise handed out by the Missouri legislature came when the house rejected the measure to legalize race track gambling in Missouri.

The measure had passed the state senate but the rural members turned the bill down.

Bill, as rejected, included the legalization of dog races, as well as horses, which, some of the legislators claimed defeated the bill.

Beer Come-on Works

Tacoma, Wash., March 20. Local dance hall advertises free beer and pass good for admittance with 10 cents, with closing line 'you'll appreciate them when those happy days of beer come on.' The dance hall packed at come-on and no longer because whiskey glasses of far-beer were served.



London

Leonora Corbett now a regular first nighter.

John Southern in conference with Harry Foster.

A. E. Abrahams off to South of France again.

Winnie Sheehan expected here sometime in April.

Cookery lessons now being demanded by films.

Wilson Dishar now dramatic critic of 'Daily Mail'.

William Molloy, latest captain of Stage Golfing S.C.

Prince of Wales at Ciro's club, to see Nina Mae McKinney.

Prince George taking a look at the Palladium's Crazy Moon.

Moss Empires turning down Lew Layton's latest colossal show.

Cliff Whitley confined to a nursing home with nose trouble.

Andre Charlot submitting a sketch to Charles Werners.

Constance Cummings taken a flat in Chelsea, artists' quarter.

Trousers for James predicted in advance British fashion show.

Arthur Dent only lunches at the Savoy these days of prosperity.

Willy Jacobus' death creating stir among her many English friends.

A. C. Astor's dummy on stick looks like the idol.

John Galvin's works have jumped 50% in sales since his death.

Mrs. Tudor Owen sporting a new fur coat, and says it is not yet paid for.

Hannen Swaffer, Mrs. Tudor Owen and Bud Flanagan in conference.

Embassy Club regular clientele transferring their custom to Ciro's Club.

Cedric Beifrage rumored for a return to Sunday 'Express' film editor here, just authored another novel.

Samp Eckman, Mark Oster and Jeffrey Bernerd golfing at Turnberry.

Remnant, John Southern's angel's first fling in vaudeville, and likes it.

Al and Ray Samuels come back with Welsh rogue after week in Dublin.

Hershel Henler playing the Palladium again, but only for charity concert.

'While Parents Sleep' closing at the Garrick end of March after 16 months.

Sinclair Lewis giving the 'English' of the soft soap in a newspaper interview.

Dr. Galperon worried about rates of exchange for his international purchases.

Cedric Stevens, noted theatrical press agent, referees football games as a hobby.

Frank Baileff season at the Vaudeville reaped unusual publicity haul for a repeat.

Edward Laurillard unable to hear from Al Woods. Gets no reply to his letters.

Six Lucky Boys taken for flustered 'Covers' Corner House, with the real ones here.

'Ballyhoop', currently at the Comedy, in second edition, doing practically capacity.

Arthur W. Kelly off to India, with Murray Silverstone bidding him adieu from Paris.

Fred Dupres, considering offer from John Southern to compare at London Pavilion.

George Naylor in the 'Sunday Express' astrologer, negotiating American lecture tour.

Frank Banks' marital troubles nearly over, and now settling down to film producing.

Cedric Hardwicke will be absent from the Malvern Festival for the first time this year.

Prince of Wales' own bred Arab horses take first prize at National Pony Society's show.

'Good Companions' cost Gaumont-British \$200,000 to produce, and considers ever-busy.

George Foster celebrating his 69th birthday March 28, with 45 years show business.

George Grossmith to contribute his theatrical experiences in the London 'Evening News'.

George Bar. Interested in endeavors for journalists and theatrical people, doing a big 'cutt' race.

70 Foot & Co. Clubs closed by the police in the last month, with half million dollars sunk.

Winnell & Zeitlin trying to figure out what the sure thing is going to do to provisional show business.

Mac, of Harry and Mack, formerly one of the 'Three' using a Boys, doing a single as Mack Lennan.

The 'Ballyhoop' management at the Comedy accepting dollars at par to accommodate American visitors.

Camilla Horne on 10 weeks' contract with British International Pictures starting in London.

Leslie Bloom, 'the undercover man' in partnership negotiations between Hiltz John and George Robey.

Alexander Korda, director of his own London Film Co., to direct new film starring Nina Mae McKinney.

George Blackie's life biography in show business should make thrilling reading, even at his early age of 46.

Prince Edward Theatre Company suing 'Daily Sketch' for reporting

house suffering from acoustic trouble.

Russell, Marconi and Jerry just completed show for Gaumont-British Films, a Gaumont-British subsidiary.

George Shurley has leased the Pavilion Theatre for tabular entertainments during summer season.

Maidie and Ray likely to split, but only for one night, as Maidie wants to do bit in a British Lion film.

Jack de Freece has leased South London music hall from Syndicate Films, to operate as straight vaudeville.

The American rights of 'The Green Bay Tree', current at the St. Martins, have been sold to the Struberts.

Jack Davis, Jun., on the 'Daily Express', Manchester, as cub reporter forsaking him studio 'gas' work.

'Her First Affaire', Alan Dwan's first English production at the Empires, a Metro house, as second feature.

Palladium canceling regular National Sunday League concert, as theater needed for 'Crazy' revivals.

Gala charity performance of 'The Good Companions' realized \$36,000 for charity. The King and Queen attended.

Lucille Benstead keeping her forthcoming marriage a secret, but understood it's one of the Hanlon babies.

Clement Hobson, founder of Ciro's clubs in Europe, at Lausanne with eye trouble. Joe Coyne keeping him company.

Americans here rate Olly Asten, Leicester Square theatre's band leader, second to Dick Crean of the Palladium.

Gang of press boys just back from an organized trip to Munich for the beer carnival. All laying off English beef.

John Maxwell approached for the presidency of Kinematograph Renters' Society, and gave them the Scottish 'cutt'.

Constance Cummings in constant demand for 'Personals', with British Broadcasting Corp. hot on her trail for broadcast.

'Maid of the Mountains', British International's latest sport, doing a clean-up at 160 London simultaneous releases.

'Sunday Express' grabbed the diary of the late Mrs. Kate Meyrick, the 'Night Club Queen', to be run off in instalments.

Spokane

By Ray Budwin

Robert Evans, 37, was given five to 10 years when he pleaded guilty to holding up Mrs. J. Morse, Post Street theatre cashier, Feb. 27.

John Fulton, of Lewiston, Idaho, has taken over the Liberty and Temple theatres from I. B. Bernard, Jr. He is the new sub man, will manage after March 15.

'Tattle Tales', with Barbara Stanwick and Frank Fay, booked for the Fox for Mar. 28. Road show will do a mat at 11, with evening show slated for a sellout at 10.

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Cleveland

By Glenn C. Pullen

Cleveland symphony canceling all soloists.

Ted de Turk quitting WHK for WYAC in Detroit to team up with Jack Fulton.

Nick Nichols now passing out free flowers—a new wrinkle—to celebrate his 40th birthday.

Al Wilson has renamed his co-op Negro burley in Harlem the Creole Music Hall. Popular with ritzy summering parties.

Ted Lewis laid off in town for a week waiting for date at Low's restaurant, but had to blow back to New York when theatre shut down.

Twelve-act vaude revue being produced at E. of E. Hall by Herman Booth, Pat McInerney and B. F. Gross, with a 25-cent-35-cent scale during theatre holiday.

Low's now talking about reopening old Hipp as a beer garden-theatre, and a three-floored Russian restaurant in another stunt the Petruschka troupe is trying to promote.

Omaha

By Archie J. Baley

Dundee public links golf clubhouse burns, but rebuilding.

Maquer Players, headed by M. Harriman, touring Iowa-Nebraska-Jack Dempsey area before the Chamber of Commerce, imagine!

'The Money Changers' was unhappy little of local show during holiday.

Joe Marton cleaned of scenery and other stage show appearances by Millard Hotel fire.

Creditors have elected Receiver A. H. Blank trustee for Public Interest in Nebraska and Iowa.

Thomas Burke here from Minneapolis to succeed L. J. Miller for Fox Films, with latter marking time.

Two Omahans arrested for stuffing Liberty in Council Bluffs before trial, with heavy penalties possible.

Little theatre biz so good that Council Bluffs playhouse show brought to Omaha for six days. Locally authored.

William Whitehead, Ed Keene and Mal Baileff, touring with traveling radio troubadours, hurt in auto smashup near here.

August Herman and Irving Goffic, first choice of amusement officials, have taken over Muse (1,300, three-a-week) for themselves.

Charles Schuler, managing Par-Pub, publicity while Irv Waterston on leave to help 'World-Herald' on Empire Exposition.

Cincinnati

By Joe Kolling

Chicago company of 'Of Thee I Sing' returns to Shubert for Easter week.

Bill Owine mgr. of Standard Film Service with change of L. P. Hudson to be salesman.

Maurice Lebenburger, mgr. of Majestic exchange in Cleveland, in field for Shubert for Morris Sells.

Ed Rohrer, dance impresario, to manage Tacoma Park, Bellevue, Ky., opposite Cincy, this summer.

Solinger and Spring Byington, formerly in stock here, with 'When Ladies Meet' at Shubert April 27-29.

Louis Epton, came from Louisville, planted advance for Cantor-Jessel revue at Shubert April 8, and planned N. Y.

E. J. W. returned expected fifty press plurge with 'Times-Star' on 240-craft screen-star line-up and motorist with content with \$600 craft, displayed in Albee hotel, and \$50 in cash as prizes.

Minneapolis

By Leo Rees

Fritz Kreisler canceled his local concert date.

Joe Floyd of Pantages had his automobile stolen.

Charles Schuler, Minnesota football star, going in for professional boxing.

Ewen Hall, radio artist, making personal appearances at Public neighborhood houses.

Edie Kuipers, Public press agent, laid off for months with arthritis, is around again.

J. D. Williams and William Vogel, of First Choice Corp., here looking over local situation.

Bainbridge dramatic stock company going in for revivals again.

Lou Breese, former Minnesota theatre m. c. and local favorite, to conduct orchestra at Minneapolis Auto, Home and Flower show.

In face of bank closings, '42nd Street' is going tremendous business in territory, even out-drawing 'State Fair'.

'Of Thee I Sing', first Metropolitan attraction at Minneapolis, due April 4 to 6, to be followed by George White's 'Scandals' in May.

Century houses, of leading loop houses, has sent two weeks' notice for protection, but house will continue to run from week to week.

H. A. Bellows, WCCO station manager and Columbia chain vice-president, looking for months into period to make governmental contacts.

Despite an injury suffered as a result of a fall, Jack Marvin, character actor at the Shubert, worked every performance of 'Fair and Warmer' last week.

Bunice Norton, pianist, substituted as soloist with the Minneapolis Symphony Orchestra last week for Myra Hess, forced to cancel on account of illness.

John Gross, recently at Fort Wayne, Ind., new RKO Omaha manager, succeeding M. C. Park, who goes to New York as assistant to H. E. Hankins.

Bob 'Bull' Smith, one of best known and most popular veteran newspapermen here, associate editor of 'Journal' for eight years, dead from heart failure.

With Mills Brothers playing a return engagement at the Grand, Lou Berry and his orchestra and Gertrude Lutzi and Ewen Hall, singers. State theatre has its biggest stage show.

Federal officials told court that Benny Haskell, king of Minneapolis bootlegging, deposited in local banks more than \$50,000 a week, or \$3,000,000 a year, for several years in the course of his operations, but he claims to be broke now.

Spokane

By Ray Budwin

Robert Evans, 37, was given five to 10 years when he pleaded guilty to holding up Mrs. J. Morse, Post Street theatre cashier, Feb. 27.

John Fulton, of Lewiston, Idaho, has taken over the Liberty and Temple theatres from I. B. Bernard, Jr. He is the new sub man, will manage after March 15.

'Tattle Tales', with Barbara Stanwick and Frank Fay, booked for the Fox for Mar. 28. Road show will do a mat at 11, with evening show slated for a sellout at 10.

George Foster celebrating his 69th birthday March 28, with 45 years show business.

George Grossmith to contribute his theatrical experiences in the London 'Evening News'.

George Bar. Interested in endeavors for journalists and theatrical people, doing a big 'cutt' race.

70 Foot & Co. Clubs closed by the police in the last month, with half million dollars sunk.

Winnell & Zeitlin trying to figure out what the sure thing is going to do to provisional show business.

Mac, of Harry and Mack, formerly one of the 'Three' using a Boys, doing a single as Mack Lennan.

The 'Ballyhoop' management at the Comedy accepting dollars at par to accommodate American visitors.

Camilla Horne on 10 weeks' contract with British International Pictures starting in London.

Leslie Bloom, 'the undercover man' in partnership negotiations between Hiltz John and George Robey.

Alexander Korda, director of his own London Film Co., to direct new film starring Nina Mae McKinney.

George Blackie's life biography in show business should make thrilling reading, even at his early age of 46.

Prince Edward Theatre Company suing 'Daily Sketch' for reporting

Cleveland

By Glenn C. Pullen

Cleveland symphony canceling all soloists.

Ted de Turk quitting WHK for WYAC in Detroit to team up with Jack Fulton.

Nick Nichols now passing out free flowers—a new wrinkle—to celebrate his 40th birthday.

Al Wilson has renamed his co-op Negro burley in Harlem the Creole Music Hall. Popular with ritzy summering parties.

Ted Lewis laid off in town for a week waiting for date at Low's restaurant, but had to blow back to New York when theatre shut down.

Twelve-act vaude revue being produced at E. of E. Hall by Herman Booth, Pat McInerney and B. F. Gross, with a 25-cent-35-cent scale during theatre holiday.

Low's now talking about reopening old Hipp as a beer garden-theatre, and a three-floored Russian restaurant in another stunt the Petruschka troupe is trying to promote.

Montreal

Maurice West heads France-Films.

Imperial closes June and reverts to F.P.

Tom Kirby telling 'em how to drive CKAC.

Quebec Province bans 'Ballyhoop' and 'The Three'.

His Majesty's goes into summer stock as from end of March.

Confederated Theatres, operating six theatres, starts to pay 'Norm Fitzgibbon only Irishman in

town to come out in kilts St. Patrick's Day.

B. M. Garfield accepts aldermanic nomination. Will be only theatre man at City Hall.

First All-Jewish musical here, 'The Wise Wife' near sellout at His Majesty's Sunday (19).

Loew's theatre, one of two vaude houses still open in Canada, threatened to close March 24 on dispute with stage hands. Trouble fixed up when J. J. Fitzgibbons, of Famous Players, called conference Thursday (16) and put through general pay cut. Theatre will continue.

Cincinnati

By Joe Kolling

Chicago company of 'Of Thee I Sing' returns to Shubert for Easter week.

Bill Owine mgr. of Standard Film Service with change of L. P. Hudson to be salesman.

Maurice Lebenburger, mgr. of Majestic exchange in Cleveland, in field for Shubert for Morris Sells.

Ed Rohrer, dance impresario, to manage Tacoma Park, Bellevue, Ky., opposite Cincy, this summer.

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Denver

Fred Zekman, Metro booker, dad to a new son.

Benjamin Fish, h.o. rep. U. A. Sheffield exchanges take distribution 'Maedchen in Uniform'.

Dorothy Severn and Harry Jackson added to Tabor stage units.

George Groux, L. A., now Col. booker, succeeding Jack Scott, resigned.

Watchman hired by exchanges during bank holiday. Too much money in fees.

Steve Brodie, Huffman publicity director, recuperating in Fitzsimons.

Don Conley and Harry Stearns, film salesmen, reopening Alhambra theatre, Thermopolis, Wyo.

New York Sunday book reviews from a page to a half. 'Post' has been down to two cols for some time.

Louden Kelly, dramatic critic 'News', and Dave Lehman, reporter, left out reduction of fees. Alberts Pike now 'News' critic.

Rochester

By Don Record

RKO Palace revives vaudeville film for week with Olsen and Johnson.

Roland Bradley, dramatic director for WHAM, goes to WBBN, Buffalo, as announcer and continuity writer.

Ray Elliott and C. C. news broadcaster, making hit over wide territory, offered cake by Michigan High School.

Richard B. Harrison, 'De Lawd' of 'Green Pastures', made personal appearance in chapel of Colgate-Rochester Divinity School.

Civic Music Association drive seeking \$160,000 gets slightly over \$140,000, including \$75,000 from U. of R. activities, will be curtailed.

Mrs. Walter Wagner, former Besse Kappeler, the Olsen-Johnson troupe, now W. of W. of the hotel owner, entertained comers' crew on week's appearance at the RKO Palace.

Birmingham

By Bob Brown

Tarrant neighborhood, was to reopen last Saturday.

Eddie Cantor and George Jessel may be back here.

Frank King takes on a new commercial as news broadcaster over WBEZ.

The biggest gross of the road show season was Lawrence Tibbett concert. Around \$3,000 for one day, 10 days, and \$10,000 for a no-go and was pulled. Public not convinced it wasn't another travelpiece.

Advertising spat between papers and department stores was settled with papers reported taking a rate cut for 90 days.

Looks certain that old Interstate circuit will be returned to Carl Hohlbeitz by RKO, but some question as to constitution of two Birmingham houses.

Canton

By Rex McConnell

Civic, Akron, dark again for sixth time within a year.

Fred Hall, local stock actor, joins Raynor Lehr musical comedy company as straight man.

Dick Crusiger, Warren's Alhambra manager, returns to Lorain to manage Warner.

Frank DeVol, soloist and saxophonist with Emerson Gills band, who got into some folk here. Union musicians cut \$1 a man from local scale, making present scale \$4 a man, with double that for leader.

'Honey' Bauman, Canton's fat boy, many times in vaudeville and pictures, joins Raynor Lehr musical comedy company.

Jack Richardson made hurried trip from Cleveland, where he was appearing at RKO Palace, to visit friends in Akron.

Johnny Loran, local boy, re-enters booking business and is placing several acts each week at Grand opera house here.

Kay Kyser and band, reassembles at Cleveland after ten-day rest, first in more than a month. Resumes one-nighters through Ohio.

Portland, Ore.

Jantzen Beach amusement park getting attention for its Pianotron, new endurance gag for piano players.

Ted Gamble put over a b.o. scoop with newswires of California earthquake at the Fox-Broadway and United.

W. A. Graeper, indie exhibitor, returns to the grind with reacquisition of 'The Fox-Tales'. He built that house some years ago.

Civio Theatre hands a medal to Bryan Fouquier for refusal to desert by any means. Byron goes back for another year as director.

Captain Salsbury, traveler and lecturer of Enterpriser, with his South Sea pictures at Fox houses, returns to lecture on IKGW, and lecture of Enterpriser meets.

Booker's 'one buck' and 'half buck' denunciations. Canyon City to issue order on Marquis.

Bill McCurdy and Cal Helwig booking road shows at the auditorium. 'The Fox-Tales' with Barbara Stanwick and Frank Fay due here March 22, 23. Other legit bookings for the burg include road company of 'The Marquis' with Billie Burke, 'Of Thee I Sing', also Walter Hampden and Pauline Frederick.

Pittsburgh

By Hal Cohen

Lois Moran being fed night and day during here by a flock of relatives.

Jean Wald has quit the WB office and devote all her time to a girls' band.

Elliott Foreman and Bill Fields quit after beating the drums for 'Green Pastures'.

Eddie Klein had to postpone reopening of Show Boat for a week on account of river floods.

Variety club had its first woman guest of honor at last week's luncheon. She is Mrs. Morrie.

Fern Blanchard off for Philly after a visit here to open at Bellevue-Stratford supper room.

Ray Elliott and C. C. news broadcaster, making hit over wide territory, offered cake by Michigan High School.

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Albany

By Henry Retonda

W. L. Sherry, of the local MGM sales branch, was assigned to Detroit temporarily.

'Rasputin' is to have first update showman at the grand opera hall, week of March 24.

Thomas Grady, traveling auditor, and J. E. Flynn, district manager of MGM, called on the local branch during the week.

The Warner club, composed of many of the city's vaudeville and theatre, had its annual dance at the club house in the Albany theatre building Saturday, last.

R. S. Sherry, of the city theatre operators were visiting along film row during the week dating from the time he was called on by the Shouras theatres; C. C. Dadds of LaCrosse, LaSalle; Freedman and Grossman of New Haven; Hindson and Captain R. D. Dadds required several hours longer to reach Albany because of considerable difficulty due to snow drifts.

CENSORS, NEWSPAPERS GIVE STOCK TOUGH DATE

Spokane, March 19. Ray A. Grombacher opened... burlesque troupe and 24 hours after the curtain rose the police descended on the house with an ultimatum to clean up or close up...

Will Maylon beat Grombacher to the announcement of the burlesque showing at the Auditorium across the street from the Post Street. Ration than have censor trouble, Maylon withdrew in favor of a musical stock, which he expects to show late this month.

Cleanup, Stage Hands Close Howard, Boston

Boston, March 20. The old Howard went dark Saturday night (18) at the suggestion of Al Somerly to close and remain closed until September.

This takes a full week off the Empire wheel. House was ordered shut by the Mayor in January upon complaint of the Watch and Ward society, the ban lasting 30 days.

Somerly sought to have the stage hands and musicians take out last week, but they wouldn't listen.

PEDDLE TICKETS TO EAT

Minneapolis, March 20. Gayety, stock burlesque house operated on a co-op basis, has been paying off its chorus girls recently with admission tickets.

As a result, unions' rulings, stage hands and musicians now must be guaranteed a 1 performance. Actors split what's left with the orchestra members and crew.

Placements

Milt Schuster, Chicago, made the following burlesque placements last week: Leon Clark, Rambler, Harry Stratton, Karl Bowers, Gayety, Milwaukee; Mary Kelly, Billie Hughes, Billy Moser, Johnny Gilmore, Mayfair, Buffalo; Eva Waters, Empress, Cincinnati.

Empire Wheel

Week March 20 Beauty Parade—Star, Brooklyn, Polaris—Central, New York, Little of U. S. A.—Gayety, Brooklyn, Jazztime—L. O. Single, Jingle, Gayety, Washington, Peach—Empire, Newark, Powder Puff—Troadero, Philadelphia, Speed and Sparkle—Howard, Boston.

DOROTHEA ANTEL

225 W. 72d St., New York City New Assortment of GREETING CARDS in New Designs, 51 Beautiful CARDS and FOLDERS, Boxed, Post-paid. One Dollar

ONE BUS; FOUR TROUPES

Single Conveyance Shifts Quartet of Shows on Weekends

Empire wheel has instituted a new idea in jumping by bus, in which one auto carts four troupes without shifting gears.

It amounts to a considerable saving on transportation costs for the Empire office. No truth to report that commencing next week the No. 2 comedian with each show will have to double as bus driver.

Exploitation

(Continued from page 19) Duce Mayor O'Brien to attend as a polite gesture to H Duce.

Slides on Scrip

With the entire country talking about scrip last night on the "Times Union" collaborated with the "Albee theatre" on "Entertainment Scrip". Scrip is distributed through stores and restaurants and each weekly issue is sent on a sack with talk about the current picture.

French Contest

France has taken a page from America and has been running a contest for the selection of the French vamp. Contest has been running on the stage of the Rex, with contests made up by Henri Diamant Bergery, film producer. Contest has run almost entirely to brunettes, with Monique Joyce, a 28-year-old brunet with green eyes so far leading in the prelims.

Recalled Old Days

Trolley-car rigged with pennants and usual "strait to Fair Grounds" sign, was used by Alden Warner house, on "State Fair", residents harking back 10 years to when the trolley ran full here with special trolleys. Tie-up with traction company worked on angle of hauling extra customers downtown. One car ran over all lines a couple of times.

Johnny King at I. P.

Johnny King, doubling as Juve straight, is the new stock producer at the Irving Place, New York. Allan Gilbert staging the numbers.

LETTERS

When Sending for Mail to VARIETY Address Mail Clerk. POSTCARDS, ADVERTISING or CIRCULAR LETTERS WILL NOT BE ADVERTISED. LETTERS ADVERTISED IN ONE ISSUE ONLY

- Baker Lillian, Kiltbride Percy W Hyde Herman S, Cornazar William, Cunard Joseph S, Dalton Jack, Davis Betty, Eaton Mary, Kiltbride Percy W Hyde Herman S, Lillie Frank, Mccadam A H Moore Eva, Pearl Dave, Ailer Wm, Rose Marjorie, Dalcom Ctee, Sullivan & Mack, French J Misses, Field M Daily, Trigger Johnny, Lovett George, Zukor David

I. MILLER INSTITUTION INTERNATIONALE Shoes for the Stage and Street SHOWFOLK'S SHOESHOP—1551 BROADWAY

LOW OVERHEAD KEEPS BURLEY SEASON TO MAY

Due to the deprech overhead under which it's now operating, the Empire wheel thinks it can stick until May 15. That would be a couple of weeks beyond the closing date of the past few seasons.

The nut all around is down to where the theatres can get by on \$2,000 a week. Guarantees for the other are around \$1,000 on the usual if money basis, this providing for the booking office as well as the 10 principals and 18 chorus girls per show.

Average net salary for the lead comedians and strippers is \$50 and the rest proportionately off. The traveling deck hands at \$100 per, who have been the real prima donnas of burlesque up to now, have been eliminated, as well as the railroad fares, through bus jumps. Scenery isn't carried and the costumes are rented and mailed to each troupe weeks to week.

Closing the Howard, Boston, Saturday (15) trimmed the Empire playing time to six weeks. Route now runs, Star, Brooklyn; Gayety, Washington; Troadero, Philadelphia; Empire, Newark; Central, New York; Gayety, Brooklyn.

Wholesale Closings

(Continued from page 5) squashed that scribs were trying to slip responsibility back onto unions and accused them with breach of contract as part of a national move to cripple national unions. There men who shuttered their houses after unions turned thumbs down on cut demands contend that high scales and film rentals, together with poor advertising and bank hollers are hitting them so hard that they could save money by staying dark until next September.

Mayor Sits in Indianapolis

Indianapolis, March 20. Mayor Reginald H. Sullivan is holding conferences with downtown theatre managers and union heads in an effort to keep houses open after next Thursday (23) announced as the closing date on account of wage war.

The Mayor entered the conferences after it was said that between 800 and 1,000 persons not connected with the theatre unions would be affected by the closing.

A committee consisting of Ace Berry, Circle theatre manager; Jack Jones, manager of Irving Place, and C. R. Metzger, of the Indiana Theatre Association, asserted that the reasons for closing were that the union laborers were receiving too high salaries in view of the biz deprech.

At the meeting with the Mayor it was pointed out that negotiations had been in progress for some months between the theatres affected and officials of the local operators union with the idea of adjusting contracts to present conditions. It was further reported that negotiations failed because the operators union was unwilling to consider any modification of existing contracts unless these be extended for a period of one year beyond next September. Managers have expressed an inability to negotiate for such an additional year in view of the uncertainties of general biz in the future.

It was further pointed out that the organized crafts used in the operation of the theatres were receiving greater compensation than existed during the boom period, and that members of these crafts were unwilling to make any concessions in the present emergency in view of the greatly reduced income of the theatres.

K. C.'s 25% Demand

Kansas City, March 20. All theatres in this city controlled by Loew, Paramount, RKO and Fox, in addition to a number of independents, will close the last of the month unless granted a wage concession of 25% from 1932. The further report is that negotiations failed because the operators union was unwilling to make any concessions in the present emergency in view of the greatly reduced income of the theatres.

The managers' request for the 25% cut specifies that it last until Sept. The papers have given the matter considerable space and the 'Star' editorially suggests that if business

is as represented it would be advantageous for employees to take a temporary reduction in order to maintain employment.

Lincoln's Status

Lincoln, Neb., March 20. Negotiations between the operators and stage hands union to take a cut of 25% or more from the pay basis is under way after the close of the union strike more than a year ago. With the settlement at that time the operators working in the smaller houses get \$50 for a six-day week and those in the larger get \$55 for the same time.

Joe Cooper, head of the Lincoln Theatre Corp., in which are included four of the local houses, is due in this week for what are supposed to be final negotiations. Action was begun at the State theatre last week, but with the possibility of Joe Cooper making arrangements which all the rest could adopt without trouble, caused the Monroe Bros, managers, to mark time.

No action was taken at the downtown second run houses which have been the only money-makers since Xmas, since arrangements by the larger group will settle their question. All non-union help at the LTC had their pay scissored in half last Saturday (11). Cut at the various b. o.'s and the tremendous biz fall-off is reason.

Syracuse's H. O. Confabs

Electing to Syracuse, March 20. Meeting to discuss negotiations in New York City, in lieu of local mediation, by a special chamber of commerce conciliation committee, representatives of the affiliated theatrical crafts will confer with the metropolis today for conferences tomorrow (Tuesday) which they hoped would end the Syracuse riot holiday which resulted in six houses closed in the metropolis. R. Boyd, president of the Motion Picture Operators' Union; William J. Cushing, business agent for the stage hands' union, and William J. Harter, international vice-president of the affiliated crafts, head the union contingent to meet with executives of the four circuits (Loew's, RKO, Paramount and United Artists) in New York. Meanwhile, members of the Syracuse Theatre Managers' Association, which had quickly accepted the tender by the chamber of its good offices, will confer with the conciliation committeemen, Giles H. Stillwell, Miss Harriet May Mills and President Melvon L. King, this afternoon.

If the metropolitan conferences fail to adjust the differences between exhibitors and union employees, the Chamber of Commerce committee will renew its efforts to the case. Whether the union contingent in New York has been authorized to submit a counter-proposal to the exhibitors' demand for a wage refund until September has not been disclosed. On the surface, the crafts, apparently, are awaiting a compromise offer from the interested circuits.

Pitt's 20%

Pittsburgh, March 20. Threat of a closed town disappeared over the week-end. Operators agreed to a 20% cut. Theatres demanded 25% and operators countered with an offer of 17%, but compromise resulted. Stakeholders asked to take similar reduction are willing to give only 10%. Negotiations still going on with something definite looked for in a day or two. Harry Kalmine, Warner executives and theatre representatives in conferences with operators, which lasted day and night for a week.

Youngstown, O., March 20.

Youngstown managers have asked operators and stage hands to take a wage cut of between 25 and 50% otherwise the theatres will be closed. Projectionists ask a scale of \$50 a week for big downtown houses, \$45 for second runs and \$30 for neighborhood houses. Warner executives said the managers were told two weeks ago that any such negotiations should be taken up with New York.

Columbus, March 20.

Stage hands are holding out against a cut as demanded by the circuits with indications that this town may shut down as late as Columbus, Rochester and Indianapolis by March 31, unless an agreement is reached between the unions and the circuits. The local operators' union has consented to reduce the pay of its men \$20 per man, but the stage hand holdout is holding up the works, from current indications.

Havana

(Continued from page 1) the liquors superb. So smart, clever and suave is the operation that the tourist, after being taken from the biggest part of his bankroll, departs actually feeling good about it. All standard brands of liquors are sold at the reasonable price of 50c per package with the gentlemanly explanation on the Cuban tax. Evening dress is a requisite, but if you do not possess one, you may however coin an exception will be made.

The underworld, or tendarino, consists of Chinatown where there are stag motion pictures and shows, rough postal cards offered by operators who infest the city. Other famed spots are Sloppy Joe's, Ballyhoo and Delmonico's. The quality of liquor is actually poor, especially the rum. It's of the cheapest Canadian brand which wouldn't be tolerated in some of New York's worst speakeasies.

Rackets

Principal side rackets, from which the best revenue is obtained, are perfumes, cigars, Panama hats and lace. The custom on the perfume thing, for those looking for bargains, is the old time Bowery switch. Customer is shown a standard brand of perfume, bottle opened and tested and in desirable places is switched while being wrapped. This is not generally found out until you're on the boat.

Same procedure is followed with cigars. The customer, however, there are a number of fairly reliable and honest stores such as La Isla de Cuba, which insists that every purchaser or patron be its guest for a cup of coffee. The part of the perfume routine is that if you're traveling on a foreign steamship you can purchase genuine standard brands on board cheaper than in Cuba, Nassau or Havana. This is due to these boats buying their perfumes at free ports and eliminating the duty.

Cruises Responsible

The cruise business is responsible for the increased number of visitors to Cuba, much being offered for apparent sale. Among the various forms of ship-board entertainment is that the best of liquors are sold at pre-prohibition prices in both and rum is 15c for a drink, a liter of imported beer is 20c, most any kind of cocktail 20c, and champagne \$2 per pint or \$5.50 a quart. Five meals a day, if you desire it, are included in the passenger. Breakfast at 8, bouillon at 11, tea at 2, dinner at 7 and a midnite supper, the last being to stimulate the bar which is kept open until ungodly hours.

\$15,000,000 a Year

Every year visitors and tourist agencies in Cuba have mounted. From 1930 to 1931 it is estimated that 100,000 persons have visited Havana, the average money left being placed at \$142 per person, a total approach \$14,200,000. The money is spent on amusements and merchandise and approximately \$6,000,000 on various forms of gambling at the Casino, race track and other spots. The Plaza Roof Garden, Eden Concert Hall, Jiggs Cabaret, Monmartre, Sans Soust and the La Playa, touted as the finest bathing beach on this side of the Atlantic.

Cubans, as well as possessing the gambling fever, have a great sense of showmanship. In the capitol building, directly in the center under the dome of the building, is the House of Representatives from the Senate, is a 24-karat diamond laid under heavy glass in the center of the floor. The building is so the least is of the architecture, built when the price of sugar was at its highest.

Automobiles may be obtained for sightseeing. If you know how, for \$1 an hour or \$10 for a m. to m. It includes the chauffeur. The Vinos Wine Tavern invites the tourist to sample free 68 different kinds of wines.

In fact, if you can stand it, you can eat, drink and frolic to your heart's content for peanuts without interference. Oh, say can you see Havana!

BOOKLET ON HOW TO MAKE UP STEAKS STEAK UP! THE ONLY BOOKLET ON HOW TO MAKE UP STEAKS FOR HALF A CENTURY



**OBITUARY**

**JEFFERSON DE ANGELIS**  
Jefferson De Angelis, 74, veteran comic opera comedian, died in the Memorial hospital, Orange, N. J., March 20.

Born in California, he went into vaudeville in 1874 but a few years later found him in comic opera, his Ko-Ko in "The Mikado" bringing him into overnight prominence. He was one of the trio of comedians without one of which no comic opera production was regarded as complete. The other two members of the triumvirate were De Wolff Hopper and Digby Bell. De Angelis and Hopper in the McCall production of "The Lady of the Tiger" was one of the outstanding performances of the early '90s and is still remembered by the old-timers with delight.

While frequently playing for McCall, he was also at times a valued

operating the Globe and Royal theatres in Cleveland and for seventeen years the Broadway theatre at Buffalo. He was also associated with Jacob F. Adler in New York for many years. Surviving are his wife, Eather, and a son, Benjamin H. Wallerstein, manager for Warner Brothers at Springfield, Ohio. Burial was in the Hebrew Actors Cemetery in New York.

**CHARLES TERRY**

Charles Terry, of the famous theatrical family, died in London, March 4, aged 73. He devoted himself to the managerial side of the profession and acted in that capacity for Edward Compton and Ivor Novello, besides numerous traveling companies. His death leaves his brother, Fred, the sole survivor of a family of 14, and with the death of the latter's son, Dennis, in

accident in which her mother also died.

**ANNY AHLERS**

Anny Ahlers, 26, German actress, died in London as the result of an accident. She had been appearing in the London production of "Du Barry." Detailed account in the news section.

**JEAN JARVIS**

Jean Jarvis, 30, screen actress and former child star in a Hollywood sanitarium March 16, after a lingering illness. She had been in pictures about six years.

**GORDON LEWIS**

Gordon Lewis, screen character actor, killed himself in Tucson, Ariz., March 17, by shooting himself in the head.

Wife of Al Gillis, former Fox W.C. manager, at Tacoma, died suddenly of a heart ailment. Mrs. Gillis, former Tulsa, Okla. girl, came here to marry Gillis. Cremation at Seattle.

**PARAMOUNT, N. Y.**

(Continued from page 17)

standing at his side Winchell re-rehearsed the story through in the audience who may not have read it. Yes, he admits with Miss Scheff at his side and no dissenting. Miss Scheff is broke. But, he adds for the usual squarer, Miss Scheff is not looking for charity. Miss Scheff then sings "Kiss Me Again" and the applause is thunderous.

Bernie's hand turn, which is better than the couple of songs by Miss Robert, and a specialty by her accompanist, Harold Arlen, comprise the first half of the show. Winchell went to the middle of the bill for a reproduction of one of his radio news broadcasts, sitting at a desk and reading out of off white news dash on and off with telegrams. The news was mostly that appearing in the morning papers, but more fascinating in the recital than in print, perhaps, and interestingly done by Winchell. He uses the "theaterberg" case to drag in mention of his own family, a la his column, and they are all there.

Winchell's main idea for the week is to announce a news scoop at each show. He's also soliciting celebs to show up for a "No" in at the performance caught.

From then on-it's a crossfire affair between Winchell and Bernie, with the banter in the background. The audience relished everything.

In keeping with the holiday the pit orchestra plays "Songs of Erin" with Irvin in the background. There had to be a picture, too. That's the reason for "Strictly Personal" (Par).

**WARFIELD, FRISCO**

San Francisco, March 17. Oscar Baum is in his third week at the show window at the Market street house and doing well. His concert arrangements, like the present one, are exceptionally good. Curly Howard and Edw. G. Bradley, nicely put together and capably directed—with Ralph Richards briefly holding the spotlight for a plantation.

Joaquin Garay continues to do B units of the weekly concert, this week leading a pair of pop tunes that land.

Fanchon & Marco stage show sports some of best talent in weeks. "Broadway Revue" is the headline. Sammy Cohen, he of the schnoz and brick red hair, who m.c.'s the unit and does a tri-cornered drama and boxing bit.

Frank Gabay, though slowed down by a bad throat, drew plenty of laughs by his "The Great Escape" an unbillied stinger in the box. O'Connor family, old-timers among these parts, clock with their usual regularity, relying upon the tiny kids to tie up proceedings. A picture number has Three Jacks and a Quaker. Revue, "The Great Escape" forie this mat and the Campus Cords singing. Line of girls built up to 16, making a notable and interesting in apping of stage and show.

Picture, "Sailor's Luck" (Fox).

**CAPITOL, N. Y.**

New York, March 17.

"How rotten shows have become." It's the remark overheard from a young woman who came in on the Capitol mezz, on the night the show was caught. Poor bit when caught.

Appearing with Mitto: "The Great Escape" by the Gals, Gwen McGivney, George Givit and Ann Greenway, plus the Chester Halo girls. Best number the girls do is the ballet piece. McGivney offers his mystery sketch. Givit does his Greek ambassador speech. Anne

Greenway sings two or three solos, accompanied by a pianist, and the Maclosis stand out with their risley stuff.

The usual "wager" gag is pulled between McGivney and Berle, and the latter does a "Givit" sketch. Givny's act, assisted by his brother, who works with him as a stooge, and George Wivit. Only Berle does it in the back-room manner, coming out partly disrobed and wearing long drawers for an unsavory effect.

Berle and his stuff get too familiar at the end of the show which Berle depends upon for reaction is what most customers can listen to. Berle's act is a "Givit" sketch. Customers were to be caught doing what Berle does on the stage, the Capitol management might urge them to leave. But Berle gets paid for posterior petting with Ann Greenway. Looks like the bookers have got to provide femme entertainment for m.c.'s today besides paying them.

Givot is the usual howl with his Greek speech.

Feature, "Fast Workers" (MG), with usual trallers and newsreel.

"Capitol currently has its pit cut down to 10 men including the leader. No overtures when caught and the music sounded rather weak. Shan.

**CHICAGO**

Chicago, March 18.

Mae "Call Me Toots" West is the piece de resistance of a week that's gonna be full of shocked housewives amazed at the peep Toots gives them into and different attitudes. It may be stated for those that don't know their geography that Mae "New York" by 98¢ miles. People here have a bigger capacity for being shocked than they do in Chicago. Mae's table conversation, luncheon, dinner, tea, and speakeasy, for the fiscal week. They'll remember Toots.

Outside of America's premiere lady tough the bill consisted mostly of a few state biscuits that Balaban and Katz dug out from the pantry. One whole scene between Ed Lowry and the chorines was done at the Orient and for their samples of repetition abounded. Either something went ga-ga or no great release of energy went into the construction of this presentation.

King, King and King, who have played Chicago often and recently in the show window of overdoing. They and a male chorus in police garb to work briefly with Miss West was about the total of the entertainment. Very useful in making it seem like something. "Keyhole" (WB) on the silverheat and biz moderate. Land.

**Par Bankruptcy**

(Continued from page 7)

which was the big yell at the studio for several months while in the caption procedure. Lowry went the window when William K. Howars, borrowed from Fox to direct the picture, walked out claiming the adaptation left no story, is also in the show window.

Dearie, Ann Caldwell's farce, is slated in the sale. On the block also are "Friends of Mr. Sweeney," by Elmer Rice; "The Mad Lady," by Margaret Wildemar; "Goldman's," by Sigrid Elwertz; "Hatter's Castle," by A. J. Cronin; "Here's Your Quarterback," by George Marion, Jr.; "Jorgenson," by William Tupper; "Kiss Me, Doctor," by Preston Sturges; "Lesson in Poverty," by Cecil Stenberg; "Life Is Wonderful," French play by Marcel Achard; "Lost Daughter," German play by Ludwig Fulda; "Mademoiselle Jockey," by Rene Fanchote, and "Manhattan Road," by Gael MacLean.

Others listed are "Anny Makes a Call," by Homer Miles; "Mask and the Pace," by Luigi Chirelli; "Memories," Edward Knoblock's play; "My Wife," Michael Morton novel; "The Night Hawk," by Edgar Jepson; "Number, Please," an original by Sam Mintz; "Only Once in a Life," Ursula Parrott novel; "Papa-Papa," French comedy by Robert de Fiers and G. Cailletet; "Purchase," by Robert Von Sarnax; Mack Swan's "Regular Feller"; Corey Ford's "Round Trip"; "Safari," Paul Hervey's play.

**Here's Another Yarn**

"School Girl," famed Carman Barnes story which every writer on the lot took a crack at. Later, studio brought out the youthful writer, who did better than the staff average. Following this, the writer was given an acting contract with more attending publicity than most players get in their lives. She never made a picture. Story for sale.

"Diamonds and Lilies," another Edwin Justus Mayer story, goes under the hammer. "Seven Blocks Apart," Katharine Tegen's novel, "Spine of Life," original by John

**Chi Expo Gates Close Early, but Midway Open Until 12 P. M. or Later**

Chicago, March 20. World's Fair will close its main gates at 10:30 p.m., at which time sale of general admission tickets will cease. However, concession on the midway will stay open to 12, and on nights when business warrants will be permitted to extend to a.m.

Closing of the educational and commercial exhibits at 10:30 will drive the crowds to the midway and permit that section to close their 14-hour day in a blaze.

Individual concessionaires will get checks for the previous day's intake every morning. This is to avoid showmen leaving the grounds in the wee hours loaded with big bankrolls that invite stick-ups.

All money will pass through cashiers employed by the Exposition and will be collected and guarded by the Exposition's own private militia.

**NATURAL BEER SPOT**

Omaha May Be Dry, but Carter Lake Will Be an Oasis

Omaha, March 20. There are some swell possibilities for a resort at Carter Lake, Ia., a tiny bit of territory which is on the Nebraska side of the Exposition river because the stream had a tantrum fifty years ago.

Iowa probably will go right along with Congress on bringing in beer. Nebraska must throw out its state constitutional amendment which may take two years, which would leave Omaha thirsty and force its drinkers to go to Iowa for legal brew. The city of William of Carter Lake, nestled in the bend of the water for which it is named, is in Iowa and right on the road to Omaha's support.

So, the patient owners who held to Lakeview, an old park which folded a decade ago as a total loss, are waiting their lips at the possibilities of catering to a few Nebraskas and making up some of their losses.

**FAIRS CANCEL EARLY**

Looks Like Year of Headaches for Rural Dates

Chicago, March 20.

Less than two months after most of the county and state fairs signed their 1933 contracts, cancellations have started to pour in on the agencies here. One office lost \$100,000 in contracts by cancellation last week.

With practically all the rural states desperately involved financially, the withdrawal of state aid to counties is almost a foregone conclusion in dozens of states. And without the state aid the county fair can't function. Certainly not in 1933.

**Namy Salik Busts**

Namy Salik, listing himself as a showman and giving 400B, Rye Beach avenue, Rye, N. Y., as his address, took the bankruptcy route through the U. S. Court here last week. Petticoat gave his liabilities as \$9,203 and assets none.

**No Miss Fair Meeting**

Jackson, Miss., March 20. Brown Williams of Philadelphia, Miss., was rejected as president of the Mississippi Association of Fairs for 1933.

The annual convention was called off this year due to the money situation and voting was done by mail.

Howard Lawson; "Step-daughters of War," by Helen Smith; "This Side of Paradise," by E. H. Rask; "Top of the Hill," by Charles Kenyon; "Whispering Smith," by Frank H. Spearman; "Woman Thou Art," by Grant Sinclair; "Woman Who Brings the Rule and 'Wrong Gondola,' by Otto Klingenberg, wind up the list.

Possibilities are that some of the stories will be sold to outside writers. The studio look over the list. Several of the yarns slated to go are faves of producers and execs who from time to time bring them to the attention of writers to make new material.

**William Morris**

member of the old New York Casing company under Rudolph Aaronson.

Some recent years the virtual disappearance of opera comique in favor of musical comedy took him into new line in which he served with distinction. He had been doing successfully non-musical roles. Because of advancing age he had not been seen frequently of late, but he had been far from inactive in recent years.

**WILLIAM COURTRIGHT**

William (Uncle Billy) Courtright, 84, died in Los Calif., March 6. After cremation in Stockton he was buried in Ione, where, some years ago, he erected a tombstone with "William Courtright, noted actor" cut into the marble. He had held a cremation permit for a number of years.

He was taken, overland to California when he was seven years of

South Africa last year, he is the last of the line.

**ANTHONY D. CRAMER**

Anthony Dewey Cramer, stage manager at the old Van Currier theatre, legit, for 15 years, died of a family of 14, and with the loss of a long illness.

He was well known to many legit players and managers who had played the old theatre and was stage manager during its heyday. When legit closed at that house about five years ago he became stage manager at the State, first run picture and presentation house, and remained there until his fatal illness caused his retirement several months ago.

He is survived by his wife, Services and burial here last Thursday. He was one of the charter members of the I.A.T.S.E. local in this city and had held office several times.

**Jenie Jacobs**

age, and at 19 he went on the stage in San Francisco, specializing in Shakespearean roles, but with the old-time actor's versatility, not disdaining to do a minstrel specialty when occasion demanded.

With the growth of the pictures he went to Hollywood and spent several years in the studio, but returned when the acting bug bit him. He came in and built a home in Ione, where he had spent his boyhood. He was married three times, his widow, who survives, being past 70 when he married her.

He was within a few days of his 85th birthday.

**PAUL M. FELTON**

Paul M. Felton, pioneer motion picture man and authority on film animation, died in a New York hospital March 14. He was born in Towanda, Pa., and as a youth (in 1895) he anticipated the film carraway by making books of drawings which he flipped through the field of a postcard projector.

He went into show business as a member of the staff of Lyman H. Howe, whose traveling picture shows, with sound effects, were termed theatre entertainment, doing animation and also looking after the musical end. He was a self-taught pianist, learning on a broken-down piano, the missing keys of which forced him to originate odd effects in phrasing.

In 1917 he left Howe to form the Bosworth, De Frenes and Felton Films Co., which for 10 years did advertising films. He went from there to Max Fleischer and at the time of his death was with the Van Beuren Co.

Survived by a brother.

**SAUL WALLERSTEIN**

Saul Wallerstein, 55, former Buffalo theatre owner and Yiddish actor, died at Springfield, Mo., Monday. Wallerstein was internationally known on the Yiddish stage having toured England, Australia and South Africa for years later

**SARA BLUMENTHAL**

Miss Sara Blumenthal, 56, died Thursday (16) at her home in St. Paul, following a brief illness.

Miss Blumenthal was office manager of the old Capitol theatre when it was operated by Finkelstein & Ruben and was retained when Public bought out F. & R. and changed the Capitol to the Paramount.

Surviving are four sisters and one brother.

**STEVE GREEN**

Steve Green, 45, vaude monologist, was a victim of the Southern California earthquake (10). Seated in his car at a gas station at Artesia, Cal., a short distance from his home at Los Altitos, he was crushed to death when a building collapsed.

**FRANK N. HEARN, Jr.**

March 26, 1932  
My Darling Roy  
Always With You

**MOTHER**

burying the car with the debris. Green was a native of Hannibal, Mo., but took up his residence on the coast several years ago. His widow survives.

**ERNEST A. ASH**

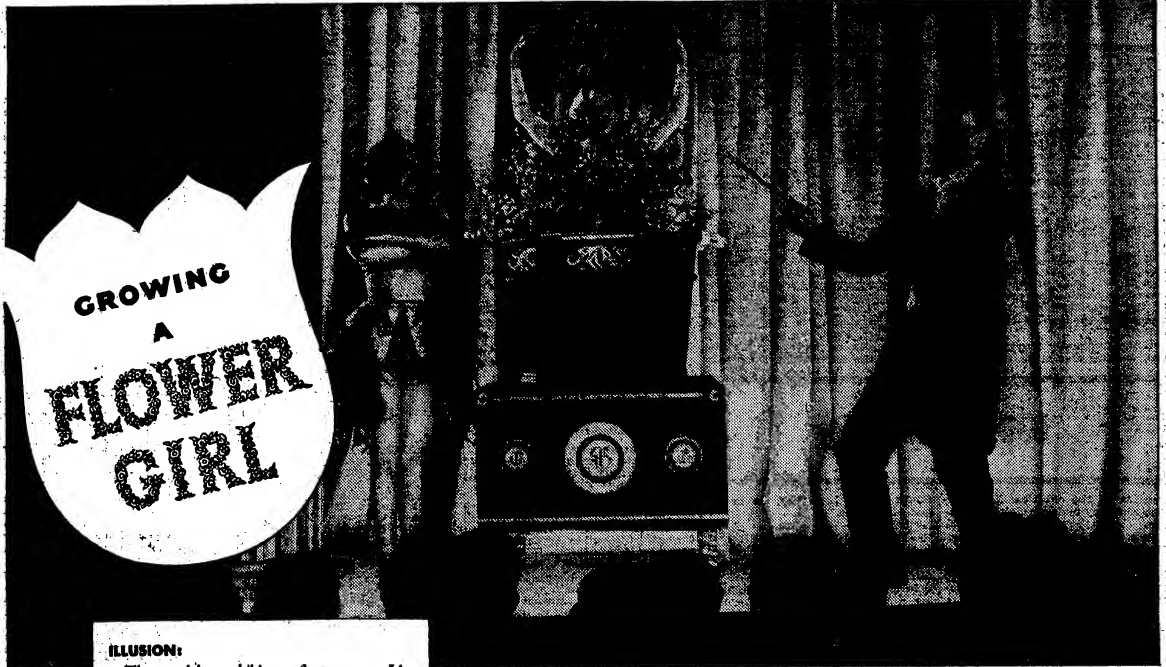
Ernest A. Ash, 45, concert pianist, killed himself in Prospect park, Brooklyn, March 14, by drinking chloroform lichen in his parked car. Believed that continued sinus trouble led to his act.

Dead man was the inventor of a silent piano keyboard which flashed lights instead of emitting musical tones. Designed for practice work.

**BETTY DE WITT**

Betty De Witt, 18, dancer, of New York, was killed near Hartsenville, S. C., March 14, in an automobile



**ILLUSION:**

The magician exhibits a flower pot with hinged sides on a table in the center of the stage. He opens out the sides to show that this container is empty. Closing it up, he places a screen between it and the audience. After a short period of magic incantations he removes the screen. The astounded audience sees a beautiful girl, covered to the shoulders in lovely flowers, rising from the "empty" container. Where did she come from?

**EXPLANATION:**

The girl was hiding behind the drape of the table. There is a trap door in the bottom of the flower pot, with a hole large enough to allow her to crawl through. The flowers, called "magicians' feather flowers" are a regular part of a magician's outfit. The flower girl wears a rubber tunic and a bathing cap to keep the flowers compressed into small space. She slides the tunic down, removes cap and flowers expand when she emerges.

## IT'S FUN TO BE FOOLED ...IT'S MORE FUN TO KNOW

A trick frequently worked in cigarette advertising is the *illusion* that mildness in a cigarette comes from mysterious processes of manufacture.

**EXPLANATION:** All popular cigarettes today are made in modern sanitary factories with up-to-date machinery. All are *heat treated*—some more intensively than others, because raw, inferior tobaccos require more intensive treatment than choice, ripe tobaccos.

The real difference comes in the tobaccos that are used. The better the tobacco, the milder it is.

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

That is why Camels are so mild. That is why Camels have given more pleasure to more people than any other cigarette ever made.

It's the secret of Camels' rich "bouquet"...their cool flavor...their non-irritating mildness.

Give your taste a chance to appreciate the greater pleasure and satisfaction of the more expensive tobaccos.



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# CAMELS



**NO TRICKS  
JUST COSTLIER  
TOBACCOS**

IN A MATCHLESS BLEND

# VARIETY

PRICE  
15¢

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56 PAGES

## NEW PLAYERS' UNION MOVE

### Smart B'way Lads Pass Quick Play On Beer; Can't See Profit at Jit

While the rest of the U. S. stages its mad rush for prospect via the beer tap within the next couple of weeks, the guys who consider themselves wise are sitting back and waiting. In the first place, they want to see what's going to happen before they step in, and in the second place the wise guys think that beer selling will not be the clinch that it seems to be the more enthusiastic but less cautious masses.

A general impression that all one has to do is open up a shop, advertise that real beer is for sale, and then watch the profits roll in, is a fiction born of the nationwide enthusiasm, and not of practical business thinking, declares the boys who have decided to wait. The profits, they contend, will go to the government, the brewers and the fixture and bar supply people. But the retailers, with few exceptions, will find the going tough, if not impossible.

The waiting ones say that from their pre-prohibition experience as operators of bars and other drinking places, the profits available solely through the sale of beer may not be large enough to cover the average overhead. Volume of sales must be very heavy to return a fair profit, with the turnover in a 200 or 300-seat place not sufficient. The only spots that have a chance, say the knowing lads, are the 2,000 or 4,000-seat beer gardens that pour the suds on a wholesale basis and figure on volume of sales to atone for the short margin of profit.

#### \$400 A Week

Cost of outfitting a fair grade beer parlor will run to around \$20,000, all of this going for supplies and fixtures. With the average place expected to abide by the no-whiskey rules and limited to (Continued on page 44)

### Fair Cuts Admission; Hopes for Beer Boom

Easton, Pa., March 27. With beer coming back, Allen-town fair will reduce its admission price from 50 to 25c next year. The beer garden at the fair grounds, which in the good old days helped make dividends possible, is being renovated and will again be open. Directors of fair figure that with the 25c admission, more people will come to the fair and that the business in the beer garden will more than make up the difference in the admission price.

### Napoleonic Chaplin

Hollywood, March 27. Charlie Chaplin still has his Napoleon complex.

Upon completion of the picture that he is now working on, he expects to put into production May 1, Chaplin will immediately begin work on a story starring himself, based on the life of Napoleon.

### White House Period

Washington, March 27. Reference to the President's reported desire to address the people every so often via radio, perhaps twice a month, has the ether men doing all they can to encourage the idea while formulating plans to accommodate.

Aerial execs favor a special period, to be regularly set aside for the White House, which would eliminate the necessity of last minute scrapping of schedules for unanticipated talks.

### PIX REACTION IS ANTI-HITLER

Feeling in this country against the rampant Hitler oppression in Germany is reaching that point where it is having its reflex in several respects, particularly as regards free spending for German amusements and German tourism. Attendance at German films has dropped too drastically to be casual, and the tours and travel agencies in New York are plenty worried by indications of an unofficial boycott by prospective tourists.

The sudden hostile Hitler attitude is being reflected pronto at the box-office of the German talkers in this country by several of the sure-seaters switching to French product or routing American subsequent run bookings. Heretofore, the majority of foreign film product booked was of German origin.

The key city de luxers either eliminated or played down Hitler's newest edicts as a means to obviate disturbances which had asserted themselves with the flogging of the Nazis' leader's pictures.

Newsreel editors are all dodging Hitler closeups. German film attendance fell off about 40% last week in the Yorkville German picture houses. Cancellations of German pictures were noted by distributors of the films, chiefly in Yiddish nabes. 'Medchen in Uniform' suffered the greatest amount of cancellations, seven being recorded in the east. There were three in Texas and others elsewhere. Picture has played most German spots and is now hitting the smart nabes in the east, most of which have never previously played foreign talkers and are now unwilling to risk these films with currently aggravated conditions. Tuxedo theatre, Brooklyn, is the biggest to have cancelled a German film, picture being 'Zwei Menschen', a two-year-old German talker.

### AIM TO INSURE RESTORED PAY

Agents Inspire Plan to Organize as 'Equity Ally with A. F. of L. Affiliation—Reps Hold Academy Failed Actor in Salary Chopping—Protection of Free-Lance Players One of Promoters' Aims

#### SUB ROSA CAMPAIGN

Hollywood, March 27. Several agent members of the Artist Managers' Association are back of a move to organize all screen players, with a view of affiliating with the Actors' Equity Association, so they might be accorded full support of the American Federation of Labor.

Working under cover a number of agents are lining up prominent stars and contract players for the purpose of holding a meeting within the next two weeks to launch such an organization. Call is for all talent, contracted and freelance players, whether members of the Academy or not.

Agents claim they are trying to unionize the players as a means of forestalling any possibility of a general studio readjustment of salaries of their clients after expiration of the 50% cut period. These artist representatives go so far as to claim that at the end of the emergency period the major studios will not re-instate salaries to the 100% mark and the players will be asked to take readjustment based on a general 20% cut, to become permanent.

#### Claim Big Freelance Cut

Further, they claim, there is no indication that salaries of freelance players will be brought back to their original standard, and contend that (Continued on page 48)

### TELEVISION ETHERS PICTURES OF QUAKE

Los Angeles, March 27. Example of what can be expected in the future handling of big news events was demonstrated by the Coast Don Lee experimental television station, W6XS, in sending out 'pictures' of the California earthquake a few hours after the shock. Station broadcast several clips, photographed by Pathe News, accompanied by a vocal description of the pictures. Local television dabblers reported the pictures okay, but so far it is not known whether or not they were picked up by potential receivers out of town.

### Hollywood Hock Shops Cluttered With Honor Medals, Sold for Song

#### Modern Minute Man

As part of the 'new deal' platform a Sixth avenue, New York, valetcum, will make a 'new man' of you for \$1. This includes cleaning and pressing, light mending of your suit, cleaning the hat, shoes, necktie, and there are also washroom facilities. All while you wait.

Place is situated in the midst of the Sixth avenue employment agencies. So, with the prospects of a new job, a \$1 investment refurbishes a dowdy wardrobe and general appearance from head to foot.

BY GEORGE MCCALL

Hollywood, March 27. Grateful governments throughout the world have decorated thousands of men with medals symbolic of extreme courage on the field of battle. In Hollywood these medals clutter up the prop rooms of studios and prop houses, attesting to the fact that heroes, once their deeds of valor have been forgotten, must eat.

Las Angeles pawnshops harbor sufficient valorous decorations to supply an army. Perhaps, because those who believe their deeds undying, that's the main reason they gravitate to this city, hoping to get some sort of work in pictures or to take advantage of California's climate. Unable to click, their most prized possession, the decoration, furnishes them with temporary financial relief through the pawnbroker. Few men hock their decorations without feeling they will redeem them soon, but few ever do. Medals as a rule find their way to the studios, where they decorate the chest of some actor who has portrayed the deed for which the original owner received the decoration.

In Hollywood there are over 3,000 foreign medals awarded American soldiers during recent wars. That's probably above 50% of the decorations given by the foreign countries to Americans. Each medal represents a forgotten man. All the medals in Hollywood, however, did not come from veterans stranded here. Not a few were obtained from pawnbrokers throughout the country.

In making of Fox's 'Pilgrimage,' currently in production, it was necessary to use 40 Croix de Gueres. (Continued on page 44)

### PERSONALS UNNERVING

Kay Van Riper Bedridden After Week at L. A. Paramount

Hollywood, March 27. Week of personal appearance at the Paramount, in which she appeared before a stage audience for the first time and was called upon to work alone on the boards for eight minutes, proved too much for Kay Van Riper, who handles, writes and acts in the KFWB 'English Coronet' series.

She collapsed immediately after the last show and is now in Benedict hospital, here, suffering from a serious breakdown.

### WB's Hitler Yarn Search

Hollywood, March 27. Warners is searching for film material covering the Hitler regime in Germany.

Readers are scanning published books and articles for a background on which to hang a story of this type.

### PARIS ACTORS' OUTDOOR PEN'

Paris, March 27.

Hard times are responsible for a stretch of the Blvd. Saint-Martin, near the Blvd. Strasbourg, being converted into an open-air 'contract market' by the jobless members of the Paris amusement world.

Every day they gather there hoping to be singled out by theatrical managers and film directors in search of types, acrobats and bareback riders rub shoulders with tragedians and ingenues; erstwhile prima donnas are seen chatting with clowns and jugglers; extras and leads exchange cigarettes; oldtimers in their 60's relate their past glory to amateurs of 18.

In inclement weather and at meal times a cafe tobacconist shop is used for their headquarters and it is there that most of the women congregate. Many vaudeville, film and theatrical agents are forming the habit of dropping into this cafe for an aperitif while looking the crowd over.

### That Calif. Spirit of Its Builder-Upping

Los Angeles, March 27.

Local film exchanges are doing their bit to restore confidence in Southern California by mailing to other branches and to friends in widely scattered areas postcards of Long Beach taken 66 hours after the quake (10) to indicate that the damage reports from that sector were greatly exaggerated.

Entire back of postcard, 5 1/2 x 7 in. size, is an aerial photo of the resort town, with an advertisement by the photographer as to date picture was made. It shows all the modern, class A buildings standing, with nothing to indicate town was damaged seriously.

# WART - WEST - WIGWAG

## L. A. in Fine Fettle; Holdovers in 13 Houses, All Doing Well; 'Drive,' 'Kong,' New Entries, NSH

Hollywood, March 27. With the Chinese opening of a two-day basis, using 'King Kong' as the screen attraction, three holdovers, and the Western again going into first run, trade in the initial run houses spurred up considerably. Unusual interest was manifested in the holdovers, with an 'Omn Street' at Warners Hollywood and Downtown, and 'Goona Goona' at the RKO.

Business for '42nd Street' started off on its second stanza at a pace that will hold the picture for the week at the Hollywood houses, and show a considerable profit for the Downtown, with a take of around \$130,000. At the Hollywood house will probably hit around \$15,000.

'Goona Goona,' on the other hand, will probably be around \$7,000 for the holdover.

Chinese, with a \$3.50 instead of \$5.50 premiere for 'King Kong,' fell disappointingly to \$2,500 on Friday night; \$1,850 for Saturday and \$1,200 for Sunday. This means a net of \$12,000. Film at \$1 top is in for a four week guarantee.

'The Big Drive,' the States' got off to a nice start and should come in with around \$14,000, a very healthy take.

Paramount, with 'From Hell to Heaven,' looks like it will show a bit of a profit on the week. Picture started off around \$11,000 on the opening day.

Western, having no second run, jumped into first run with 'Gilt Brigs' and will probably total around \$7,000 on the week.

Due to holdover of '42d Street,' the Western continues as first run with Warners' Beverly also becoming a first run for the week, starting March 30, with 'Big Game,' starting both houses simultaneously.

Estimates for This Week

Chinese (Fox) (2,028; 55-110)—'King Kong' (RKO) and stage show screen. With heavy exploitation campaign got \$2,500 for opening performance. Initial week may show \$23,000.

Downtown (WP) (1,800; 25-70)—'42nd Street' (WB) and vaudeville (2nd week). Doing remarkably big second week and may come home with around \$15,000, very nifty. First week a total \$16,400.

Hollywood (WB) (2,048; 25-65)—'42d Street' (WB) (2nd week). Heavy light trade. Second week may bring in \$12,000.

First week, including \$2 premiere, around \$20,000, exceptionally big.

Amesley (Wm.) (2,500; 15-25)—'W at Price Decency' (Equit) and 'Manhattan Tower' (Rem). Not heavy screen fare, so around \$4,000, but have to suffice. Last week '11th Commandment' (Allied) and 'Gambling Sex' (Monro) got a little short of \$4,000.

Paramount (Marco) (3,595; 25-50)—'From Hell to Heaven' (Par) and stage show. Nothing to report for look around \$12,000. Last week 'Lady's Profession' (Par) showed little profit at \$10,000.

Chinese (Fox) (2,028; 55-110)—'Goona Goona' (FD) (2nd-final week). Appeared to be strong enough fare for a first week but it is doubtful if it will do better than it usually does on first week of other attractions in getting \$7,000. Last week this one hit \$5,000, plenty.

State (Loew-Fox) (2,024; 25-40)—'Big Drive' (FD). Big ballyhoo exploitation, but no good. Last week, \$19,800. Last week 'Sailors Luck' (Fox) hit just a little over \$10,000, not good.

Western (WB) (2,500; 25-50)—'Girl Missing' (WB). Better than that average, but not good. First run, and may come close to \$6,000.

### 3 Look Likely in Lincoln; 'Africa,' \$1,400; 'Kong' 3G

Lincoln, Neb., March 27. Three real likely drawing cards in town this week. The Colonial, 20c-top house, gets 'So This Is Africa,' which seems to be the only feature, combined with the price, with sparkle enough to attract.

Theatre row is marking time expectant of the return of Joe Cooper. LTC head due last week from N. Y. that his picture is still awaiting his sanction here. Most important seems to be his decision as to the number of houses to remain open or further topping of admission prices. It is rumored that an agreement among all the showmen regarding closings will soon be reached. Elz has dropped to the point of organization competing within themselves; rather than against each other.

The recent LTC cut of 50%, according to reports, was halved to 25% last week. The industry, which the help will soon be on the old basis is possible. Union help still works on a temporary pay basis and is likely to take a nick to a certain extent.

Besides the Wheeler-Woolsey czech show, 'King Kong' at the Stuart and 'Hard to Handle' at the Lincoln complete the layout.

Estimates for This Week

Colonial (LTC) (650; 10-15-20)—'So This Is Africa' (Col). Will draw more per capita than any other, neat \$1,400. Last week 'Sailor Be Good' (RKO) did about as expected, \$1,000.

Lincoln (LTC) (1,600; 10-15-25)—'Hard to Handle' (WB). 'Off for fair' \$2,300. Last week 'Clear All Wires' (MG) had the breaks of new prices got the people, but not much more money; about average \$2,200.

Orpheum (LTC) (1,200; 10-15-25)—'Stuart' (LTC) (1,900; 10-25-35-50-60)—'King Kong' (RKO). Would probably 'lick better' if the 'O. tar' is not so high in comparison to others, but not a surprise to 'Coburn' Kelly in 'Trouble' (U) enjoyed a nice run to \$1,500.

State (Monroe) (500; 10-15-25)—'Rome Express' (U). Will suffer like all the 'E.C.' pic have in this spot; more \$750. 'Hard to Handle' and 'Kelly in Trouble' (U) enjoyed a nice run to \$1,500.

### PORTLAND PERKS UP UNDER BALLY HYPO

Portland, Ore., March 27. Fox-Broadway getting extra biz this week with Captain Salisbury in person and South Sea picture. Radio exhibition helped. Feature 'The Woman Accused' (Par) over exhibition. Altogether looks like a good week.

O. biz in general off for the past two weeks and gross levels lower is being helped by exploitation increases.

RKO Orpheum with only vaude and stage band in the burg held its own well through the moratorium imposed by the 'O. tar' with 'Our Bette' but not in line for winning biz this week with 'Cohens and Kellys'.

Bill McCurdy planning series of roadshow opush to follow 'Tattle Tales' here this week for two days at the 'Woman Accused' (Par) and 'Tattle Tales' connected for big results, grossing around \$4,000 for two days. McCurdy will book the 'b. at' the United Artists; well exploited and may hold for two weeks.

Estimates for This Week

Broadway (Fox-Parker) (2,000; 25-40)—'Woman Accused' (Par). Expecting fairly for possible average \$5,000. Last week 'Clear All Wires' (WB) (Fox), the same.



### WILL MAHONEY

This week, Loew's State, New York. The Cincinnati "Times-Star" said: "Will Mahoney's dance on the xylophone is one of the best achievements seen in the theatre in a long time. The tap dance on the Mahoneyphone is worthy of actual amazement."

Direction RALPH G. FARNUM  
1560 Broadway

(MG) with several shorts of radio names under locally exploited title 'Network on Parade' clicked nicely for okay \$4,500.

Orpheum (RKO) (2,000; 25-40-55)—'Cohens and Kelly in Trouble' (U) with vaude and stage band. Not showing much strength, \$3,800. Last week 'Our Bette' (RKO) got over for good enough \$5,000.

United Artists (Fox-Parker) (1,000; 25-40)—'Rasputin' (MG). Well exploited and looks like a nice run for good \$4,500. Last week 'Blondie Johnson' (FN) a poor \$3,000.

Oriental (Hamrick) (2,500; 25-35)—'Big Drive' (FD). Not very strong with funnies, but exploitation getting results up to possible okay \$3,500, fair. Last week 'Nagana' (U) did poorly at \$700.

Liberty (Fox-Parker) (2,000; 15-25)—'Luxury Line' (Par). Holding its own for average \$3,000. Last week 'Robbers' Roost' (Fox) fair at \$2,300.

### K. C. All Primed to Shutter, but B. O.'s Meantime Doing Okay

Kansas City, March 27. With closing notices in all of the theatres to take effect April 1, except Loew's Midland, which will turn out the lights March 30 unless something happens, the managers are going right ahead after the business as though there was nothing to worry about. Opening day's hardest rainstorm of the season shot business, however.

Loew's Midland's 'Hallelujah, I'm a Bum,' in as an exclusive and with a 25c price, plus the magic in the name Johnson and in spite of unkind notices, looks strongest. 'Hard to Handle' and 'Big Game' also getting attention.

Estimates for This Week

Liberty (Dubinsky) (850; 10-20)—'Ter Mad Night' (Mayr) and 'State Trooper' (Col), split. Little grunder continues to do okay. 'Hard to Handle' and 'Big Game' should reach \$5,000, good. Last week 'Red Dust' (MG), revival, \$6,500, not bad.

Midland (Loew) (4,000; 25-35-50)—'Hard to Handle' (WB). Will run until April 1 for a good \$7,000. Last week 'Woman Accused' (Par), \$6,000.

Mainstreet (RKO) (3,200; 25-40)—'Big Game' (U). Hot stuff animal show and the week's gross should will enjoy it too. Looks a fair \$6,000. Last week 'So This Is Africa' (Col) better at \$5,000, okay.

Uptown (Fox) (2,040; 25-40)—'King's Vacation' (WB). Arliss a better draw in the residential than downtown houses; likely around \$4,000, fair. Last week 'Sailors Luck' (Fox), the same.

## Chicago Bans Price Mention in Adv; All-Negro Stage Show, \$35,000, Big

### After Tab 'Scandals' Wow 27G, Indpls. Normal Again

Indianapolis, March 27. Grosses are steady this week. Loew's Palace with 'Rasputin,' long advertised and exploited, will lead. 'Great Jasper,' at the Apollo, also will do good biz.

Ohio, downtown spot is running 'Edw. Walker von Spruss' for three days only at 25c.

Estimates for This Week

Apollo (Fourth Ave.) (1,100; 25-40)—'Great Jasper' (RKO). Around \$3,000, good. Last week 'Our Bette' (RKO) closed around \$2,500.

Circle (Circle) (2,000; 25-40)—'Lady's Profession' (Par). Should boost the ante to around \$2,700. Last week 'Woman Accused' (Par) did all right, \$2,000.

Indiana (Circle) (3,300; 25-40)—'So This Is Africa' (Col). Will get around \$6,500, maybe more, but this spot is terrific big last week. First time 'Scandals' appeared on a picture house stage it knocked out \$27,000 net for the Indiana.

A sell-out at every performance for five days at 40c to all. The picture show is being was 'Parachute Jumper' (WB).

Loew's Palace (Loew) (2,800; 25-40)—'Rasputin' (MG). Should hit \$3,000 this spot. Last week replay of 'Red Dust' (MG) got around \$4,500; very good.

### CINCY GROSSES ON THE ALLAY-OOP; ALBEE, 14G

Cincinnati, March 27. Combined grosses of principal amusement parlors doing an all-out. Biggest improvement at Albee, whose vaudeville lineup is likewise considerably better than last week. '42nd Street' (WB) continuing strong in its third week, showing appreciable box office bulge from addition of family time acts to draw up prices.

Last week theatre trade was diverted by severe Ohio river flood and a flood in the city of Cincinnati.

Estimates for This Week

Albee (RKO) (3,300; 35-65)—'Private Jones' (U) and vaude. Topped by Tom 'Fats' Waller, ebony ivory tinker and blue showster, who gained popularity in these parts via WLW. Lee Tracy enlisting screen stars, who are better than last week's. '42nd Street' (WB) showing \$14,000, very okay. Last week 'Great Jasper' (RKO) and vaude, with Evelyn Brent and 'Fatty' Arbuckle as names, \$7,600; blotches of red.

Palace (RKO) (2,600; 30-55)—'So This Is Africa' (Col) should get \$10,000, good. Last week 'What! No Beer?' (MG) started at \$6,800, middle tier. 'So This Is Africa' (Col) (RKO) (2,855; 25-55)—'Luxury Line' (Par). No names with local b. o. ring. Heading for \$1,500, all right. Last week 'Our Bette' (RKO) \$6,000, mild.

Keith's (Libson) (1,500; 25-40)—'Ufa 600; 30-40' (WB) attracting a swell \$7,500 in third week; \$11,800, socko, last week. Only picture to show in this house for longer than a week.

Grand (RKO) (1,025; 15-30)—'Fast Life' (MG). Was booked in advance for \$1,000, but very marginally justified holdover for week. Flash from an eye halter; \$3,000, mild. Last week 'Nagana' (U) and 'Parole Girl' (Col), split week \$2,300, fair.

Family (RKO) (1,000; 15-25)—'Sandwich' (WB) and 'Obey the Law' (Col). Split week \$2,700, nifty. Last week 'Speed Demon' (WB) and 'So This Is Africa' (Col), \$2,100, okay.

Strand (1,160; 15-25)—'Constant Woman' (WB) and vaude. Starter for vaudeville at the theatre. Opening rush and praise of patrons in quick success for new policy. Four and five acts. Last week booked by Gus Sun; six-piece orchestra, directed by Harry Wilsey, and five stage stars, which are better than Beauties and Howie, Jack Herber and Co., Layo and Lee, Helen Kennedy and Co. and Seror, Jr., and Melvyn Frank.

or better. Last week 'Oliver Twist' (Mono), \$1,400, fair.

Ufa 600; 30-40—'Barberina' (Cap). German trade coming along at \$800 rate, good. Last week 'Rome Express' (U), \$800, fair.

Chicago, March 27. Negro entertainment tended to dominate around Chicago's picture palaces this week. At the Chicago theatre the talent roster is 100% colored, while B&K has spotted another all-negro advertisement, 'Dixie on Parade' at its neighborhood Harding. At the same time RKO's Palace has the Eddie South colored orchestra. Evidently it is well established maxim of showmanship that Chicago is a good town for colored attractions, when speedy B&K in particular is constantly repeating the Mills Brothers who have eyes for them some seven times in a row.

Balaban & Katz were inclined to be a shade more cheerful on the box office outlook this week, figuring that the Chicago and Oriental in the loop would surely do well, while 'Sign of the Cross' was opening nicely at both Uptown and Tivoli and the Southtown and Harding with stage shows for one week only were promising some profit.

By agreement all circuits have declined to run their advertisements on plea that it was wrong slant. Small exhibitors concurring in Chicago that it was their best selling point.

Estimates for This Week

Chicago (B&K) (3,940; 35-55-75)—'Pick Up' (Par) and stage show. Dixie Redman and Eros, show started big in further proof that this town goes for speedy negroid diversion. Looks like house will smack \$35,000 on getting \$200 last week with 'Keyhole' (WB) and Mae West.

Palace (RKO) (2,284; 35-55)—'Clear the Wires' (MG). House mentioned in the rumor mart last week as going dark. Has become weekly Chicago grind with take down around \$5,000 average, but this week poorer at \$3,500. Last week snatched \$3,800.

Oriental (B&K) (3,200; 35-55-75)—'White Sister' (MG). Gable-Hayes Regard sunrise, opened Saturday (25) and auspices anticipate big \$22,000. Last week 'Big Game' (U) worth \$6,200.

Rome Express' (U) and vaude. This British Gaumont picture rated okay exploitation minus names. In combination with good hokey pic headed by Ken Murray, Rosco Ates and 'The Great Jasper' (RKO) got that total.

Swanson's Legit?

Gloria Swanson et al. left for the coast yesterday (Monday) for what is said to be only a couple weeks' stay.

Some indication on Miss Swanson's part as to the future; mentioned possibilities of a return trip to Europe or a Broadway legit.

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Philly's Just So-So, Awaiting Better Product

Philadelphia, March 27. With '42nd Street' finally reaching the end of its phenomenally successful stay and most of the other offerings rated as more than moderate drags, it looks like a lean week in the downtown picture houses...

On the other hand, the Boyd with 'The Keyhole' looks wobbly after a couple of strong weeks. Mae West's 'She Done Wrong' which started mild enough, surprised with a \$15,500—better than the recent high average performance.

'Men Must Fight' hardly qualifies for more than \$7,000 at the Stanton despite a couple of good notices, and 'Katie's Buttery' (Par) stumbled to \$2,200.

The Earle has possibilities with 'What! No Beer?' on the screen and 'Widened Segal in 'The Desert Song' on the stage. Nothing sensational expected but gross should jump to about \$15,500.

'Rasputin,' which road-showed at the Aldine a couple of months ago, goes into the Boyd on Friday, and 'Katie's Buttery' (Par) is scheduled on Saturday at the Stanton.

'Estimates for This Week' Arcadia (600; 25-40-50)—'Sondra' (MG). Oriental attraction should again bring in good grosses down for this second showing.

'Boy' (2,400; 40-65)—'The Keyhole' (WB). Nothing hot indicated, lucky if it gets \$10,000. 'She Done Wrong' (Par) strong at \$15,500.

'Earle' (2,000; 40-45)—'What! No Beer?' (MG) and vaude. Ought to go up some over last week but to a sum of this trip will be comparable grosses.

'Kong,' 'Cross,' Grace Moore Make Capital Biz Very Abba-Dabba

Washington, March 27. Everything in 'King Kong' this week. Everybody else is doing average business, but nothing to boast about. The ape man is aiming at house record for Keith's, with even opposition admitting it.

'Kong' came into town following one of the biggest exploitation campaigns ever pulled here. Ballyhoo started two weeks before opening with radio spot teasers, 'King Kong Is Coming!' running four times a day...

Grace Moore and Singin' Sam are battling it out for the vaude house. Diva at Fox is packing in the high hat crowd. Has edge on Mary Gardner, who debuts here last month in that she has something to offer besides name.

'Sign of Cross' opened at Met Friday for first time at pop prices, and is headed for beautiful \$9,000. Pic played National at roadshow rate and was weak.

Last week definitely proved that animal shows are about washed up. 'King of the Ring' almost set house for Earle despite Ray Bolger on stage.

'Estimates for This Week' Keith's (RKO) (1,820; 15-25-35-50-60)—'King Kong' (RKO). Ballyhoo and word-of-mouth talk did the trick.

'Palace' (Loew) (2,363; 15-25-35-50-60)—'Pick Up' (Par). House record for this attraction shown in this one will be lucky to see \$13,000.

'Met' (WB) (1,583; 25-35-60-70)—'Sign of the Cross' (Par). Getting \$9,000 at Met. 'Rialto' (MG) (1,225; 15-25-35-50-60)—'Pick Up' (Par). House record for this attraction shown in this one will be lucky to see \$13,000.

'Palace' (Loew) (2,363; 15-25-35-50-60)—'Pick Up' (Par). House record for this attraction shown in this one will be lucky to see \$13,000.

B'HAM QUIETUS

Birmingham, March 27. With the RKO Ritz going dark this week pending the signing of a new lease for independent operation...

'Estimates for This Week' Alabama (WBly) (3,800; 25-35-40)—'Cynara' (UA). Nothing very startling this week, \$6,000. Last week '42nd Street' (WB) great, \$10,500.

'Outside of Rasp,' 'Pitt's Complaining About Tuff Breaks' Pittsburgh, March 27. Take it from the Main Stem boys, the whole universe seems to be complaining against the RKO Ritz before last week it was the after-effects of the bank holiday.

'Estimates for This Week' Davis (1,700; 15-25-30-40)—'Double Feature Policy, house trying to maintain some semblance of same line-up by sticking in 'Virgine' and 'Addie' attraction.

'Estimates for This Week' Furlon (Shea-Hyde) (1,760; 15-25-30-40)—'First Penn-Metro stuff'—this site has had now in some time. Raves for Laughton, and may manage to catch on for a not bad \$3,600.

'Penn (Loew's A) (3,300; 25-35-60)—'Rasputin' (MG). Here at popular prices. 'The Strand' (MG). Three Barrymores not bringing in the coin; lucky to get as much as \$4,000.

'Estimates for This Week' Astor (1,455; 15-25-35-40)—'White Stripling' (MG) (2nd week). In spite of Gabie and Hayes names, this remains of a slightly-done picture.

'Capitol' (3,400; 35-75-91-165)—'Rasputin' (MG) and stage prodigy. Three Barrymores not bringing in the coin; lucky to get as much as \$4,000.

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Contrasting Storms and Balm Drive B'way Balm; Trooper,' Profession Surprise Clicks

Rainy week-end weather and yesterday (Monday) the first signs of spring combine to keep Broadway theatres from a maximum gross this week. Balmly weather doing proportionately more harm than the rain Saturday and Sunday.

'Outside of the Music Hall, in ratio to the other theatres, the 'Rasp' couple surprises. 'A Lady's Profession,' which no one else wanted on first run, got notices no one, including Art Meyer, expected.

'Walter Reader's self-operated Mayfair, with 'State Trooper,' is the fair top this week. Broadway, East plotted to the teeth it may get as much as \$10,000.

'The Palace also doing nicely. 'King Kong' is doing at least \$12,000, almost double the previous week's biz. Picture had played the RKO Ritz three weeks, in addition to a one-day-and-date with the Music Hall.

'The Capitol, Paramount and old RKO are doing decently. Cap with 'Rasputin' won't get over \$4,000 from expectations, while the Par will top this at a possible \$42,000.

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Radio City Music Hall (5,546; 35-75)—'Sweepings' (RKO) and stage show. In the money at a probable \$85,000. That's apparently what the 'Lodge' Barrymore name means at the box office here as against what it means at the Cap with the aid of John's and Ethel's names.

'Rialto (2,000; 25-40-65)—'A Lady's Profession' (Par). Pulling a pleasant surprise. 'Virgine' (MG) and stage show. In the money at a probable \$85,000.

'Rivoli (2,200; 40-65-75-85)—'Secrets' (UA) (2nd week). After a good \$31,600 on its first week, the Picford picture will enlure around \$20,000 on holdover week, ending on the 31st.

'RKO Romy (3,625; 35-65-75)—'Private Jones' (Fox) and stage show. In the money at a probable \$85,000. Last week, third of 'King Kong,' wasn't in the money either.

'The Capitol, Paramount and old RKO are doing decently. Cap with 'Rasputin' won't get over \$4,000 from expectations, while the Par will top this at a possible \$42,000.

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Cross Pages

In addition to the major keys on page 2 and 3, other Grosses and Varieties are on pages 10 and 11 of this issue.

ULTIMATUM THAT THIS IS COL'S FINALE WEEK

Columbus, March 27. With four of the five major downtown houses in their last weeks unless the unions suddenly decide to take mandatory cuts, anything can happen as far as biz is concerned.

'The four Loew and RKO houses have given all one week notice and the former will give the ultimate shutdown Friday of this week. 'Noth's Grand will remain open. If they expect to be closed in September, when a new union agreement is due, with open shop looms, they will probably give notice.

'Estimates for This Week' Palace (RKO) (3,074; 25-40)—'Private Jones' (Fox) and stage show. In the money at a probable \$85,000.

'Capitol' (3,400; 35-75-91-165)—'Rasputin' (MG) and stage prodigy. Three Barrymores not bringing in the coin; lucky to get as much as \$4,000.

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# Par's Percentage-of-the-Gross Rent Deals in N. Y. and B'klyn May Be a Model for Other Keys

Rent deals, on a percentage of the gross, which may serve as a model for the balance of the country under a plan to pay off landlords in accordance with box-office possibilities of the present day, have been closed to cover the New York and Brooklyn Paramounts.

They became effective with respective landlords of both de luxers on Thursday (23), on completion of that week's program in each house. Deals have been made on the basis of gross, not net, but, as finally closed, differ considerably from original proposals of Public.

Instead of a percentage of the gross, after a certain figure has been reached, the offer of the landlords—the Brooklyn house is placed on straight percentage from the first dollar into the box office. Theatre, under its deal, will pay the landlord, Prudence Bond Co., 8% of the gross.

8% or 12% of Gross Deal to cover rent on the New York Paramount differs somewhat in that the landlord gets the first \$500 and then the option of taking straight 8% of the gross or 12% of the gross after the cost of the stage show has been deducted. Paramount Broadway Corp., lessors of the Paramount Building, is the landlord over the New York.

In taking out its rent for the first week, under the percentage deal Thursday (23), Par B'way Corp. chose the straight 8% of the total gross. Stage show week, headed by Walter Winchell and Ben Berni, stood house \$18,000. Week's gross was \$43,600, considerably under original expectations with fall-off occurring after a good start.

Landlord's bid that, as rent, consequently, was between \$5,000 and \$6,000, while in Brooklyn, where week's gross ending Thursday night (23) was \$20,400, the Prudence Bond people received just under \$2,000 as rent.

Rent on the New York house been around \$15,000, while on Brooklyn it has been \$8,500. Last summer the rent on the Brooklyn de luxer was reduced from \$11,500 to \$8,500 but house has been in default on payment of any rent for some time, with \$19,522.30 past due. This amount was paid in P-P's bankruptcy as a contingent obligation due under leases guaranteed by P-P.

Overheads Way Down Under the new rent setups for New York and Brooklyn, overhead in former will be cut \$100,000, and in Brooklyn around \$130,000, without rent figured.

Though at disappointing grosses in N. Y. and Brooklyn last week, under their percentage rent deals, New York almost breaks even, while Brooklyn makes a profit of several hundred dollars.

Original proposals with landlords was a 50-50 split of gross over \$20,000 in Brooklyn and over around \$35,000 in New York. Substitute deals are looked upon as even better from the point of view of the theatres.

With landlord deals in effect, it is said analysts of staffs in New York and Brooklyn houses may be restored to their full basis by Public despite the eight week reduction program in effect for the industry.

At the same time it is pointed out that the continuance of stage shows in both de luxers is virtually assured. Both theatres have been on a week-to-week basis for some time now but stage hands, operators and production staffs, in the face of no apparent relief.

Schenck Financing Four By Milestone, D'Arrast

## The Higher Learning

Los Angeles, March 27. Added to the curriculum of the downtown branch of the University of Southern California is a course in the art of makeup.

## STUDIOS CO-OP ON FINANCE DATA

Hollywood, March 27. Producers are according full cooperation to the Academy emergency committee in the latter's endeavors to discover whether any studio or studios should resume full salaries before the expiration of the eight-week salary cut period.

Under the plan agreed upon, each studio will submit to the emergency committee the four financial statements made by each company last year. Separate questionnaires will then be drawn up to be filled out, with the companies giving present conditions in relation to details in the statements. On the basis of these replies the Academy unit will make its recommendations as to continuation of the pay reductions.

Academy has retained John G. Mott, of Mott, Vallee & Grant, as legal counsel and the local office of Price Waterhouse, to represent it as auditing counsel.

## More Salary, Maybe, For H. B. Franklin in Lieu of an RKO Bonus

On Thursday (23) directors of RKO, parent company, and the Keith-Albee-Orpheum theatre subsidiary, held their monthly meetings, going over routine matters, principally annals for consideration at the annual stockholders' meetings, which are due early in April.

Although Harold B. Franklin's initial term as head of the theatre end of RKO, winds up around April 15, his future status was not discussed. Indications are for an increase in lieu of a bonus which the company, according to accounts, had agreed to pay him at the expiration of his present term.

## Academy Split Threatened

### Insurgent Screen Writers Guild Forces Academy Meet's Postponement

Hollywood, March 27. Dramatists' Guild of Screen Writers hold meeting Tuesday (26) for purpose of perfecting tight-bound new organization and to draw a minimum contract with specific working conditions in studios. This move, it is figured by Guild members, will probably cause wholesale withdrawal of writers from the Academy's ranks.

Writers will demand an arbitration clause, the will compel board to pass on all changes of original and completed scripts proposed by studios before production to enable writers to keep their individualities in line. They have been assigned to everyone of the 150 members of the Guild will have to post \$250 for indemnity purposes, agreeing to forfeit that amount in case they violate any part of the Guild agreement.

## Closed N. Y. Bank Doesn't Hinder Monon's Backing

Hollywood, March 27. Although most of its money is tied up in the closed Hartman National bank in New York, Consolidated has obtained sufficient grants in money to production, 50% of the financing being supplied by them.

Monogram has been promised \$75,000 for its needs. This cash will enable it to start work tomorrow (28) on 'Casey Jones' and shove off 'The Sphinx' next week.

## Merian Cooper Aired Economy Ideas, RKO Okes New Contract

Merian Cooper's new contract okayed by the RKO higherups on Saturday (25) in New York, becomes effective as of Feb. 9 at a weekly salary of \$1,500 plus 20% of the net on pictures made by RKO under his supervision.

Cooper will have the former David O. Selznick title of executive, V. P. and this coming season expects to make at least one Cooper-Schoedsack special.

Cooper returns with the fullest approval of the eastern head of the company who was most favorably impressed by Cooper's economy aims on production. From what can be gathered, unofficially, it is Cooper's ideas that Hollywood is wrong on costs, and practically all together.

These views were expressed informally to the company execs on Tuesday (21) last. It is stated to have been repeated for the benefit of the RKO picture board members the next day.

## MAE WEST NOT USING BROAD 'A,' SAY HER PAL

Chicago, March 27. Stories circulate around the loop last week during Mae West's engagement at the Chicago theatre that Diamond LIL was affecting a broad Harvard 'A' and a cultured deportment. This was evidently due to an awkward press party at which everybody sat around and conversation lagged painfully.

A portion of the press blamed Mae West, others thought that B&K top execs in hogging the spotlight and conversation at the press party had lowered the newspaper people into a corner and created the barriers between the scribes and Miss West.

Pro-West sentiment repudiated the broad 'A' aspersion and declared she was the same old Tootsie.

## Snap Up 'Hell Below'

Hollywood, March 27. 'Hell Below' is back for retakes following top RKO's decision. Studio figures the picture needs snapping up in spots, with the story being smoothed out in some sequences.

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## \$5,000 Top Price for Film Yarns; Magazine Stories High at \$2,000

### Stop Television Boast

Chicago, March 27. An engineer attached to U. J. Sanabria's television demonstration at the Garrick here was told to drop one part of his explanatory remarks. Taboo was to the effect that in a few years' time customers wouldn't have to attend theatres but could sit at home and see and hear it all before their eyes.

## OLD PATHE CO. WASH-UP SEEN SOON

One more picture from Joe Schnitzer's unit on the Pathe lot, according to present plans, and that may wash up the old Pathe company. The Pathe lot will hold none of RKO's production this coming season. So far as present plans go, all future RKO production is headed for the Radio lot.

Pathe lot may be leased, if possible, to any producers who may desire producing space, but the RKO company itself doesn't plan to utilize it.

Yarls from the middle of April, all will remain outside of the Pathe studio lot, of what formerly went to make up the company, will be the Pathe Newark and Bill (Screen) Boyd; that is the event the present Ann Harding and Constance Bennett contracts are not renewed. They are currently being held up; money matters principally.

About three years ago RKO paid something like \$6,000,000 for Pathe, acquiring what the RKO people figured an outstanding personality properties in Mae West, Irving Clark, Robert Twilwates, Constance Bennett and Bill (Screen) Boyd. Miss Claire passed from the roster some time back and Miss Twilwates, under RKO, hasn't been heard from for some time. Around \$3,000,000 of the original purchase price is still to be paid. Deal was engineered for EIRAN S. Brown, then president of RKO.

The acquisition of Pathe by RKO came only after a bitter but losing fight which was put up by certain stockholder interests of Pathe. It was bought with a view of extending the prestige of RKO in addition to providing additional product for the company. Principal condition which prompted RKO to go for Pathe at the time was fact that its theatres faced a possible shortage of product due to Fox and Loew's splitting up the Par production in New York territory. Later, it was discovered that RKO could get Par split anyway. It has that kind of a split with Loew's presently on Par films.

## Riesensfeld Music in 'Thunder Over Mexico'

Hollywood, March 27. Hugo Riesensfeld is being brought here by Sol Lesser to write the musical setting for the film which Sergel Eisenstein filmed in Mexico, and which Lesser will handle under the title, 'Thunder Over Mexico'. Riesensfeld will come here by plane April 1, following the closing of his contract with NBC in New York.

The Eisenstein film, which a few weeks ago was in 18,000 feet, has been edited down to 8,000 by Jerry Chandler, scenario editor for Jesse Lasky, after Upton Sinclair, who financed Eisenstein with a number of wealthy Pasadena people, had first tried the editing job.

Hollywood, March 27. High prices for stories for next year's product are out. Major studio execs agree that eight and a few paid for 'Dinner at Eight' and 'Design for Living', are a thing of the past.

Considered pliker money a short time ago, \$5,000 for a story is going to be big dough hereafter, with indications that the average price per yarn will be lower during this year than at any time in the past decade.

So far, no major studio has made any concerted effort toward buying material for the new season's product, with all apparently set on a hand-to-mouth policy until the present crisis is over.

Top for a magazine short story, which in some former years has formed the basis of major films, is now \$2,000. Paramount has bought several during recent months at this price, and lower. A year ago the minimum for such material was \$5,000, but that is not the amount and above more often the case.

Short story material is generally bought for the central idea in the yarn, and as studio execs look upon it now it's got to be a wov of an idea to get more than the two grand.

Studio officials are of the opinion that there will be plenty of book material to be picked up at this same low figure, while original material, which is not being bought that can't be used. Day is passed, they say, when the material is bought to go through the long adaptation wringer to eventually turn up 'unfilmable'.

## Distributors Wax Cynical On Exhibs' Cash-In Try on 'Acts of God'

Exhibitors are being accused by distributor representatives of attempting to capitalize even on acts of God such as quake and floods.

That's the east's answer to California theatres trying to cash in on the 'quake by demanding lower rentals when actually, it is tabulated, only eight theatres were wrecked and 60 damaged. The closing order for all only lasted a day.

The Ohio flood was regarded by leaders as the most minor of industry injuries. Contactmen in the field received no signals of any theatre distress in the Ohio Valley, although they expected some miles away from the water, will probably interplay branch managers on the aqua loss and the need for it to be reflected in their rentals during the next few weeks.

## RECORD 62% PAY CUT FOR LOEW'S OFFICIALS

Loew's top execs, including all those salaried at \$250 and over, have taken a 62% cut for the eight-week period. Of all industry-wide cuts for the same period, this is the steepest.

The 50% slash, which is general elsewhere, applies to those getting from \$100 to \$250. From \$100 down the cuts graduate on the usual scale.

Among Loew execs taking the 62% percent are Nick Schenck, Ed Schiller, Dave Bernstein, Arthur Loew, Joe Vogel, Louis K. Sidney, Marvin Schick, J. H. Lubin, et al.

## Roxy's Return Delayed

Date of Roxy's return to Radio City has been put off again. He is not expected to resume activity in R. C. until May 1, or at the earliest, April 15.

# MOUNTAIN MEN'S QUALITY

## Skies Clear for Fox Film Through Downtown Bankers' Endorsement Of Sid Kent; No Legal Tangles

Fox Film gets a complete new deal from the banker interests, via Sid Kent, and backed 100% by the downtown interests of the company. Not only will the company's note interest be met as due on April 1, but additionally plans are now in order, and may be finished before the week is out, whereby the firm will have its slate widely clean of immediate financial claims or debts to the fullest extent possible. Whole thing is to be completed by June.

To Kent goes most of the credit for the new deal. His administration of the company's affairs in the past year and the confidence which downtown interest hold in him make the saving of Fox possible.

Bond interest due on April 1 amounts to around \$1,000,000. Into that the money on hand is to be paid, although full details aren't given.

In the plan that's being worked out, the company's film and distribution division will be completely severed from theatre operation and other allied fields as is possible without changing the company's investment interest.

It has been arranged that the Fox bankers are ready to accept a plan from the company that will give them an exchange of stock for the present bond holdings that are outstanding. The plan will not affect General Theatres' interest in Fox as G.T.E. will share proportionately in the undertaking.

**Outing Theatre Worries**

So far as the theatre end goes, whatever affiliates Fox films may be cut away, with the company retaining its investment interest but will step out of operation. That will assure the chief aim, which is Kent's, to make the film, production and distribution ends free of clogging affiliates.

Presently the film end of Fox is on a paying basis and, under the new plan, these chances will be increased for the benefit of Fox Film.

Although there is a voting trust still existing in Fox as made up around two years ago, and comprising Harry Clarke, A. H. Wiggin and Frank Watts, this trust is expected to be dissolved at the company's annual stockholders' meeting comes around by June. That will put the film company directly under Sid Kent's control, which is what the financial interest of Fox are most desirous of doing.

The voting trust was formed during the regime of Harley L. Clarke.

**Drastic Penalties for Infractions of Ethics**

Hollywood, March 27.

Group of members of the Screen Writers' Guild are endeavoring to tighten that organization into a body that would have all the strength of a union, with regulations which would provide for the firing of members up to \$5,000 for infractions of the organization's code of ethics and rules.

Among the favored ones these drastic plans of unionization are writers both Academy and non-Academy members, who formed a unit of their own recently and joined the Screen Writers in a body with the understanding that they will be given the controlling offices at the next election.

Under the scheme of organization each member must deposit \$200 with the association to form a protective defense fund.

Further provisions of the intended new constitution all members will be bound to abide by decisions voted by a majority of three-quarters of the membership. Constitution will also carry a list of "don'ts."

**Effect of Cuts**

Salary cuts in the eastern home offices has had the effect of making personnel lack-adaptical, taking things easy, and doing only about what they can't avoid doing.

Plenty being stalled, lunch hours are getting longer and when it comes to getting in on time, it now doesn't seem to be so important.

## MG STALLING PROD. TILL UNIONS OK

Hollywood, March 27.

Metro has no new picture scheduled for production within the next three weeks, though 'Night Flight' and 'Black Orange Blossoms' to costar Jean Harlow and Franchot Tone are ready to go.

Understood the studio is awaiting decision of labor conference in New York before starting new production. Three pictures are in production with 'When Ladies Meet' and 'Ambulance Chaser' having one week to go, and 'Dinner at Eight' two weeks.

## Hays Gives Industry Three Years to Adjust Itself to Problems

It will take the film industry another three or four years to readjust and reorganize itself will Hays told directors of his organization at their annual session yesterday (27).

Jesse Lasky and Cecil B. DeMille were admitted as new member companies while, as individuals they were elected to the board. S. R. Kent and E. B. Kahane were the other two new members of the directorate named yesterday.

In a re-definition of company membership, Paramount is now listed in two ways, one covering production and the other distribution. Adolph Zukor continues as the Par rep.

Some officers were continued in the Hays personnel including the former naming of Hays, himself, as president. Latter sets at rest reports within and out of the trade which the past few weeks that Hays' resignation was 'imminent.'

Hays highlighted his statement with the following five major points on industry readjustment needs:

Theatre reconstruction; need for reduction in distribution costs; value of increasing flow of talent to Hollywood; necessity for establishing a definite patent structure for the business; self-regulation.

## Marcus on RKO Lot

Hollywood, March 27.

Lee Marcus, former distribution head of Radio Pictures, joined RKO Radio studio this week in the production department. He will be associated with Lew Brock in making features and shorts. Later on Marcus will be assigned to produce features.

Marcus returns to the Radio fold after an absence of six months.

## MAY OTHERWISE HURT B. O. VALUE

**Production Consensus Opposes False Economies—All Argue Against Picture Program Minimization as Means Not to Open the Way for the Indie Producers—Can't Get Under \$200,000 Per Pic for A-1 Worth**

## THOSE FIXED CHARGES

On the eve of the official announcements concerning 1933-'34 production, the first consensus of opinion, since the height of the depression, is that budgets must be trimmed to the trend rather than the times; that shooting at too low a key would result in a quality which a revived and more demanding exhibition public would disapprove.

Also embodies the subject of quantity. In this respect, from final figuring that fewer pictures would only increase cost and competition from without the major circle, there is a definite indication that the total quota from big producers will be the same as in other years.

Reports still persisting in certain quarters that the end of '34 would see first-run features being turned out at \$125,000, are now completely discredited. Heads of companies interviewed on the subject in the past few days state that only by closing down their own studios and producing on Poverty Row could they turn out graded picture under such financial limitations.

Very few major features can be turned out for under \$200,000 when the current studio overhead, reduced as it is by the salary semi-mortatorium, is considered.

**Low Budget Hite Rare**

Whichever pictures, during the new production year, reach new low budgets will be regarded as exceptions to the rule. Right now, from the perspective of fairly well-moulded production opinion, features that show a cost of \$150,000 and \$175,000 in the A-1 class will be financial majorities.

Virtually all major companies, it is pointed by those informed of the production plans, will experiment with costs. One company right now is credited with figuring at least three first-run subjects at \$185,000 each. The bulk of the program at the end of the year, it is predicted, will show an average cost of at least \$200,000 per feature.

The subject of economy in other ways, such as by producing fewer features with greater staying qualities at the box office has also been discussed at length by home office execs. This has been voted against for several reasons.

First, the final word as to quality is the box office. What looks good on the studio may be extremely bad in the theatre. Therefore, the industry has to be prepared for such emergencies and fewer pictures is no remedy.

Again, it majors out, it only affords a better break for the independent producers.

Finally, that studio overhead continuing either 25 or 50 features are produced in a season. Therefore, the difference in this instance is that the fewer the number of pictures turned out the greater the amount of fixed charges, which such features must absorb.

**Holloway Replaces Knight**

Hollywood, March 27.

Fuzzy Knight switched from Paramount's 'International House,' going into 'Sunset Pass,' western, with Sterling Holloway replacing in the former pic.

Holloway and Lona Andre will lead the chorus of line girls, wearing cellophane costumes.

**Two New York Legit Players, Helen Broderick and Martin Burton, are up for contracts at Metro.**

Burton is currently in 'When Ladies Meet' at the studio. Miss Broderick, from vaude and music-hall, is being tested for 'Hollywood Revue of 1933.' Studio figures her a comedy bet for non-musicals.

**MG CONTRACTS FOR LEGITS**

Hollywood, March 27.

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## Industry Leaders Wax Impatient With Personnel's Captiousness On the Cuts; Most Being Overpaid?

### That Settled It

At one of those meetings between New York execs and their studio chief, the group was discussing the coming season's product changes and how many films should be made. The producer thought the company should make 60, but the execs didn't take heartily. Finally, one of the execs chirped:

"Where do you expect to get the money for 60 pictures?"

"From the box office, of course," stated the Hollywood man, "where all the money comes from."

The company cut its program to 40 pictures.

Riled by squawks about the cuts, and captious criticisms anent alleged incompetence which resulted in ordering the payrolls nixed, company heads now are meeting the complaints with flat edicts to the disgruntled 'get out now' if they don't like it.

Leaders now are taking the attitude that the industry's debts will have to be cleared first before consideration of rescinding the wage odium can be made. That 'eight weeks' is just a mathematical symbol. Maybe good times will come before and maybe after. None will venture a prediction. But the industry's slate must be fairly well cleaned before the personnel can look to relief.

## LOEW, FOX SPLIT COMPLETE; NO MERGER

Complete severance of Fox and Loew's is on the tapis and the separation may occur before April 1. The plan now in the making and due to be made public within a week would preclude any possibility of the two firms ever merging.

It's to be done by and with the consent of banker interests of both companies, when Film Securities Corp., holding company for Fox Loew stock interests, forecloses on \$30,000,000 notes held by General Theatres in favor of Film Securities and maturing April 1, and for which the company's Loew stock is up as collateral.

Of the \$30,000,000, one-third, or \$10,000,000, is in preferred stock of Film Securities held by G. T. E., as part of the original FSI loan, whereby latter turned over to G. T. E. \$20,000,000 in cash additionally in a transaction of two years ago.

This deal will not affect the General Theatres' interest in Fox or vice versa. The two will continue to be inter-related through investment interest.

Execs interested in Film Securities include Dillon Read, Bancamerica-Blair, Lehman Brothers and Hayden, Stone, who among them hold the 60,000 shares of Loew stock which originally made up the William Fox purchase in that company in 1929. The banking syndicate holds all the common shares of FSI.

General Theatres by its agreement with FSI had the right to redeem the Loew stock by payment of the full amount of the loan, amounting to \$30,000,000, plus interest. Time's up for that on April 1, and FSI will walk in by default to foreclose on the notes of G.T.E., handed in payment of same.

General Theatres is presently in receivership and with the conclusion of the present FSI matter, the equipment company will undergo a swift reorganization with a new outfit arising out of the present company setup. In the new setup both Chase and Fox will have proportionate interests.

From indications it becomes doubtful for the first time, since the cut edict, whether employees as a whole ever will get back to that original basis. The current attitude is that people in the business have always enjoyed the reputation of being over-paid; that today they are more in line with holders of similar jobs in other industries.

In the final analysis matters are shaping up more and more along the lines of supply and demand. In this respect, it is openly observed, only the persons with exceptional qualifications can look to big picture money of the future.

An about-face in other respects is being made by many company spokesmen. They are for planting the spirit that the industry owes nothing to the cut employee but that such employee owes the industry for still being in a job.

**Execs' Bonuses**

Anent bonuses in good times as well as in the depression, it is held that top executives are entitled to a bonus. If they weren't, they'd not be in their present berths. And these positions entail all the risk and responsibility of an organization.

The personnel is figured out of the bonus, well paid in normal times they must likewise reflect the depression in poor times. It is urged that the sooner the personnel banishes the illusion that it is taking cuts out of kindness to the boss, the more certain the jobs will be.

In regard to personnel complaints that companies waste money in production and scenario departments which, if stopped, alone would eliminate the salary cut need, leaders retort that it is easy to be a "hide-line critic." It is another thing to actually know how the money is being spent. Stories are not bought to be shelved. Mistakes are made, of course, but it would be a far better thing to have a picture to be made after an error in story buying occurred.

**MANNIX NAMED METRO STUDIO G. M. BY MAYER**

Culver City, March 27.

Eddie Mannix has been appointed general manager of the Metro studio by Louis B. Mayer, executive vice-president of the company. Mannix will find this post which was previously held by Mayer in addition to his other duties.

New assignment gives Mannix full charge of studio operation and relieves him of his post as producer. Benny Thau, who has been assistant to Mayer since he returned from Europe, will fill the same post with Mannix.

Mannix and David O. Selznick have been elected v. p.'s of M-G-M Corp.

# Accident Saves Bette Davis from Being Just Another Good Girl

By CECILIA AGER

There is nothing more deadly, Bette Davis has decided, than being a nice girl to go. That's the way she started, and she never got to the exciting break she had in 'Cabin in the Cotton'—the opportunity to do a strip—she might still be playing somebody's daughter or somebody's sister, and languishing honored and unstarred.

'Spice in pictures has its place,' says blonde little, pretty little Miss Davis now. 'That's the thing that impresses eyes and people. Use sex appeal, you'll never get a part that the people will remember. Be sweet and demure all you like—and see how far you get. Be a blonder blondy indistinctly beautiful and the rest. Stay good too long, and nobody will ever believe you can be anything else. Go torrid, in a naive, subtle way of course, and people will pay some attention to you. Prove that you have sex appeal, and you give the people something that interests them. It isn't necessary to do it in a show-biz way, but it is often enough to establish the fact.'

While Miss Davis advocates the inclusion of good natured hot-cha in pictures, and looks to Mae West as proof of her argument, she is not altogether bold with the way sex appeal is generally presented on the screen. The excess must know what they're doing, she's sure, for after all they've got in the picture business for many years, and maybe the only way to get sex appeal over to the vast and motley picture audience is to hit them over the head with it, but just the same, that isn't Miss Davis' own idea of the way to set about it.

Mae West Technique  
'Undressing and going for him is not sex appeal,' says Miss Davis, analyzing a bit. 'It's too blatant. Men want to do the discovering. The girl who gets a man who can't match him. Things unsaid—looked, or imagined—are so much more interesting.' Miss Davis believes there could be far more money used in expensive sex appeal in pictures without diminishing its force. Again she points to Mae West for example, Mae West who says 'come up and see me some time' and so on, who gets over her point with all her class on. Although Miss Davis awards full credit to the strip number that marked the turn in her career, she does not personally endorse striping, not when there are so many more effective and convincing means available to a wise girl.

Golden haired Miss Davis, in gold and red pyjamas, with a picture about her drawing room filled with yellow daffodils, paused for a moment to recall her good old days. That was two years ago. Her hair was darker, she was younger without the surcease of the what-the-hell attitude she said she's since developed, and nobody ever looked at her and thought 'sex appeal' at the same time. Today her first starring picture awaits release. It's called 'Ex-Lady.' That's what comes of being rescued from too much goodness in the nick of time.

## Dvorak Returns to WB

Hollywood, March 27.  
Given notice by Warners to return to the studio and go back on the pay roll, Ann Dvorak will do so, according to her agents, Joyce & Seintz, who are discussing the terms of the return.  
Warners claims it has taken up all options on Miss Dvorak's contract and served her with all legal notices during the time she was suspended for non-appearance. Studio has no assignments for her in the near future, but will loan her out if her services are sought by other studios.

## Chopping \$1,750 Off

Hollywood, March 27.  
O. H. P. Garrett, who has been on loan to Metro from Paramount working on 'Night Flight,' will not return to Paramount as his contract was abrogated due to the fact that Paramount does not want high-priced writers. Garrett was the highest on the staff, getting \$1,750 weekly.

## Actor Beer Peddlers

Hollywood, March 27.  
Sam Freedman, former film producer who left pictures to open a brewery in Cincinnati several months ago, is sending letters to his friends here, promising samples of his legal, Freedman is also soliciting some of his former leading men to work as Hollywood salesmen.

## Metro Hooks Up with Coca Cola in \$500,000 Campaign Against Beer

Metro has put over an exclusive tie-up with Coca-Cola, which during July and August the soft drink concern will spend \$500,000 in a defensive advertising campaign against beer. Using M-G screen stars in the campaign, Metro also will carry picture credits.

Campaign will include 14,000 24-sheet billboards and advertising in the principal magazines during the year, among them 'Saturday Evening Post,' 'Collier's,' 'Liberty,' 'American Weekly,' 'Time,' 'New Yorker,' 'Ladies Home Journal,' 'McCall's,' 'American Magazine,' 'National Geographic,' 'Cosmopolitan,' 'True Story,' 'Harper's,' 'Vogue,' 'Christian Science Herald' and 'Boys' Life.'

All Metro stars will figure in the tie-up excepting Marion Davies and Greta Garbo. Last year Paramount had a hook-up with Coca-Cola, but did not get picture credits.

Advertising will also include cut-outs from paintings by Nicholas Murray, who is now on the coast making sketches of the celebs. Deal was put over by Howard Dietz and Edward Strickling of the Metro adverting-publicity through the Darcy Advertising agency of St. Louis. John E. Sullivan and Paul Lang of Snyder & Black, New York, are now handling the details for the ad agency.

## Good Week for Extras

Hollywood, March 27.  
Sunny skies for extras last week, with 4,942 placements made, a healthy jump from the previous stanza.  
Mostly small sets, the largest being 310 men for the retakes of the bonus army scenes in Metro's 'Gabriel Over the White House.' Biggest day was March 20, when 884 extras worked.

## They Just Won't Believe

### Francis X., Sr., Is Broke

Chicago, March 27.  
Francis X. Bushman who won a \$3,600 verdict in Ontario some weeks ago lost one for the same amount here last week. In both cases automobile accidents were involved.  
Bushman was on the receiving end of the first crash and his chauffeur on the giving end in the second.

Bushman actually received only \$1,000 from his Canadian lawyers had advanced him traveling expenses which ate up the difference. Jury figured evidently that at \$3,600 Bushman would be trading the right to sue in Ontario court and the Chicago court Bushman experienced a difficulty in convincing people he's broke. As he always looks and acts prosperous people just won't believe he is.

'Bushman claims he was rushed into court on two days notice here and had no time to prepare his case. Right now Bushman is hoping to grab off a radio program and Rogers and Smith advertising agency has a client interested in his services.'

## RAIT'S CANADIAN WEEK

George Raft plays a stage week at the Imperial, Montreal, on a Curtis & Allen booking, March 31, prior to reporting to Paramount on his newly settled contract on that Raft is due on the Paramount lot, Hollywood, April 10.

## COOPER'S A GREAT GUY

Mike at 'Kong' Premiere Stutters Eulogy to Producer

Hollywood, March 27.  
NBC broadcast of the premiere of 'King Kong' at the Chinese, Friday (24) was for the most part a eulogy for Merian C. Cooper. From 8:30 to 9 p. m. while the patrons were entering the theatre, the speakers went to the mike, seemingly for only one purpose—to tell the listeners-in on the complete and total hookup that a great guy the Radio production chief is. It went from here over KECA.

Jack Lawrence, former Radio studio p. a. who writes the 'Hollywood on My Mind' column and prior to that on the staff of the 'Examiner' here, was introduced as a Hearst columnist. He was interviewed by Phil Harris. Subject: Oh, what a great guy is Merian C. Cooper. Richard Halliburton, writer, also was asked for his opinion on this subject and he told the world that, 'Merian C. Cooper is a great guy.'

Others joined in the chorus. It was explained that on account of the great crowds it was impossible to get many celebs to the microphone. Hardly any of the usual names were brought to the mike, with the exception of members of the RKO roster. They also agreed that Merian C. Cooper was a great guy.

Principal outsider going to the mike for the usual, 'I know it will be a big picture, was Irving Ashfeld. And he was a former Radio contractor. He too, was of the opinion that Merian C. Cooper is a great guy.

## Agents Keep New Talent Away Till Salary Cuts End

Hollywood, March 27.  
Fearing to bring in new talent under present conditions of a 50% salary cut, agents are seeking eastern players to stand by until the local eight weeks' cut period is over.

Agents figure that should new players start off at the low wages, it will be doubly hard to boost them to higher pay later.

Also at the present time studios have plenty of good arguments for offering newcomers a small salary. Agents hope that under the present conditions will improve and more money can be obtained for their clients.

One agent had just brought an actress here, expecting to get her salary when the cut went through. He is now keeping the girl under wraps as far as casting directors are concerned, and will not bring her around to the studios until the slash period is over.

## THE PERFECT STOOGES

Briskin Takes the Rap—And How! —for Con

Hollywood, March 27.  
Coming out of the Columbia studio on the heels of his Canadian lawyer Sam Briskin, production head, was stuck up by two bandits, who took \$51, his wrist watch and his car from him. Bandits told him that they were learning English from Harry Con but as he did not show up Briskin would have to do.  
Briskin said he told the bandits that 'Con left for New York by plane, and that you had to pay off.'

## Anna Sten Not Squawking

Laying Off 1 Yr. With Pay

Anna Sten, Sam Goldwyn's German find, has been in Hollywood a year now without doing anything except learning English and making tests. Although numerous writers have been called in to try to figure something out, last of them Edwin Justus Mayer, there still is no story to sign for the Teutonic importation.  
The contract has until May, 1934 to run and no complaints known so far from Miss Sten through not getting started on her American film career.

## The Prince Has Arrived!

Just a Little Argument on Infections Drives Actress Hysterically From Stage

## Novellette

Gaston Du Val, former technical director of Paramount's Astoria studios, found himself out of a job recently and went to Hollywood. Speaking 11 languages and an important background of accomplishments, Paramount thought so highly of him that they figured they must get him a job somehow.  
So they made him an assistant in the wardrobe department.

## Stunt Flyers Refuse

50% Pay Cut, Saying Risks Still There

Hollywood, March 27.  
Recognized stunt men and trick flyers have refused to take the studios' 50% cut during the current eight-week half-price period.

Lads who take chances with life and limb claim that the intrinsic values of their beings have not diminished 50%, nor have the nature of the chances they are required to take been cut in half. For that reason they'll hold out for full price for any and all trick work required, or it's no go.

With stunt and trick flying work now at low prices, men engaged in this hazardous type of work feel that the remuneration they receive is small enough without taking further cuts.

Present prices for the average riding, diving or car wrecking stunt is around \$25. Previously it was not unusual for the stunt man to get upwards of \$200 for particularly difficult feats.

Biggest setback to stunting has been the number of unemployed men in Los Angeles who are willing to take any chance in order to eat. Several of them have taken to stunting as a regular profession, cutting their prices below that of the recognized group who had the stunting field to themselves for a number of years.

Trick flying has been hit equally hard, with unemployment high among the ranks of commercial flyers. Those who find themselves without a job in any of the local airports usually canvass the studios offering their services for a number of days.

## Werner Out of U

Hollywood, March 27.

Dave Werner, Universal casting director, has resigned that position after one year on the job and will leave for New York presently, where he intends to produce a play. Burdett Brown, his assistant, will move over to the top desk.

Before coming to the coast Werner was studio contact and story editor in the home office for seven years.

## AUTHOR'S HOME PREMIERE

The world's premiere of 'Warners' Central Air Port' will be in Kansas City, home town of Ray Moffit, author of the story and film critic on the 'K-C-Star.'

Picture opens at the Uptown April 18.

## SAILINGS

March 31 (New York to London), Hal Roach and family (Empress of Britain).  
March 29 (New York to London), Hal Roach, Doug Brinkley (Bremen).  
March 24 (New York to London), Arthur Loew, Dave Blum, Ramon Novarro, Maurice Chevalier, Helen Morgan and mother, Georges Carpentier, Catherine Carrington, Arthur Schwartz (Paris).  
March 23 (New York to London), Mr. and Mrs. Sam Goldwyn (Europa).  
March 22 (New York to Paris), Eida Norena, Serge Jaroff, Georges Brent, Ruth Chatterton (Europa).

On a stage at a major studio, a director, dialog director and supervisor were watching a scene being photographed, a girl was standing at the edge of an Italian village street. She was looking offstage awaiting the arrival of someone. At the okay from the director she looked over her shoulder, turned her head towards the general direction of the camera and announced:  
'The prince is coming here!'  
'Just a minute, just a minute,' interrupted the director. 'You spoke the line with the wrong inflection, my dear. Look, you said, 'The prince is coming here.' Now, that's wrong, you see. The most important thing is that the PRINCE is coming, so put the emphasis on 'PRINCE.' All right, let's take it.'

'The girl got in position again, and at the word 'camera' read her line thusly:  
'THE PRINCE is coming here!'  
'Just Another girl interruption!  
'No, no, no, interrupted the supervisor, 'that's wrong. It's not important that the prince is coming. He's a minor character, but it is important that he's coming here. Stage 8, this is the line, 'The prince is coming HERE!'

Once again the girl took her stand on the street corner and read the line:  
'The prince is coming HERE!'  
'Once again the girl gets into position, she reads the line. 'The prince is COMING here!'  
'No, no, no,' yells the supervisor, but before he can speak to the girl again she is running out of the stage hysterically shouting, 'The PRINCE is coming. The PRINCE is COMING. The Prince is coming HERE. NUTS.'

'The prince is coming HERE!'  
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## Metro's All-Star

Screen Musical Incl. Wynn, Pearl

Edmund Goulding will direct 'Hollywood Revue' for Metro with Alexander Leftwich assisting.  
Cast, besides Jack Pearl and Ed Wynn, will include all stellar players on lot.

## B'way Theatre's Near-Riot

Over Dull Film Program

Near-riot ensued at the Cameo, New York, Thursday (23) night when 'The Song of Life' (Tobis) was revived with a three-reel travesty, 'Voodoo.' During the showing of the show, which was a release, except for the dubbed dialog and sound, women started the trouble by hissing during repetitious scenes.  
Climax came when one man yelled, 'Give us entertainment!'

## Ballyhoo Gone Wrong

San Francisco, March 27.

The old exploitation gag of blocking out faces on a bill board to whip up interest was unwisely used by Golden State circuit in Oakland last week when East Day manager Mark Keller got involved in a divorce scandal.

His clients had a bunch of three and six-shoots out on 'Mark Keller Week' in that district when Keller's name broke into the divorce case. A wealthy Oakland man, separating from his wife, was unwittingly used by Golden State circuit in Oakland last week when East Day manager Mark Keller got involved in a divorce scandal.

When her door opened, husband alleges Keller stepped out.  
Papers carried plenty on the yarn, resulting in Golden State's covering up Keller's face on the many outdoor stands, to discover that such a procedure had her apartment continuously for 16 hours in an effort to gain evidence against her.  
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# FILM CRITIC LEADERS RELEAT

## Film Critics' Box Score

Season '32-'33

(JUNE-MARCH IS INCLUSIVE)

Key to abbreviations: PC (pictures caught), R (right), W (wrong), O (no opinion), Pct (percentage).

### NEW YORK

	PC.	R.	W.	O.	Pct.
RICHARD WATTS, JR. ('H-Trib').....	152	109	37	6	717
THORNTON DELEHANTY ('Post').....	190	124	61	5	663
WILLIAM BOEHNEI ('World-Tele').....	200	129	68	3	645
JOHN S. COHEN, JR. ('Sun').....	171	109	58	4	637
REGINA CREWE ('American').....	225	142	76	7	631
BLAND JOHANESON ('Mirror').....	224	141	77	6	629
IRENE THIRER ('News').....	233	142	91	0	609
MARGARET TAZELAAR ('H-Trib').....	65	39	22	4	600
ROSE PELSWICK ('Journal').....	218	125	62	31	573
MORDAUNT HALL ('Times').....	179	79	42	59	496

'VARIETY' (Combined)..... 244 195 49 0 799  
(This score based on 244 pictures.)

### CHICAGO

	PC.	R.	W.	O.	Pct.
DORIS ARDEN* ('Times').....	156	106	60	0	639
CLARK RODENBACH ('News').....	127	79	33	15	622
MAE TINEEY* ('Trib').....	147	88	52	7	600
CAROL FRINK ('Herald-Examiner').....	146	79	42	25	541
ROB REELI* ('Herald-Examiner').....	92	47	31	14	511

\* Ellen Keene.  
† Frances Kurner.  
‡ Hazel Flynn.

## WATTS N. Y. TOP ARDEN IN CHI

### Eastern Men Writers Grouped in First Four Places as Bland Johanneson Drops Back—Bulk of Errors Come from Over-Estimating Less Than High Quality Product—Chicago Ratings Unchanged

### HALL STILL TRAILS

Third periodical rating of picture reviewers in New York and Chicago for the 1932-33 season finds the leaders of the mid-winter compilation repeating, with Richard Watts, Jr., of the 'Herald Tribune,' heading the New York coterie as before and Chicago Arden (Ellen Keene), of the Chicago 'Times' out in front of her group, a position she has held with few exceptions since the start of the gradings.

As might have been expected from the situation within the picture industry, most of the critics' errors in calling their shots appear on the side of over-estimating quality of output.

The new listing takes in releases from December to March during which time, or certainly the late portion, producers have been holding back superior material for better times and in the meanwhile marketing almost anything to fill requirements. This has been increasingly true in the last few weeks preceding the banking moratorium when business conditions were dimly bad, and the public staying away from theatre in consequence.

Result has been that general run of releases have been mediocre and only the exceptional situation has drawn business. There have been few 'fair' pictures and a considerable ratio of product so designated in reviews have turned out weak at the box office.

### Girls' Loss Ground

Principal feature of the new ratings is the fact that the women writers of New York have fallen out of the four first places which are all occupied by men, continuing a tendency that has been noticeable for most of the current season. Bland Johanneson maintained a position at third place until this compilation. Now she moves down to sixth, a set-back due largely to her tendency to regard product optimistically.

Irene Thirer, 'News,' only reviewer in New York using the star system of designation, loses ground by one place, reversing a situation in Chicago where Doris Arden's star ratings have led the field consistently. Rose Pelswick ('Journal') slips another peg down, accountable on the score of an evening newspaper writer, who originally suggested the story possibilities of the casting office. Picture will be a semi-musical, with Nacio Herb Brown and Arthur Freed providing the numbers.

Intermediate changes in both groups were unimportant. Mordaunt Hall continued in his familiar spot as a tail-ender, due to his fixed habit of reporting pictures in a neutral fashion and expressing no definite opinion as to prospects or box office values.

Average percentages of correct judgments improved in the respect that there was less than usual difference between reviewers. First half dozen in the list have drawn together, being separated from first to sixth by .086, compared to a difference in the January ratings for the same places of .117.

## 8,000 New Situations in 16 MM. Field All Set to Be Serviced

### Choisy

Hollywood, March 27. George Bernard Shaw, who was on display to the picture people at the Hearst Ranch in San Simeon last Friday (24), went under the condition that he would not have to be photographed with picture personalities. This agreement was made on the telephone, prior to Shaw flying from San Francisco to the ranch in George Hearst's private plane. Newsreel camera men and Metro studio photographers, who figured they would have an exclusive on Shaw, resulted to Los Angeles immediately after the ultimatum was given.

Industry stage is set to give the 16 mm. theatre idea an early try-out through a combination which has been effected between a newly formed company, the Theatre Security Corp. and RCA. The TSC, headed by Jack Corbett, is to be the distributing agency on the film end. Accounts have it that as much as \$20,000,000 in film negatives are sewed up from certain major company sources for the purpose.

The product tied-in is stated to be sufficient for one year's supply to the 16 mm. theatre plan. This, when finally developed, is calculated to increase the potential weekly income of the companies by \$200,000 to \$300,000. It is aimed to spread film entertainment over 8,000 situations in addition to those already being served by the industry.

These 8,000 situations are the most susceptible prospects for the 16 mm. theatre idea out of an estimated 13,500 cities and towns in the U. S. which have no film theatre of any kind.

### Sound-on-Film Idea

The apparatus to be offered under the plan is sound-on-film type and the terms considered for the purpose are those deemed non-competitive to the regular 35 mm. field. Activation of the TSC will be confined to the field. The programs which are to be offered will be 'locked.' There will be no double feature programs and each program will have not less than 15 minutes of picture.

It has been figured that through reduced overhead in the sales and physical handling of film it will be possible under the 35 mm. field. The number of companies and realize a net return more than the same firms could realize through selling the same situations regular 35 mm. celluloid.

Product tied up through TSC includes both current and past releases of companies so far not members of any of the towns under consideration.

## Chadwick Files Cross Complaint in Esther Ralston Salary Suit

Los Angeles, March 27. E. E. Chadwick has filed a counter and cross-complaint in the Municipal court suit of Esther Ralston against him for \$2,000 unpaid 'Black Beauty' salary in which he is seeking a like amount from the actress because she delayed work on the production for a full day.

First time that a producer has taken legal action to obtain recompense from a player, who is alleged to have held up the schedule. Instances named are a two-hour delay before she appeared for ranch exterior a half day's halt at San Pedro while the company waited for her to show up, and three hours at the studio. Total cost him \$2,000, Chadwick claims through his attorney, C. C. 'Cler'.

Miss Ralston, who holds a contract for \$2,000 for a week, has attached the two-negatives of the picture.

## Metro Shoots Original 'Cat and Fiddle' Cast

Albany, N. Y., March 27. The Capitol was converted into a film studio Friday (24) by a crew of 25 sound technicians, supervisors, cameramen and electricians, who were brought to Albany by Metro to screen the cast of 'The Cat and the Fiddle,' which played three days at the theatre.

Centre play was photographed just as it was produced on the stage, for test purposes. As many members of the cast as possible will be used in the picture. Equipment and sound wagons were brought to Albany from New York for the job.

## RKO'S CUT-RATE DEALS FOR 3 STARS

RKO's star lineup may undergo a wide switch as regards certain players, notably Constance Bennett, Ann Harding and Richard Dix. Home office confabbing among the RKO picture execs, including Merian Cooper and B. E. Kahane, latter RKO picture producer, has resulted in no conclusion regarding renewal of its contract with Constance Bennett. Miss Bennett has two more films to make with RKO at \$6,000 weekly.

Ann Harding's contract was to have fallen due April 14, but the company has extended the term an additional nine weeks by agreement with the star, due to her loan to Metro preventing RKO from making a desired picture.

Miss Harding receives \$5,900 weekly and a new financial arrangement will be sought with her also. Dix has one more to make for RKO with negotiations having been satisfactorily concluded between the parties whereby the star will make his next film at a 50% cut. He formerly received \$60,000 a picture and his final for RKO will be at \$30,000.

## NEW L. A. AGENTS' BILL SAID TO HOLD JOKER

Los Angeles, March 27. Frank McDonald, State Labor Commissioner, will appear before Gov. Rolph this week to protest against the signing of a bill passed by the State Assembly on state employment agency act. This excludes agents handling \$200 a week and over people from provisions of the state. It would also excuse those agents from paying \$400-1125 license yearly and posting a surety bond. However, it would not affect \$100 yearly Los Angeles city license although, to avoid this, many agents during the past two years moved outside the city limits.

In case the governor signs this bill the License Commissioner feels the agents would run wild in dealings with players as well as deprive the state of around \$20,000 yearly revenue.

## Arlliss' Retirement?

Hollywood, March 27. George Arlliss is reported retiring from the screen and returning to England. On completion of 'Voltaire' his contract with WB is up. No deal to renew has been started.

## MORE STUDIOS AUCTIONING STORIES

Hollywood, March 27. Metro, Fox and Radio are following Paramount in an effort to sell stories they own but which are not contemplated for early production. Outside agents are handling the long lists of yarns with Metro alone having \$2,000 on the auction block.

Fox has listed all its story properties in a book and has closed down in selling them as few bids have been submitted. Universal tried to dispose of many of its properties several months ago but had little luck.

With all trying to sell and little likelihood of buyers it is expected that what deals will be made on a straight exchange proposition.

## SHAW RITZES STUDIOS' HOSPITALITY OFFERS

Hollywood, March 27. Hollywood studios started to strain themselves late tonight (Mon.) with the arrival in port of the 'Empress of Brittan,' round-the-world cruiser, and its four-star traveler, George Bernard Shaw, whose best picture later. Despite Shaw's continued refusal to sell any of his works to American studios, major lots will all be on hand to make offers, knowing that the Irishman, even in refusing, will whip out sufficient comment to make good newspaper copy.

Understood that several of the studios have notified Shaw that they would like to have him as their guest on their respective lots. So far, the author has accepted none and it is doubtful if he will grace any of the studios with his presence which will rob the studio wits of a chance to wise-crack about that Sherlock Holmes suit and hat he wears.

During his Southern California stay, Shaw will visit William Randolph Hearst at the latter's ranch at San Simeon.

## Diana Wynyard to England

Hollywood, March 27. With Reunion in Vienna completed, Diana Wynyard leaves here April 1 for a vacation in England. Actress will be gone eight weeks.

## Studios Test Color Photography, Hoping For Pastel Roto Play

Hollywood, March 27. With the Rotogravure Corp. planning to issue its pictorial newspaper supplements in color next September, all studios are experimenting with pastel still photography, hoping for better plays in the roto sections.

Advertisers with roto space bought are also photographing in color for their displays. Currently, Paul Hesel, Nicolas Murray and Edwin Bower Hesser are here with color cameras doing layouts for their accounts. Hesel is photographing for Mobile Oil Corp.; Murray is handling the Coca-Cola account, and Hesser is doing special stuff for the New York 'Times' roto section.

Fan and other magazines are watching the outcome of the experiments, hoping that color photography will solve their cover problem. At present, color photography runs almost as high as original printing for cover design purposes. Present experiments of the Roto Corp. and advertisers are expected to lower the cost of the special color work to a fraction of its present cost.

Roto's switch to color is mainly to attract national advertising on a big scale. New York 'Times' has been carrying on color experiments of its own for several years and may get out a color section prior to the general release of that by Roto.

## 'Casting Office' Next Marion Davies Pic

Hollywood, March 27. Marion Davies' next picture will be 'Casting Office,' yarn based on the activities of a studio casting department. Carey Wilson is doing the story.

Idea will be written around Marcella Napp, assistant to Ben Piazza, Metro caster, who originally suggested the story possibilities of the casting office. Picture will be a semi-musical, with Nacio Herb Brown and Arthur Freed providing the numbers.

## Zasu Pitts' Three for Radio

Hollywood, March 27. Zasu Pitts has been given a year's contract by Radio, for three pictures. Starting date for first not set. Pitts also holds a contract with Hal Roach to continue the series of shorts she has been making with Thelma Todd.



# Plenty of Reports for Hays

## Annual Meeting Draws Out More Reports Than Ever—Beaucoup Problems

Hays headquarters all last week and over the week-end were like a schoolhouse during examination week. The boys and girls of the Hays Institution were busily writing out anniversary stories for the general's report to his directorate at its annual session yesterday afternoon (27).

Like the school trustees in a small town the average Haysian director has more than once voiced his 'dread' of the Hays commencement exercises. Hays usually reads and reads and reads all about what happened during the past year. And the directors, according to spokesmen, start nodding whenever the business had to do with the boys overwriting. Only two hours before the meeting some of them were still writing, which made it virtually necessary for the trustees with arms filled with those examination papers.

The directors know that Hays likes to have ample time to familiarize himself with the examination papers. That he likes to have some idea of what should be highlighted, so as to be in a position to exercise better control over his own business, had to do with the boys overwriting. Only two hours before the meeting some of them were still writing, which made it virtually necessary for the trustees with arms filled with those examination papers.

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Most stern of all was Hays' master at arms, Hazlett who was commissioned to collect all of the papers and present them in a bundle to Hays. Monday, Maurice Mackenzie refused all petitions to be interviewed before the examination one at the time, confided some of the students, who knew what was in all of the papers.

## METRO'S POLITICO ASPECTS IN 2 PIV

Hollywood, March 27. Metro is trying to get permission from President Roosevelt to use the title of his book, "Looking Forward" for MG's picture, "Yesterday's Rich," based on the English stage play, "Service." They want to use it as a foreword on the screen. Title was suggested from a paragraph in President Roosevelt's book referring to optimism.

In return for the title, Metro is willing to donate to any charity the President names.

William R. Hearst is understood to have written many of the speeches uttered by Walter Huston as the President in "March of Time."

## How Old Place Changed

Just how much has happened in these United States, particularly as regards show business, has been brought home with the instance of Al Lewin, Hollywood associate producer on the Metro lot, who sailed for his health March 1 or so and returned last week on the Europa. During his absence (1), news of Zangara's attempted assassination of President Roosevelt greeted Lewin in Paris, and in succession the banks' closing, the California earthquake and the film industry's cuts were highlights that kept him on edge during his Continental travels.

Lewin sat up all night to get a call through from Paris to Hollywood to ascertain his family's fate in the L.A. quakes.

## Fox Delays 3

Hollywood, March 27. Disatisfaction at Fox with the script of Jesse Lasky's "Worst Woman in Paris" caused a halt in production until Sonya Levien and Sam N. Behrman could do a quick rewrite job.

Also held up are "My Dear" and "The World Moves On."

## PAR SEARCHING FOR NEW CREATIVE TALENT

Paramount needs new directors, writers and stars, and is looking for the talent mainly in legit. Directors and writers who are signed will first be put through an apprenticeship at the studio, under the plan.

In the past few years Par has not developed new directing, writing and acting talent to the same degree as it did in prior years, and like other companies believes new faces will have to be found.

With the Par staff ranks considerably depleted the past three years, new young stars, writers and directors beginning to show signs of petersing, the company is very anxious to discover new faces.

## SMALL DETERMINED ON 'SHANGHAI GESTURE'

Hollywood, March 27. "Shanghai Gesture" is on the fire again at Reliance. Edward Small, who took the yarn over from Joseph M. Schenck, recently called it off, but is reviving it. Story has had Hays office production opposition since new years. Small's figures if "She Done Him Wrong" can get by, "Gesture" should be okay.

Archie Mayo, Warner director, previously scheduled to direct "Gesture," will probably meg the picture during his Warner lay-off. Mayo is handled by the Small agency.

## Hal Roach Will Produce Metro Picture in London

Hollywood, March 27. Hal Roach left here by plane Sunday for New York en route to England where he will produce one or possibly two features for Metro's quota list. Roach sails from New York March 31. Mrs. Roach and their young son, going by train, will meet the producer in New York, to accompany him abroad.

Production on this season's program at the Roach studio ended Saturday with the completion of a Laurel and Hardy and a Pitts-Todd comedy. Studio will be dark until around June 1.

## ROCHESTER PRICES DOWN

Rochester, March 27. Sharp price slashes by RKO Palace and Public Century markets together with the completion of a century meets 25 cent scale of Temple and Regent, which means nabes will have to cut despite declaration to the contrary.

Palace goes to 35-cents-for-main floor and two bits for the balcony. Loew's Rochester continuing 40 cent top for the present at least.

## L. A. to N. Y.

Zoe Akins.  
Diana Wynyard.  
Marie Bercovici.  
Hal Roach.  
Ralph Ringer.  
Eddie Sutherland.

## N. Y. to L. A.

J. J. Murdock.  
Boris Petrov.  
Gloria Swanson.  
Michael Farmer.  
Bing Crosby.  
Tommy Rockwell.  
Ethel Shutta.  
Mrs. Julian T. Ables.

## 1st Runs on Broadway

(Subject to Change)

**Week March 31**  
Paramount—"Murder in the Zoo" (Far).  
Capitol—"Gabriel Over the White House" (Metro).  
Bravo—"Keyhole" (WB).  
Rivoli—"Secrets" (UA) (3d week).  
Rox—"West of Singapore" (Mon.).

RKO Roxy—"Pleasure Cruise" (U).  
Music Hall—"Big Cage" (U) (30).  
Palace—"King King" (Radio).  
Rialto—"Gilt Mining" (WB).

**Week April 7**  
Paramount—"Terror Aboard" (Far).  
Rivoli—"Keyhole" (WB).  
Rivoli—"Secrets" (UA) (4th week).  
Music Hall—"Cavalcade" (Fox) (6).

**\$2 Pictures**  
"Cavalcade" (Fox) (Galaty) (12th week).  
"White Sister" (Metro) (Astor) (3d week).

**Foreign Films**  
"M" (Plunkett) (German) (Mayfar) (31).  
"Brave Sueder" (Asso. Cinema Europa) (German) (2).  
"Hertha's Erwaehen" (Prorex) (Little Carnegie) (3d wk).

## STUDIOS NIX WORLD'S FAIR PICTURE IDEA

Industry's co-operation with the Chicago World's Fair is out, with an agreement reached by the producers that they will not make a previously proposed film, exploiting Hollywood and its personnel.

Following repeated requests for help over a period of a year, producers finally agreed, tentatively, that the best they could do was to supply a six-reel picture, in which all the colony's celebs would figure. This, however, has now been nixed on the Hollywood viewpoint that this is no time to spend unnecessary money.

## WB'S QUICKIE PROFIT IDEA ON MUSICALS

Warners which revived the musical cycle with its "42 Street" will release "Goldiggers of 1933" as soon as completed, rather than in July, as originally planned, and then call it quits on musicals rather than take a chance on a glutted musical market.

WB hopes to get what it can out of the musical thing as quickly as possible and then forget about them as a cycle.

## Goldwyn Will Have 1 Colman Pic Anyway

"The Masquerader" is going on the shelf until 1933-'34 begins for release as Goldwyn's first on the coming year's program.

Likelihood that Ronald Colman, despite a two year contract, will not appear under the Goldwyn banner again, is believed behind the switch of "Masquerader" to the coming season's release schedule.

## Col's Musical

Harry Cohn flew in for a home office production confab on next year's program, with some personal testing of New York talent for at least one screen musical which Columbia will make as soon as possible.

Board met this week also concerned itself with some financial details. Cohn stays a week or so and returning by train—not plane. Jack Cohn, v.-p. and treasurer of Col, left Monday night (27) for the South on a week's rest trip.

## Clinches 'Salt Water'

Hollywood, March 27. After months of consideration, Universal has purchased the stage play, "Salt Water," on which it held an option. John Gold and Dan Jarrett authored the play.

It will be a Silm Sundervall-Zasu Pitts feature on next year's program.

# Hollywood

Briefly rewritten extracts from "Variety's" Hollywood Bulletin, printed each Friday in Hollywood, and added to the regular weekly "Variety." The Bulletin does not circulate other than on the Pacific Coast. News from the Dailies in Los Angeles will be found in that customary department.

Lowell Sherman has optioned Bernard Schubert's play, "Fish Gotta Swim." Sherman intends to produce, stage and act in it locally.

**No Janie Personal**  
Elsie Janie turned down a personal appearance offer from Loew's State to appear with "The Big Drive," claiming she did not want to exploit her own experience, and offered to co-operate with the American Legion by plugging the picture over the air.

Frank Atkinson, English player, has had his option lifted by Fox.

Paramount has borrowed Tom Keene, Radio's western star, for "Sunset Pass." Harry Carey, former western star, also acts.

"Tween Midnight and Dawn" play by John B. Clymer and James Ewen, has been bought by Radio. No assignments.

John Barrymore, Clark Gable and Wallace Beery are in "Night Flight." David O. Selznick's second production for Metro, Clarence Brown directing.

**Metro Drops 'Nore'**  
After being tossed about from one supervisor to another and being slated for production last week, "Nore" has been postponed at Metro. Jean Harlow, who was to have been starred, previously balked at playing the title part.

## Col Buys Shayer Contract

Columbia bought off the 12-week contract it had with Richard Shayer, former actor, who is now at Paramount to write a yarn for Charles Rogers' next year's program.

**Testing Celeste Ford**  
B. P. Schulberg testing Charles Ford, New York legit player, for the title part in "Jeanie Gerhardt," which is in the rewrite process. Production slated for next week.

Victor Fleming is off the Metro directorial list.

"Fighting in the Dark," gambling yarn, will be the next Eagle production. Charles Saxton authored.

## BILL FOX'S COAST THEATRE CIRCUIT?

Los Angeles, March 27. Using Fox, San Francisco, and Los Angeles theatre, here, as a nucleus, William Fox, through Joe Lee, is trying to organize a chain of theatres on the coast for product strength. Tie-up already made with Jensen & von Herberg for Northwest on product buy with efforts being made to get "Perphem here and also some of the houses which Fox West Coast is dropping.

San Francisco, March 27. Fox will reopen April 1 with Joe Lee operating for William Fox. Henry Goldenberg will be house manager.

Double bill indie first-run policy with a Pic gate afternoons and 25c at night.

## Expect Joan Crawford In Mexico for Divorce

Nogales, Mex. March 27. It is expected by attorneys here that Joan Crawford will arrive in the local courts against Douglas Fairbanks, Jr.

She will stop at a dude ranch, it is understood.

## That Makes 5 Scripts

Hollywood, March 27. With four scripts authored to suit the production on Her Fingers, Paramount studio heads greeted Mae West and her director, Boris Petrov, on their arrival here Sunday from New York with the assurance that everything was all set.

Star assured them that it was all set as she had her own script to fit the title. Probabilities are that the studio will make her copy the backbone of the next picture, pulling in such bits from the other quartet as may fit.

Already preparing is Queen of the White Way, story based on incident in life of Lillian Russell, Mae West to do composite character. Al Lewis will produce.

script by Victor Potel and Gordon Griffith. Al Herman will direct, starting next week.

Gus Meins and Lloyd French, latter an assistant director, get meeting contracts at Hal Roach for next year.

With Richard Boleslavsky directing and Will Asther in the cast, "Rhapsody" goes into work at Metro next week.

## Low for Free-Lancers

Last week was exceptionally slow for free-lance placements, according to agents, who claim that there was more activity during the wage-cut controversy than afterwards.

## Nelson's 12 Novelties

Jack W. Nelson will make 12 novelty one-reelers at Metropolitan, with Ramon Nazarro, former assistant, directing; Sydney Wagner, cameraman; and Henry Baker, art director.

With six-month contracts to grind for Exib-Gum in their trunks, Eddie Cronjager and Leo Tover, cameramen, will leave soon for England.

Dialog for Radio's "Ad Man" will be written by Roy Milz, the adaptor, and Arthur Caesar.

William Beaudine will direct B. P. Schulberg's "On Probation" at Paramount.

Samuel Hopkins Adams' "Peggy Eaton" is being considered for Miriam Hopkins at Paramount.

Given a three months' leave of absence, A. George Volck, v.-p. of the Joyce-Selznick agency since his inception, is not expected to return.

Term contracts given by Universal to Noel Madison and Hugh Enfield, who go on air May 1.

## M-G Halts Legion Yarn

French foreign legion story, "Man Stands Alone," has been shelved by Metro because it was figured as too expensive to make at this time.

Fox is after Myrna Loy from Metro and Mary Boland from Paramount. "The Sign of the Cross," which has Elissa Landi in the top spot. Henry King directing.

Ann Harding's last under her current Radio contract will be "Life of Virgile Winters" by Louis Bromfield. It will follow "Prelude to Love."

Metro paid \$4,250 for "Gaby Deslys" by Jack Kirkland and Melville Baker.

Warners loaned David Boehm to Paramount to finish script of "Love and the Ladies" by Sam Taylor. Work left half completed when he jumped town after the quake.

**Buzzell Stays at Col**  
Eddie Buzzell is directing Columbia's "Rules for Wives." Al Rogell, who previously was to have made the story, is now preparing a steel yarn. Harry Cohn is dickering with Buzzell for an additional three.

Travis Banton sued for \$40,420 damages by C. J. Foerster, Mack Bennett writer and actor, who alleges he was hit by a car owned by Banton.

Milton B. Johnston, 19, settled his claim for auto accident injuries against Jim Tully for \$450.

Metro picked up the options for Jean Harlow and Lionel Barrymore; dropped Folly Moran and Hedda Hopper.

Irene Brown goes into Fox's Berkeley-Square.

Fashion designing for the Sol Wurtzel unit at Fox will be done by Royer, formerly at United Artists.

William Kaplan, assistant director, elevated to assistant to Louis D. Lighton, associate producer at Paramount.

Dorothy Lee goes into the Coca-Cola Grove to sing with Phil Harris' orchestra.

Dwight L. Hill, former district manager for Pacific National Theatres, was awarded \$2,650 in his Superior court suit against his employers for salary and money advanced.

**Four Reels of Dog**  
Purchasing a five picture made by Capt. S. E. Barber and Svend Usterstrom in Alaska, Walter Futter (Continued on page 28)

# Lots of Legal Inside Stuff in Zirn's Ouster Petition on Zukor and Hillies

Opposition to the adjudication of Paramount-Public's petition in bankruptcy, as well as to Par's original equity receivership, and the appointment of Adolph Zukor and Charles D. Hillies as co-receivers, has come into the open and promises a bitter contest before final rulings are made. Attorneys for bondholders and stockholders, impleasable in their demands for a stay of the bankruptcy issue and the removal of Zukor and Hillies, on Friday (23) before Judge Bondy added evidence to other previous charges.

Brought up in connection with a show cause order why Zukor and Hillies should not be removed as equity receivers, and an involuntary petition in bankruptcy which could not have precedence, Judge Bondy adjourned hearings to tomorrow (Wednesday) at 4:30 p.m. to give P-P receiver attorneys and counsel for the Broadway and 20th Properties, Inc., an opportunity to answer.

Samuel Zirn, attorney for bondholders and representing both the Harris and Levy cases, is fathering the show cause order to oust Zukor and Hillies.

In argument lasting close to two hours Friday (24) he finally narrowed his opposition down to Zukor, asking the court to remove Zukor. This followed the insistence by Judge Bondy that he had full confidence in Hillies while he, Judge Bondy, had not met Zukor, he believed, that, while Hillies served as co-receiver, Zukor could do nothing illegal or harmful to the P-P estate.

**Zirn's Questionnaire**

Zirn brought out that he had sent Zukor a list of questions important to stockholders and creditors but that Zukor, on advice of personal counsel, had refused to answer any of them.

The adamant Zirn contended that Hillies was unfit to serve as a receiver under the equity proceeding and that the same objections which he filed an involuntary petition in bankruptcy against Par, was conclusive.

Zirn's arguments gained further attention when he stated that he had answered to one of his bondholder suits in connection with Film Production, Inc., P-P subsidiary holding film negatives, cover legal expenses of \$13,000.00 and that he was three days prior to the equity receivership.

**Cravath Firm's Angles**

This was on Jan. 23, after a 20-day extension had been obtained in answer to suit on the affidavit of a lawyer-member of Cravath, de Gersdorff, Swain & Wood, Par attorneys, to the effect P-P was not in default on any of its obligations. With the equity receivership granted three days later, it was Zirn's contention that P-P, that very minute, was preparing for suit in default on any of its obligations.

Subsequently, Zirn declared, the Cravath firm advised by letter that their lawyer making the affidavit was in error. In the same letter the Cravath firm stated that P-P, under its equity receivership, wanted to join in a friendly receivership over the Film Productions, Inc., which was wanted in receivership decision by Judge Lyon on Jan. 30. Claim was that Judge Lyon doubtless had been coming to this decision, probably at about the same time (Jan. 23) as P-P gained its equity receivership.

Later Zirn entered his motion for the order to show cause why Zukor and Hillies should not be discontinued as equity receivers and a returnable March 10 and there was no linking P-P was preparing a bankruptcy petition which was suddenly filed early on the morning of March 14, date of the show cause order argument was postponed.

Vigorous debate over these questions, mainly from Root, Clark & Buckner, attorneys for Zukor and Hillies as P-P receivers, is expected tomorrow (Wednesday).

Prior to settling the postponement, Judge Bondy indicated his opposition to immediate substitution of

(Continued on page 42)

## 'Goona' Worth \$250,000?

Los Angeles, March 27. Alleging that the Gore Brothers use the words "Goona Goona" in six-foot letters to advertise "Virgins of Balf" at the Optic theatre on Main street, with attraction's actual name buried, the Premier Film Attractions, subsidiary of the First Division Exchanges filed suit in Superior court against them for a permanent injunction and \$250,000 damages.

Litigation is to establish Premier's exclusive right to the words, "Goona Goona", which they claim is a copyrighted, manufactured word, derived from words "Gheuna Gheuna".

# ZUKOR'S SPOT IN THE PAR SITUATION

Adolph Zukor is fighting the battle of his life as varied interests, including bankers, bondholders, and creditors, are trying to sway the destiny of Paramount-Public in the naming of a trustee, or several of them, none of whom may be Zukor himself. By April 3 the Paramount-Public outfit may be headed by an outsider to the company, who may be chosen trustee in bankruptcy, and the current week may write the future fate of Par.

This, however, looks not to affect Zukor's position as head of the subsidiary companies, presently solvent. The inner struggle now going on in Paramount as between bankers, bondholders and creditor interests is the greatest Zukor has ever had to contend with.

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**Free-for-All Trusteeship**

It's almost a free-for-all as regards the choosing of a trustee in bankruptcy for Par-Public. For a time, it looked that all sides might consent that Zukor and Hillies, presently co-receivers, also to be trustees. Then it switched to a tripartite fight with Zukor, Hillies and Frank Walker (and others, including Joseph P. Kennedy, also named) as the third trustee.

Walker looks to be out. As treasurer of the National Democratic Party and a nephew of Mike Comerford, he also is an officer of the MPTOA and has been associated with industry matters for more than a decade, but is reportedly not inclined to the new appointment.

Charles D. Hillies, presently one of the co-receivers, may be designated as sole trustee, from reports. Zukor, who is the most recent names which have come under discussion are Joe Kennedy, banker and former FBO and Pathe head, and Herman Wobber. Wobber was formerly with Fox and presently is associated with Fox.

Both are held in highest esteem in the industry. Kennedy ranks as the only banker to have successfully operated in show biz, actually and actively. Wobber likewise rates well.

One of the curious side angles of the situation is the position of N. L. Nathanson in the Par case. First accounts had him moving in the banker interests, and, although it has been authoritatively handed that Nathanson was completely out of the Par picture, his name is bobbing up again as a possible compromise candidate from the Zukor side. Those in the know, however, give the Nathanson end slight attention.

## U Studios Reopen

Hollywood, March 27. Universal will reopen Thursday (30) when Ray Taylor starts shooting the serial "Phantom of the Air". Next week John M. Stahl will swing into line when he starts to make "Only Yesterday" in which Irene Dunne, borrowed from Radio, will have the lead.

# Better Product Dist. Should Up B. O. Generally

Depression, plus moratorium earthquakes and flood, have all served to put the industry's axis into reverse, and this summer, normally the worst season for show business, is now looked to be one of the best parts of 1933's box office years.

Industry already is shaping its plans accordingly. The same elements, financially and geographically, which have held back business, have also provided the industry with ample protection, in the nature of good pictures. The bulk of better product is yet to be released. Producers, as a whole, during the greater part of the past winter have been holding back for better signs. Now the major industry is in a position to feed the country's box office steadily.

The next two weeks will be important factors in the industry's summer barometer. The beer thing, as a presentiment, should indicate the spending inclination, and if Roosevelt's farm relief measures are effective by June film leaders are certain there will be no further need for anti-red predictions.

Creep up the country's box office, since the moratorium lid was lifted, is proving sufficient assurance to the major part of the industry as to what may be expected.

## PAR TRUSTEE ALL SET VIA BANKERS, CHARGED

The statement that through the banks interested in Paramount Public enough bondholders have already been rounded up to swing the election of trustees in bankruptcy for Par next Monday (3), when scheduled, was made Friday (24) before Judge Bondy.

It was voiced by attorneys for bondholders and stockholders, following an attempt in another court, before Judge Patterson, to gain an injunction against the adjudication of P-P's voluntary petition in bankruptcy, at the same time postponing election set for April 3.

Presumption on inside all along has been that Adolph Zukor and Charles D. Hillies, continued as receivers in equity, will be elected trustees in bankruptcy for the company. Three other names as trustees have come up also, Frank C. Walker, Herman Wobber and Joseph P. Kennedy as a third trustee with Zukor-Hillies, or solo. Under bankruptcies, it's usually one or two trustees; seldom only two.

## F-WC Restores Salaries As Dept. Threatens Walk

Los Angeles, March 27. Fox West Coast execs, following an ultimatum from the 25 employees in the accounting department, have agreed to restore salaries of those in this branch of the home office at the expiration of the two-week reduction.

Employees' petition stated that members of the department would quit if the wage was not restored.

## Bob Sparks Up

Hollywood, March 27. Robert Sparks, the Paramount editorial boarder, has been made an assistant to E. Lloyd Sheldon, associate producer.

Sparks is a former New York legit producer.

# Par's Exhaustive Analysis of B. O. Prices with View to Rescalings

## Censors Get \$50 Ante

Pasadena, Calif., March 27. In an effort to defeat opposition to the censor board, the city board of directors has voted to provide an additional \$50 a month for expenses of the review body. Heretofore, the board has been receiving \$25, as against a prior appropriation of \$125.

Police court charges brought by the board against George L. Haines of the Park, and James Pinkie of the Warners-Egyptian, for alleged screening of "Faithless" (MG) without securing the necessary 10-day permit has been dropped.

# DROP OPTIONS TO TOBOGGAN SALARIES

Hollywood, March 27. Indications from all studios is that a minimum of options on contracts will be picked up within the next few weeks. This will be particularly true of writers, directors and players below the star rating.

Move by lots to lid themselves as they are affected by new show business calling for lower salaries wherever possible.

Studio execs, however, say that dropping options does not mean necessarily the severing of connections with these people, and have let it be known that they will be willing to retain many of them on a week-to-week basis, providing reasonable salary revisions can be effected.

## Par-Pub Receivership in Calif. Is Still in Effect

Hollywood, March 27. Despite the New York bankruptcy of Paramount-Public, the ancillary receivership in California granted the receivers in equity still sticks until the appointment of trustees in New York.

Federal court here granted Zukor-Hillies, the receivers, an extra month in which to file their report, now due April 16. Walter K. Tuller, of O'Melveny, Tuller & Myers, local attorneys for the receivers, has been appointed their California agent.

## Par Coast Salesmen Take Payless Vacation

Los Angeles, March 27. Film salesmen working out of the Paramount exchange here are on an enforced one month's leave without pay, taking two weeks at a time, in lieu of a salary cut, such as put in effect by most distributing companies.

Salesmen alternate in their off time over a period of three months, during which period each man will have completed his four weeks of rest.

## Fox Buys 'Buccaneers'

Hollywood, March 27. Fox has purchased "The Buccaneers", an original story by I. A. R. Wylie.

Although no writing or directing assignment, as yet made, studio is dickering with Metro for the loan of Myrna Loy for the top spot.

## Lionel and Clarke

Hollywood, March 27. Lionel Barrymore and Clarke Gable will be co-starred by Metro in Philip Stone's "Stranger Returns". Negotiations are on for King Vidor to direct. Brown Holmes is working on the script.

Will Rogers' Auto Camp Yarn will be made at Hollywood, March 27. Fox will star Will Rogers in "Green Dice", a story of auto camps by Anne Cameron. Adaptation by Sonya Levien.

A complete and detailed study of admission prices, with a view to nation-wide readjustment of scales, is being undertaken by Public. Survey is to be of the most comprehensive character, with the theatre chain going back four years to check admission prices against box office results in every one of the Public houses.

Taking in partnerships, as well as affiliated chains, in which it has an interest, the study of admission scales will reach into a 1,000 or more houses. In view of the gigantic proportions of the task, certain theatres which have been turned back to independent owners or assigned, but were operated by Public at some time during the past four years, will be included.

Goos Back Four Years

Public's probable readjustment of scales in line with box office comparisons over the last four years, as well as in line with local conditions, etc., is expected to be the most far-reaching ever attempted.

Not a single theatre in the far-flung Public chain will escape a close diagnosis when the time arrives for changes in admissions, if merging. In cities or towns where Public or its affiliates have more than one house, each will be placed under the microscope separately.

Survey of the admission scales, as they are affected by business on way or another in the past four years, together with what results have been on increase or reductions, is being compiled monthly by daily and weekly manager reports over that period of time.

# PHILLY INDIES SET DEADLINE

Philadelphia, March 27. Saturday (April 1) has been set by the executive committee of the Eastern Producers' Guild for the Southern Jersey and Delaware as the deadline for adjustments on rental contracts.

It is by that time the exhibitors have not secured the reductions demanded from the distributors, the independent territory of Philly will follow the action taken in Cleveland and Newark during a period one week or more in protest. The exhibitors here are asking a 25% reduction in rentals for a 60-day period.

## PALAUER ON EASTERN PRODUCTION MOUNTS

Despite that giving up studios in California and moving equipment and personnel east would involve considerable money, the movement to production to the Atlantic Coast is reported, gaining headway. In and around New York, Westchester county, Long Island and New Jersey mentioned as the locale of film making, there is a further Florida because of the feeling that home offices should be on top of their factories.

Opinion is growing that the time must come when home offices are next door to the studios and in better control of film making. Tenor of discussion on a shift of film making east is that it might as well be done now as later.

No longer does the California sunshine figure, but more important to h.o.'s is the better control of studios and operation, now 3,000 mile away.

## MG Economy Drops 17 Stories, 12 Writers

Culver City, March 27. In conformity with other economic steps, Metro is dropping 17 stories, 12 writers and has dropped 17 story ideas that were in the early stages of development.

Within two weeks 12 writers have gone out the payroll.

While studio is dropping its scribes on completion of assignments, some may be held on week-to-week basis. Tendency is not to pick up options.

# 'Kong,' 'Sister,' Return of Vaude, Boom Hub-And

The whole town's talking—and that's about all for show biz. The crowd sign for entertainment, which it is, due to several reasons, which happily buckle to make the public voice more emphatic. First, 'King Kong' arrives. Then the Orpheum, for long the sole standard bearer for straight vaude again. Other items are less important, but bear on the revival of deep interest patrons in what to see and hear in the theatres.

Thanks to fine exploitation by Bill Raynor and Jack Goldstein of the Keith organization, and the box office merit, 'Kong' came in on the crest of a tide of curiosity that filled B. F. Keith's audience for the midnight premiere, and the attendance was as unbelievable for Boston as the theme of the film itself. Queer thing happened inside the house; ballyhoo indicated 'King Kong' was all-horror thriller but audience found it was a fair amount of rough pictures of the year. They had their thrills, but unexpected comedy came in the form of a big and giant fight picture which has become a leading topic of confab, topping even the depression troubles.

Return of vaude to Orpheum is set for next Friday, with six acts. Through 21 years Orpheum did not drop it for more than a week ago it dropped it and big week floozy. Orpheum vaude was a landmark, hence its making a big spot in popular mind again.

Bliz in spots is big for current weeks, others just so-so, but heartening thing for rialto is that following headlining amusement talk again.

**Estimates for This Week**  
Keith's (RKO) (4,000; 25-40-55)—'King Kong' (RKO) (4,000; 25-40-55)—'Frankenstein' (RKO) (4,000; 25-40-55)—'The Sign of the Cross' (Par) (4,000; 25-40-55)

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# Detroit's Gotta Do Something; No More Holding Back Films

Detroit, March 27. Holiday still on, and it still looks tough. Some relief in sight with houses starting to open and fine attractions. 'King Kong' current at the Downtown and starting to a big week. Eliazoff's 'Cavalade' kept house from really getting started after a very big opening Friday. The Michigan (Par) and the Fox with 'Sailor's Luck,' the Fisher with 'Lady's Profession' and the UA in its second week of 'Sign of the Cross' are just getting along. Next week the Michigan stops marking time and plays '42 St.' It was expected to hold this one over until after Lent, but earlier booking prompted by effort to play 'em as hot as possible.

All look weak except 'Kong.' Bad weather over weekend made it that much worse. Looks like the locals just don't live right. Haven't had a break this year. Last week 'What! No Beer?' was no life-saver and had to be pulled after six days, 'Pick Up' opening a day earlier. 'The Downtown with 'Our Betters' was just another picture, and not that good. Fox expected little and got less with 'Rome Express.' The U. A. with 'Pick Up' was a fisher to see him in 'King's Vacation.'

**Estimates for This Week**  
Michigan (P-P) (4,045; 15-25-35-40-55)—'Pick Up' (Par) (4,000; 25-40-55)—'What! No Beer?' (MG) and stage show weak in six days at \$10,000.

**Downtown (RKO) (2,760; 15-25-35-40-55)—'King Kong' (RKO) (4,000; 25-40-55)—'Our Betters' (RKO) and vaude fair at \$6,700.**  
Fox (Fox) (5,100; 15-25-35-40-55)—'Rome Express' (Fox). Looks to get only \$5,000. Last week 'Rome Express' (U) weak at \$4,000.

**United (W) (2,665; 15-25-35-40-55)—'Sign of the Cross' (Par) (2d week) weak at \$4,000.**  
Last week 'Sign of the Cross' (Par) fair at \$10,000.

# 'KONG' KING, NEWARK. \$17,000, VERY HEY-HEY

Newark, March 27. 'King Kong' is king here without question. It has run for a week and gross up to real heights, maybe \$17,000. The holdover of '42nd Street' is still drawing a good business with surely \$13,000. 'Road to Avonlea' okay at the Terminal with \$12,000, but plenty waiting to get it cheap.

'Missolin' Speaks' reopens the Moque Thursday, leaving from Newark. Joe Pugaazy said to be back this week.

Stock at the Rialto was not so strong, but tried giving away some of the women noted in the paper with such results that 'Ten Nights in a Bar Room' holding over.

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# BUFFALO B. O. SPURTS DESPITE RAIN, SNOW

Buffalo, March 27. Despite cold and rain, the business is generally brighter here than it's been in weeks. Only house not getting a break is the Buffalo, playing 'Pick-Up' and away off at \$12,000.

**Estimates for This Week**  
Buffalo (Shea) (3,600; 30-40-55)—'Pick-Up' (Par) and stage show. This one will run less than last week, but at \$12,000 still brutal. Last week 'Our Betters' (RKO) \$10,200.

**Great Lakes (Shea) (3,400; 25-40-55)—'King Kong' (RKO). Shows possibility of getting \$10,000, big, but \$7,000. Last week 'Pick-Up' (Par) and 'Parachute Jumper' (WB) drew only \$4,200.**

**Hipp (Shea) (2,400; 45)—'From Hell to Paradise' (WB) and 'Other Woman' (U). Chances are good for \$7,500, okay. Last week 'Pick-Up' (Par) and 'Parachute Jumper' (WB) drew only \$4,200.**

**Lafayette (Ind) (3,400; 25)—'When Strangers Marry' (Col) and 'Smoking Time' (WB). Good \$6,500 in view. Last week 'Devil Commands' (Col) and 'State Trooper' (Col) started bullishly, but eased off to \$6,000.**

# '42 ST.' MPLS., MOCHA \$15,000

Minneapolis, March 27. The State again seems to have things pretty much its own box office.

'Men Must Fight' has been the State's big picture. It has run for a week and gross up to real heights, maybe \$17,000. The holdover of '42nd Street' is still drawing a good business with surely \$13,000. 'Road to Avonlea' okay at the Terminal with \$12,000, but plenty waiting to get it cheap.

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# Apprehension Over, Vaude Sends Loew's Montreal to \$13,000

Montreal, March 27. His Majesty's Into stock for the summer, starting currently, and main items showing good b. o. pl. offers 'Hot Pepper' and seven acts Canada's last remaining vaude house (Loew's) would close brought better gross to that house last week, which will likely be maintained currently.

'42d Street,' at the Palace, with an old-time bill, should bring the shekels into George Rotky's house and may reach around \$12,000. Loew's comes down to 60c top and offers 'Hot Pepper' and seven acts of vaudeville. The fans have already shown signs of returning to Loew's, and with this picture and extra two acts there is a good chance of a \$13,000 gate. Capitol is showing 'Topsy and Lucky Devils,' which isn't a great attraction, but for other two main items. May get \$10,000. Princess goes British once more, showing 'The King' and 'It's a King'; \$7,000 is best outlook. The two French houses, Imperial and 'Mama de Paris,' have nothing out of the ordinary.

Nabe houses are ambling along, skirting the red or in it with half a dozen houses showing a small profit.

**Estimates for This Week**  
His Majesty's (Ind) (1,600; 20-75)—'As Husband's Go' (legit). First week of stock may get \$5,000. Last week French operetta on subscription basis \$5,000.

**Palace (EP) (2,700; 60)—'42d Street' (WB). Ballyhoo and word of mouth liable to result in \$12,000.**  
Last week 'Madame Blanche' (MG) showed \$10,000.

**Capitol (EP) (2,700; 50)—'Topsy and Lucky Devils' (RKO). Nothing out of the way; may get \$10,000.**  
Princess (CT) (1,900; 50)—'The King' (Bri) and 'It's a King' (Bri). Has developed good Old Country (WB) and 'The King' (WB). Last week 'Perfect Understanding' (UA) and 'Nagana' (U) took \$6,000.

**Imperial (Franco-Film) (1,900; 50)—'The King' (WB) and 'It's a King' (WB). Last week 'L'Annee de Buridan' (French) \$1,000.**

**Cinema de Paris (Franco-Film) (1,900; 50)—'The King' (WB) and 'It's a King' (WB). Last week 'L'Annee de Buridan' (French) \$1,000.**

**Golden Gate (RKO) (2,840; 30-40-55)—'So This is Africa' (Col) and 'The Sign of the Cross' (Par). Last week 'L'Annee de Buridan' (French) \$1,000.**

**Estimates for This Week**  
Embassy (Markovitz) (1,700; 25-35)—'Nagana' (U) and 'Trailing North' (Stumbling along at \$2,000, ditto last week on 'Devil Commands' (Col) and Carnera-Schaaf fight.

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Embassy (Markovitz) (1,700; 25-35)—'Nagana' (U) and 'Trailing North' (Stumbling along at \$2,000, ditto last week on 'Devil Commands' (Col) and Carnera-Schaaf fight.

# Frisco Not Quite Recovered; Still 10-15% Off B.O.

San Francisco, March 27. That bank moratorium delivered a body blow to Frisco theatres—a sock below the belt that still has 'em groggy and exerting every effort to get back to normal.

With exception of St. Francis where two first runs at 40c continue to make for exceptional business everything in town—first runs, a b e q u e n t s, neighborhoods, flesh markets and groceries, from 10 to 15% off previous takes.

RKO's Golden Gate taking the salary bull by the horns and hoping for a long run. 'King Kong' that comes in week after next, is striking stage shows and orchestra. What will happen after 'Kong' is problematical, though many one man's guess as another's.

Fox's St. Francis is double-billing 'Humanity' and 'Hello Everybody,' giving the former top billing over Kate Smith's opus and plenty of those 40c tickets being sold. Won't be long before the 'Kong' comes in, sugar, considering the policy, price, turnover nut and product, the street has seen.

Paramount's 'King's Vacation' and, with Atlis' limited local draw well in mind, is showing a flock of shorts, including 'Woodco,' 'North-North-West,' 'The Sign of the Cross,' 'Gossip' billing extra film heavily, and selling whole extra as something to be had.

Pickford's 'Secrets' no rave at United Artists but moving nicely with gross likely better than in past months. 'The Sign of the Cross' and 'L'Annee de Buridan' are showing well.

Val Leo is opening the Fox Saturday (1) as a double-biller first run at a scale of 15 and 25c, lending a hand to the grossed-up bill and double feature war within a month.

**Estimates for This Week**  
Embassy (Markovitz) (1,700; 25-35)—'Nagana' (U) and 'Trailing North' (Stumbling along at \$2,000, ditto last week on 'Devil Commands' (Col) and Carnera-Schaaf fight.

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BALTIMORE SO BULLISH IT'S DIZZY

Baltimore, March 27. Spring is here and it is Lent, but property's ditto. Grosses are best evidence. Biz is booming and no doubt. Three cheers and a tiger.

At the Hippodrome it's three cheers and 'King Kong' which set a new mark when it began the first time in a vaudeville house in this town. After having courted to a tremendous mark the first week it is showing renewed strength on its second week, and will hold the house high in the profits with that indicated rating of \$12,000. The word-of-mouth has been exceptional, especially from the women, who apparently have taken to the house to howl and faint and eat it up.

Along the line the reports are strong this week. 'Rasputin' is fulfilling all prophesies by doing excellent business at the Stanley after having been only nose-up on its two-a-week fortnight at the Maryland some weeks ago. They wait in this town that's why the first week 'Rasputin' is registering only fairly at the Maryland on its own fortnight high-rating run. The fans wait for that particular prices' apprehensions.

Century is also doing nicely with 'Woman Accused.' Both this house and the Stanley (RKO) are doing with an extra boost by the presence of the Metro-Goldwyn picture titled 'In Nowhere.' The picture is doing stage show count, the flesh being under-rated both at the Century and the Hippodrome.

Estimates for This Week

Century (Loew-VA) (3,000; 25-35-40-55-65) - 'Woman Accused' (Par) and vaude. All up to the picture this week, with the vaude played out on its weakness on pace and name strength. With the fine start due to the Metro flicker ticks may go up \$15,000. Last week's 'Rasputin' 'Men Must Fight' (MG) and Jack Pearl in person for six days each big at \$18,000.

Hippodrome (Happaport) (2,800; 25-35-40-55-65) - 'King Kong' (RKO) and vaude (2d week). First hold-over in a vaudeville house for \$12,000, wallowing for a holdover session, after almost \$17,000 previously.

Kelly's (Schanberger) (2,600; 25-30-40-50) - 'Cohens and Kellys in Trouble' (U). House is evidently from its choice of picture for the children and the childlike. Continuing on its steady pace to \$2,500 currently. Last week off at \$2,800 for 'Follow the Leader' (Par) reissue.

Maryland (Penn Mutual) (1,800; 25-30-40-50-65) - 'Cavalade' (Fox). Second and final week of the road-show flicker, which is doing fairly. Although engaging in week 'Cavalade' went down definitely now as no-go in this town; they've happened too often. The public has been weary of seeing 'Towers' coming in following 'Cavalade' week (Mechanic) (1,800; 30-40-50) - 'Pleasure Cruise' (Fox). Somewhat of a letdown currently, the draw in the picture is not so hurting. Indicates a gross of \$3,000 for the session, one of the weaker weeks. Previously was nice at \$3,800 for 'Humany' (Fox) and at the Stanley (Loew-VA) (3,400; 25-35-40-55-65) - 'Rasputin' (MG). The three Barrymores mean much in Baltimore; will pick house up to highly satisfying \$14,000. Last week 'Whistling in the Dark' (MG) went up \$2,000.

'Pvt. Jones,' 4G, Tacoma, After Record \$5,100, 'Fair'

Tacoma, March 27. New sound equipment on way from Montana. The picture, which means reopening this house, specifically Wednesday, as the fourth first run picture in Seattle. H. T. Moore, owner of building and old-time showman, to operate, with Duncan Invarity as manager. Ed-ward J. Fishback, Seattle, booking five acts vaude, nicely set. Acts up from the south. 'Private Jones' (Loew) at Seattle Music Box after last week's top business Hamrick took house.

Estimates for This Week

Music Box (Hamrick) (1,400; 25) - 'Private Jones' (Loew) - \$4,000. Last week, 'State Fair' (Fox) went for magnificent \$5,100, great; new record set at present price and probably will be. Rocky (J-von H) (1,300; 15-20) - 'Uptown New York' (WV) and 'Midnight' (Waring) (Mon.) - \$2,000. Last week, 'Hypnotized' (WV); 'West of Singapore' (Mono) and 'Daring

PROV. NOT SO CHIPPER, BUT 'RASPU' OK \$15,000

Providence, March 27. Looks like the picture houses will take it on the chin this week. There may be one or two exceptions to this, but as a whole the situation hasn't a single bright ray of sunshine for the folk. Biz starts to sag on downward trend here latter part of last week, and it seems as though the lugaboo is going to stick for a while.

Fay's is doing sensational business on strength of miniature musical revival, and most likely it will come across with another swell figure somewhere around \$8,500. Because of its splash being made by Fay's, the RKO Albee is building up stage fare, but this week's bill is no threat to former house, and with a consequence, Albee will be behind again.

The Metropolitan, still another vaudeville house, is being along on strength of live entertainment. The house is holding its own and can't afford a slide, as it is operated on a co-operative basis.

Another serious threat to the picture houses is the Modern, which is now getting its bill successful week at dramatic stock. Only a short time ago this stand seemed to be getting its bill plants and figures in back of it. But a couple of operators of neighborhood houses did it over, and prices down to same level of picture houses, and booked stock, something this city hasn't had in three or four years. The Modern is doing well this week, with always a steady buildup.

The best picture bet will probably be 'The Sign of the Cross' opening, but what the next few days will bring largely depends on word of mouth. Comment not so good, and the picture is being held by some very critics of an Ethel Barrymore's play, 'An Amazing Career,' which closes this week. Grosses may reach \$15,000 if pace holds up.

Estimates for Last Week

RKO Albee (2,500; 15-55) - 'Private Jones' (Loew) and vaude. Stage show plants good, but names. Vera Schwarz, European opera singer, headlining, not built at the box office. 'The Sign of the Cross' doesn't augur more than \$5,800, but should be better. Last week 'The Sign of the Cross' (Loew) and the fans went for this one to the tune of \$9,800.

Lady's (1,800; 15-55) - 'Behind Jury Doors' (Loew) and vaude. With Club Lido revue headlining. No doubt of what this one will do. 'Terrible' (Loew) and vaude. The picture of banking holiday holding up, and mostly because of the leg shows they are doing sporting. Looks like another natural close to \$5,500. Last week 'Humany' (Fox) sprinted plenty on strength of live entertainment and was well at \$5,000.

Loew's Stage (3,700; 15-55) - 'Rasputin' (M-G). Brisk going first three days, but not the wind up. Criticisms against it. May reach \$15,000 on strength of opening. Last week 'The Sign of the Cross' (Loew) and vaude. Last week off at \$5,500.

Majestic (Fay) (2,000; 15-55) - 'Broadway Bad' (Fox) and 'Salor's Life' (Fox). The picture is being held by house from taking bad elide. Indications are that \$6,000 will be all. Last week 'The Sign of the Cross' (Loew) and vaude. Last week off at \$5,500.

Metropolitan (3,400; 10-25) - 'Strange People' and seven acts of vaudeville. Still weathering the storm, despite price of setback. Gross sticking close to \$1,500 for first three days, with co-operative management apparently satisfied. Last week 'The Sign of the Cross' (Loew) and vaude. Last week off at \$1,800 for last play.

RKO Victory (1,800; 10-25) - 'Salor's Life' (Fox) and 'The Sign of the Cross' (Loew) and vaude. 'The Sign of the Cross' (Loew) and vaude. Last week off at \$1,800 for last play.

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BEBE'S COCKTAIL HOUR

Hy'wood, March 27. Columbia is dickering with Bebe Daniels to take the lead in 'Cocktail Hour,' scheduled to start Wednesday (29), Victor Schertzinger directing.

Col borrowed Bette Davis from WB for the same pic.

Daughters' (Mae) split week, slower \$4,200. Last week, 'The Sign of the Cross' (Loew) and vaude. Last week off at \$4,200. Last week, 'The Sign of the Cross' (Loew) and vaude. Last week off at \$4,200. Last week, 'The Sign of the Cross' (Loew) and vaude. Last week off at \$4,200.

'42d St.' Puts B'klyn Strand on Map, \$17,000

Brooklyn, March 27. 'Forty-second Street' is bringing show biz and good times back to the Strand currently. Its about the best thing the borough has had in some time. Strand is probably the only reason other theatres in the downtown sector have not been seriously affected. 'Rasputin' at the Met is also bullish, with nothing else of an exciting nature.

Estimates for This Week

Albee (RKO) (3,500; 25-35-55), 'Salor's Luck' (Fox) and Olsen and Johnson's stage show. Last week \$15,000, tops, poor. Last week 'The Sign of the Cross' (Loew) and vaude. Last week off at \$12,500, brutal.

Paramount (4,200; 25-35-45-55-75), 'Hell to Heaven' (Par) and Walter Winchell feeding with the devil. Bible on in costume. Kinda weak at \$28,000 pace. Last week 'Woman Accused' (Par) eked out \$20,400, bad.

Fox (Loew-VA) (3,500; 'Salor, Be Good' (RKO) and stage show. None too strong with an indicated \$10,000. 'Rasputin' (MG) at \$11,000, which could have been worse.

Metropolitan (Loew) (3,500; 25-35-55-75) - 'The Sign of the Cross' (Loew) and vaude. Last week \$24,000, okay. Last week 'Fast Workers' (MG) earned \$17,000, n.g.

42d Street (WB). Froving about the best news this house has had in many moons with a wow \$17,000. 'The Sign of the Cross' (Loew) and vaude. Last week \$17,000, n.g.

Denver's Pace at B.O.'s Mild At least one of the Denver struts made record for standouts up to Sunday night. Aladdin is doing that well. 'The Sign of the Cross' (Loew) and vaude. Last week \$17,000, n.g.

Denver is headed for a disappointing eight days on 'Rasputin.' 'The Sign of the Cross' (Loew) and vaude. Last week \$17,000, n.g.

Aladdin (RKO-Huffman) (1,800; 25-35-40-50-60) - 'The Sign of the Cross' (Loew) and vaude. Last week \$17,000, n.g.

Broadway (Hollborn) (1,800; 25-35-50) - 'Big Cage' (U). First film shown here for some time; set for almost \$8,000.

Denham (Hollborn) (1,700; 15-25) - 'Just Had to Get Married' (U). In for eight days; looks set for \$4,250. Last week 'Ferguson Case' did better than previous seven days, closing close to \$2,000.

Denver (Public) (2,500; 25-35-40-50) - 'Rasputin' (MG). Mild \$9,000 for eight days. Last week clear at \$7,000. Last week off at \$7,000.

Orpheum (RKO-Huffman) - 'Salor's Luck' (Fox) and 'The Sign of the Cross' (Loew) and vaude. Last week \$17,000, n.g.

Paramount (Public) (2,000; 25-40) - 'Kid From Spain' (UA). Shown at the Denver eight weeks ago, but 'The Sign of the Cross' (Loew) and vaude. Last week \$17,000, n.g.

Refused a 50% rent reduction. Joyce & Seznick have given notice they will vacate the Equitable building at 1100 Broadway. Last week \$1,300 per month rent. J-S contemplate erecting their own two-story building in Hollywood.

Stock Market Falls Under 500,000; Amusement Shares Drag on Bottom; Loew's Bonds, Senior Stock Decline

Yesterday's Prices

Table with columns: Shares, 100 Cos. Pict., 100 Eastman K., 1,000 Loew's, 2,000 Par., 1,000 RCA, 2,200 WB, \$2,000 Gen. Theat., 2,000 Par.-Pub., 2,000 Par.-Fab. Open, High, Last, Chg. Net.

By AL GREASON

Turnover in the share market yesterday (Mon) dropped below the half million share level, making the session one of the dullist in a year. It was after 11 o'clock before Loew made its appearance on the tape and Eastman Kodak, normally an active trading issue, did not come out until after 1 o'clock. First trade in Auburn Motors was reported around noon.

All the amusement stocks continued to drift around their old bottoms. Loew showed some activity around mid-afternoon, and after 10:30 did better than the same company's bonds and preferred stock. Liens lost 1 point net of their recovery from last week's all-time low and the preferred dropped back more than another point to a new bottom at 38 3/4.

THEATRE STOCK SELLING RESUMED IN NEW YORK

Albany, March 27. After a long hiatus, some activity is now noted in the marketing of theatre-company stocks in New York under the provisions of the General Business Law, has licensed the following:

Blanchard Co., 347 Fifth avenue, New York, to handle an issue of preferred stock of Imperial Theatres, Inc., Delaware corporation, with headquarters at 347 Fifth avenue.

Theatre Development Corp., 621 Fifth avenue, to deal in class A and B stock of National Theatregores Association, Inc., New York corporation, with same address as dealer.

Rivoli-Victa Theatre, Inc., New York corporation, of 725 Varlek street, Utica, to sell its own 5% preferred stock.

Secretary of State also notified of these listings on New York Stock Exchange: Paramount Famous Lasky Corp., New York corporation, of 1500 Broadway, New York, \$2,000 20-year 6% sinking fund gold bonds, due Dec. 1, 1947.

Paramount Public Corporation, New York corporation, Commercial National Bank, New York, no certificates of deposit for common stock, \$10 par value.

Same certificates of deposit for \$15,150,000 20-year 5% sinking fund gold bonds, due Aug. 1, 1950.

N.H. Doesn't Know Lent's Here, Biz Is That Good New Haven, March 27. Heavy competition all around this week, with everybody doing business despite the fact that the market has had practically no effect to date.

College brings in a stage show for two weeks in weeks, with response favorable.

Estimates for This Week Paramount (Public) (2,348; 25-50) - 'The Sign of the Cross' (Loew) and vaude. Last week \$17,000, n.g.

College (Arthur) (1,555; 25-40) - 'Parole Girl' and stage show, Georgia Minstrel. Stage show ploughed show-biz, with probably each make \$4,000. Last week 'Whistling in Dark' (MG) and 'Goldie Gets Along' were moderate at \$1,700 for six days.

MORE 'COLLEGE HUMOR' Hollywood, March 27. Walter De Leon and Francis Smith have been assigned by Paramount to do additional dialog on 'College Humor.' 'Henry Myers, dropped by the same studio two weeks ago, back at the desk for adaptation and dialog on 'Funny Face.'

Prices generally drifted lower, apparently due to the inability of the focal stocks like Steel and Telephone. Telephone registered a new low for the year early in the day and the house fell back to 10. At that it did better than the same company's bonds and preferred stock. Liens lost 1 point net of their recovery from last week's all-time low and the preferred dropped back more than another point to a new bottom at 38 3/4.

With the near approach of April the market comes to the period that ordinarily is regarded as the peak of a spring rise in the day and the house fell back to 10. At that it did better than the same company's bonds and preferred stock. Liens lost 1 point net of their recovery from last week's all-time low and the preferred dropped back more than another point to a new bottom at 38 3/4.

At Spring Peak With the near approach of April the market comes to the period that ordinarily is regarded as the peak of a spring rise in the day and the house fell back to 10. At that it did better than the same company's bonds and preferred stock. Liens lost 1 point net of their recovery from last week's all-time low and the preferred dropped back more than another point to a new bottom at 38 3/4.

'Rasputin,' 42d St., 'Woolville, Both at \$12,000 Louisville, March 27. Business continues better than anticipated, due to the inability of the focal stocks like Steel and Telephone. Telephone registered a new low for the year early in the day and the house fell back to 10. At that it did better than the same company's bonds and preferred stock. Liens lost 1 point net of their recovery from last week's all-time low and the preferred dropped back more than another point to a new bottom at 38 3/4.

Estimates for This Week Loew's (MG); 25-35-50 - 'Rasputin' (3,400). After being cancelled once on account bank hours finally opened and good for a glazing \$12,000 or better. Last week 'What! No Beer?' (MG) overcame the depreas on stage show \$4,800.

Rialto (Fourth Ave.) (2,700; 25-30-55) - '42nd Street' (WB). Opened theatrical straight picture, finally opened and good for a glazing \$12,000 or better. Last week 'What! No Beer?' (MG) overcame the depreas on stage show \$4,800.

Palace (Arthur) (3,000; 25-50) - 'King Kong' (RKO). Off to nice start after heavy advance plunging, and looks set for a good \$7,000. Last week 'Men Must Fight' (MG) and 'Cohens and Kellys in Trouble' (U) did \$5,200.

Flower (Sherman) (WB) (2,500; 25-50) - 'Keyhole' (WB) and 'Grand Slam' (WB). Opening indicates nice \$6,000. Last week 'The Sign of the Cross' (Loew) and vaude. Last week off at \$6,000.

College (Arthur) (1,555; 25-40) - 'Parole Girl' and stage show, Georgia Minstrel. Stage show ploughed show-biz, with probably each make \$4,000. Last week 'Whistling in Dark' (MG) and 'Goldie Gets Along' were moderate at \$1,700 for six days.

Alamo (800; 15-25-40) - 'Laughter in Hell' (U). Off at \$900. Last week 'Blondie Johnson' (WB) \$1,000.

Shea's Union Ultimatum; Shows Out, Straight Pix Buffalo, March 27. Mike Shea is planning to close the Great Lakes and discontinue stage shows at the Buffalo April 1, according to reports.

Shea has given the musicians and all the terms are met, will operate the Buffalo (former Public de luxe house) on straight picture policy.

Jack Gardner's Own Agency Hollywood, March 27. Jack Gardner, one-time Fox casting director and later partner of Frank Vincent in the Gardner-Vincent agency, will open his own office.



# Ralph O'Hara, Held for Murder, Claims Fred Oser Pulled Gun

Chicago, March 27. Ralph O'Hara, 37, organizer of the Motion Picture Operators' union is under arrest charged with the murder of Fred Oser, 50, president of the anti-Maloy rebels. Oser was shot to death in the offices of the union Friday (24). O'Hara claimed self-defense on the plea that Oser pulled a gun on him. Oser's widow hysterically charged her husband had been framed and never carried a gun.

Oser and six others were expelled from the union four months ago as the culmination of their prolonged campaign against Tom Maloy, the business agent. Jacob Kaufman, another operator, was murdered near the Piccadilly theatre over a year ago. Crime was never solved.

**Expected Reinstatement**  
Oser went to union headquarters by invitation to meet Maloy, according to his story. He was to be reinstated in the union. Police were trying to check ownership of a pistol found beside Oser and claimed by O'Hara to be the weapon Oser carried. Several persons were in the outer offices of the union when the shots were fired but police they paid no attention. O'Hara came out and washed his hands and telephoned the police. Maloy was not in the office at the time.

Seven members some time ago tried to have a receiver appointed and an accounting of funds but were never successful in the state courts. They tried to get Federal jurisdiction brought in on legal technicalities but could not get the federal court of appeals to act.

A good deal of anonymous mimeographed propaganda was mailed around town about two years ago. O'Hara spent the week end in jail, with no bail set yet today (Monday).

Tom Maloy had not yet been taken into custody, but sent word to the police today that he would surrender for questioning.

St. Paul, March 27. Trial of Anthony Schlarman for murder of Roy Williams, a well-known house bootman, reached an impasse with a hung jury at Hastings, Dakota county seat, last week. Harold E. Stassen, Dakota county attorney, has set for Schlarman's retrial for April 17.

Schlarman's alibi is that he was at home the night of Feb. 1, when Williams was clubbed and shot two miles south of Parkersburg. He left to freeze to death. Witness agreement to have seen him in the vicinity of the crime failed to dent his alibi with the jury.

Oser and his hands for acquittal and three for conviction.

## Incorporations

- New York**  
International Cable, Inc., Manhattan; amendments of all kinds; 200 shares, no par.  
Eswela Theatrical Signs, Inc., Manhattan; theatrical signs, displays; \$1,000.  
Clumpton Theatres, Inc., New York; theatrical; 100 shares, no par.  
Kryss Amusement, Inc., New York; theatrical; 100 shares, no par.  
Croywell Theatres, Inc., New York; theatrical; 100 shares, no par.  
Picture Theatres Corporation, New York; theatrical; 100 shares, no par.  
The Knickerbocker Orchestras, Inc., New York; service; 100 shares, no par.  
S. E. Amusement, Inc., New York; theatrical; business; \$20,000.  
Noble Sheld's, Inc., Manhattan; pictures, general; photographic; \$1,300.  
Keez Entertainment, Inc., New York; theatrical; 100 shares, no par.  
Tullie Enterprises, Inc., New York; theatrical; 100 shares, no par.  
International Picture Theatres Corp., Manhattan; theatrical; 200 shares, no par.  
Arefoss Film Exchange, Inc., Manhattan; theatrical; 200 shares, no par.  
Henry Harneman, Inc., New York; pictures; 100 shares, no par.  
Amalgamated, Inc., Manhattan; theatrical; 100 shares, no par.
- Change of Name**  
From Mutual Picture Productions, Inc., New York, to Gem Picture Productions, Inc.
- California**  
Savanna, Inc., March 27.  
Independent Film Laboratories, Ltd., Capital stock, 1,000 shares; none subscribed. Bert L. Mares, president.  
N. C. Ribbee, secretary.  
Beverly Theatres, Inc., Capital stock, 75 shares; none subscribed. M. Rosenberg, president. H. L. Gumbiner, secretary.  
National Air Races, Inc., Capital stock, \$100,000; none subscribed. Clifford W. Henderson, A. Munson, D. Tiede, directors.  
Film Investors, Ltd., Capital stock, \$12,000; none subscribed. Golda Hildbrand, president. Maurice Elvar, Ben Elvar, Bertha Goodkind, directors.  
Ocean Park Pier Amusement Corp., Capital stock, \$1,000,000; \$4 subscribed.

## Worried

Revival of old film clips in which players still prominent are ridiculed by the kidding commentator has burned some of the players to the extent that they have gone to their attorneys. Many of the clips are of Pickford, Fairbanks, Swanson, Glah sisters, Chaplin and others.

Although the running dialog doesn't kid these players directly, fact that their names are mentioned is figured as presenting them adversely in the eyes of the public.

## Industry Has Lotsa Answers to the Old Roxy's Boycott Suit

If the old Roxy at 25-35c administration has his first-run picture service it will mean, distributors aver, that a feature which now averages around \$25,000 weekly, from 400 subsequent theatres in Greater New York, will have to content itself with the few hundred dollars which the Roxy may figure it is worth.

Not only are major companies opposed to the quarter policy because of the loss of their bookings, but leading independent producers are on record as well that they cannot afford to service the Roxy under the circumstances.

The old Roxy filed boycott charges through its receiver, Howard S. Cullman, with the State's Attorney General.

Industry spokesmen declare that the business as a whole in New York cannot be sacrificed to satisfy any single theatre. Defense will cite that virtually every major producer has his own show windows in the same neighborhood covered by the Roxy. Those that haven't, including Fox, Universal and Columbia, all have long term deals, made before the Roxy overtook its scale, with Radio City.

## N. Y.'s NEW BUILDING CODE THEATRE WORRY

Because the new building code would deprive New York's theatre of the future of that grand stairway, the big marquee, and put the heating plant out in the backyard, among other things, all film companies went on record Monday (27) to oppose the proposed code and which the Board of Aldermen is to consider shortly.

While not designed to affect theatres now operating, all new houses and complete remodeling of old ones would have to acquire extra land footage in order to comply with the proposed code's prohibition of all exits opening into courtyards.

Adolph Reinish, A. L. Gore, M. Gore, Sol Lesser, Jefferson W. Asher, Permits to sell to be issued to Independent Film Laboratories, Ltd. To hold title to the building, Neil S. McCarthy, Howard P. Hall, Forrest C. Brown, J. C. Brown, J. Hartman Corporation, Theatre operators, Harry Wallen, F. Burch, Elias A. Ayo, T. H. Herrick, J. M. P. production, Ken Maynard, Mary McFarland, Irving Berlin, Inc., 10 out of 110 shares, no par.  
Theatrical Operating Association, 20,000 shares, no par. To issue all 20,000 shares, no par.

- Delaware**  
Wilmington, March 26.  
Webb Brewing Co., \$500,000. Raymond C. Webb, president.  
H. C. Hand, N. Y. (U. S. Corp. Co.), 100 shares, no par.  
E. G. Gray, H. H. Gray, Inc., radio and television broadcasting, 100 shares, no par. C. E. Dabbin, L. E. Gray, J. H. Gray, directors. (Corporation Trust Co.)
- Illinois**  
Chicago, March 26.  
W. J. Gray, Inc., operate theatres, 1,000 shares, no par. C. S. Penabaz, L. E. Gray, H. H. Gray, directors. (Wilmington, Corporation Trust Co.)
- Texas**  
Galveston, March 26.  
Adams Film Exchange, Inc. merchandise, Dallas; capital stock, \$1,000; incorporated in Adams, Mrs. Myrtle Adams, and Jack H. Adams.
- Increase in Capital**  
Tehachador, Inc., N. Y., from 700,000 to \$10,000,000 shares, no par.
- Changes in Names**  
The Monophone Corp. to Radlopola, Inc., N. Y. (Corp. Service Co.)  
Hudson and Irving Brewing Co., to The Craft Brewing Co., Suffolk County, Mass. (Corp. Trust Co.)

## Mexico's Ex-First Lady Into Theatre Ownership

Nogales, Mex., March 27. New 1,100 seat house is being constructed here, financed by Mrs. Obregon, wife of the former Mexican president.

The house will be called the Obregon, and will open Easter Sunday; to play Metro product.

## ULTIMATUM BY EXHIBITS TO EXCHANGES

Minneapolis, March 27. What amounts to a virtual ultimatum has been issued by 300 northwest exhibitors, comprising Allied States, unless exhibitors blanket 40-50% film rental reduction is allowed immediately they will act in unison to close their houses indefinitely.

W. A. Steffen, representing the exhibitors, started this week to deal with each exchange individually. Steffen says he is laying his cards on the table for the exchange managers, asserting that the business is off on an average of more than 50% through the territory; that several hundred banks in Minnesota and North Dakota are still closed, and that exhibitors cannot afford to shoulder the entire losses themselves. Withdrawal of each product by many exchanges is making it still tougher for exhibitors, he points out, and they are up in arms to compel the exchanges to pass along to them a portion of the savings now being effected at the studios, through reductions of stars and salaries, and other economies.

## SKOURAS' MAY HAVE ST. L. HOUSES AGAIN

Possibility that RKO may turn over its houses in St. Louis altogether to Skouras Bros. RKO houses in St. Louis include the Orpheum, Grand Opera House and the RKO St. Louis. Included also is the Missouri which RKO has on a one year's lease from Par.

RKO-Skouras talk arises out of Skouras' aim to take back their former St. Louis theatre holdings and on the bonds of which they are the personal guarantors. These bonds amount to something like \$7,500,000.

Included in the picture are also Warners and Par, presenting a rather complicated situation. Besides the Missouri, the houses concerned include the Ambassador and the Grand Central. The spots are in reclusiveness with reorganization under way that will put them back under Skouras operating control.

If and when this is done, Reeves Espey may handle the operation direct for Skouras.

## Pa. Nixes W-W 100%

Pittsburgh, March 27. Pennsylvania censors are reported to have banned Columbia's Wheeler-Woolsey comedy, 'So This Is Africa', in its entirety. Board couldn't see any part of it for general consumption, according to its info, and turned thumbs down immediately.

In banning 'Africa', Pennsylvania follows action taken recently by Kansas board, although latter is said to have relented and passed the comedy with numerous eliminations.

## WHALING YARN FOR

Hollywood, March 27. Original whaling story, 'Thar She Blows', has been bought by Universal.

Henry MacRae will direct the yarn, written by Phillip McKee and Randolph Van Scoyk. Will be made on next year's list.

## WRITER MOVES OVER

Hollywood, March 27. Wellesley Bursarian, writer formerly at Universal, has gone over to the Fox lot.

He is collaborating with Austin Parker on 'Shanghai Madness', 'Collier' magazine story for Spencer Tracy.

## Can the Exhibs Take It, Again?

## Sales Taxes in Six States Already—Webb 20 in All—How to Absorb?

### Cohn Files

Down out of the clouds, along with last week's spring shows, dropped Harry Cohn (no kidding), concluding his first transcontinental flight. He has threatened to take the air for years.

A complication arose at Kansas City; where a hurried phone call from the airport to the railroad station informed Cohn he'd missed the train. So Columbia's prez climbed back in the plane, clamped his eyes and when he finally peeked—Newark. His reaction to flying is that it'll be okay when they supply car tables, and he doesn't like solitude—a warning to casino playing Columbians.

Cohn returns west by rail, current quotations on that being 9 to 5.

## Academy Easing on Membership Rules To Assure Revenue

Hollywood, March 27. As a protective measure against losing any financial support from the Producers' association, an effort will be made at the meeting of the academy board of directors tonight (27) to further let down the bars to open membership to practically everyone in the industry.

During the past week 22 new writer names were added to membership while application of many others of this craft, also directors and players, are awaiting action.

Board is meeting to consider revisions in the constitution on adjournment from a similar session held last Monday (20).

## TRANS-LUX EXPANDING? MAJ. THOMPSON RESIGNS

Major L. E. Thompson, in charge of union matters at RKO, has resigned, effective April 15. Thompson, at RKO for many years, goes over in an executive capacity at Trans-Lux. Charles Koerner, presently handling RKO theatre operation in the south, is due to succeed Thompson at RKO.

When at RKO, he was also associated with Trans-Lux through an understanding between the two firms. Thompson acting as general manager of the little theatre company. Thompson's salary at RKO was around \$17,000 yearly, part being paid by T-L.

Decision to make the change currently, although it has been brewing for some time, looks to mean that the Trans-Lux people are bent on renewed activity. It is known that the T-L people have been thinking of extending their theatre holdings.

RKO has no investment interest in T-L but, from accounts, by the terms of the breakup, shares in profits on some kind of basis.

Charles Koerner, who replaces Thompson at RKO, will handle the RKO upstate theatres as well as union matters when coming in. Presently he is in Texas operating the former Holtsville theatres and assisting in the reorganization of same. These houses are in bankruptcy and part of the RKO Southern Corp.

Long Goldberg, who has been handling the upstate New York theatres as division manager for RKO, will have his duties limited upon Koerner's coming in to Brooklyn and the junior met spots allotted him around New York.

## Loretta Young in 'Hook Ship'

Hollywood, March 27. Loretta Young, on loan from Warners, gets the femme lead in Paramount's 'Hook Ship', opposite Edward Arnold.

Picture will be produced by B. P. Schubert.

Parrying adverse legislation for 10 years in a row, the picture industry is now running headlong into sales taxes which, it is figured will not stop until at least 20 states have voted for tribute. So far six states have legalized the new revenue measure.

Filmdom, finding itself in a position where it cannot side-step the sales tax, because same in the average state affects all industries, is finding contentment in comparing sales to admission and denoting the difference in saving. In addition to being less than any previous proposed admission tax, industry agents point out that the sales law virtually returns to the theatre what it takes out in reduced land taxes. In most of the states which have passed and are considering this medium of Government revenue, stipulation is being made that a part of the collection goes to the State Treasury while the remainder is being reserved for Governmental indebtedness.

From indications Monday the new tax will be passed on by the producer and distributor directly to the exhibitor. Because of the leniency of the new law and its general scope it is not expected that the theatre owner will attempt to pass the tax through additional scale at the box office. In other words, industry leaders hope that the exhib will be good-natured for once and just absorb it.

Where a charge effected, range all the way from a fraction to 1%. New York is considering the largest tax, that of 2%.

Straight sales tax of 1% has been applied by lawmakers of the states of Dakotas and Missouri. In Indiana it ranges from one-sixth of 1% to 1%. State of Washington is 1 1/2%. Utah goes from one-half to a full 1%.

Kansas City, March 27. Missouri's new Gov. Park is using every influence to force a sales tax issue which would mean the end for the amusements.

Although called a luxury tax, the items on the proposed law looks like a major outlay of amusement tax of luxuries. Hundreds of things in daily use, even electricity, when the bill exceeds \$15 are on the list to be taxed 1%. No mention is made of copyright films or mineral water, are included as are bill boards and musical instruments.

For the amusements, to be assessed 1% are all tickets of admission to places of amusement including moving picture theatres, dance halls, athletic exhibitions, circuses, road shows and all other amusements.

## Another Block Booking Bill Introduced in Wash.

Washington, March 27. Wholesale attack on block booking and blind booking of pictures by producers and distributors is included in bill introduced in the House by Rep. Celler, (D., N. Y.). Bill is aimed, says Celler, against "restraint of free competition and monopolization" of film industry by larger producers.

The bill prohibits "any conditions which independent exhibitors have been trying to get through Congress for years, would specifically prohibit producers or distributors from leasing copyrighted films in groups of two or more, requiring the exhibitor to take all or none.

Bill would further put ban on dropping price for group of films under total cost of same picture, individually, thus inducing exhibitors to buy blocks at wholesale rate rather than picking shows separately.

Contracting for pictures before completion would be prohibited under bill. Celler seeks to give exhibitor opportunity to view film before contracting for same. The section would prevent producers or distributors from giving films to affiliated theatres without affording competing exhibitors chance to bid for them under total cost of same picture.

Celler would impose fine of from \$1,000 to \$10,000 and year imprisonment for violation of act. Federal Trade Commission would get the job of enforcing it.



R. C. MUSIC HALL

New York, March 23. Another show at the big Radio City house that has a great deal of sparkling incident and detail. But it doesn't blend into a story running...

Donald Novis, next for three numbers, took the hurdles easily and gave an over and off with flash and grace. His final number led right into a German beer garden scene...

Chinese, Hollywood. Hollywood, March 24. To maintain the general jungle atmosphere of the feature, 'King Kong' (Radio), Chinese prolog is a typical Chinese...

PARAMOUNT, N. Y. New York, March 24. The crossroads of the world are kind of empty this week. Film is none too strong and stage end even weaker...

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ROXY, N. Y.

New York, March 24. At 35c admittance, Roxy is likely to demand minimum bids, so the current program will satisfy 'em. But all of the satisfaction this week must be derived from the stage. The only reason for what takes place for an hour on this Broadway picture house screen is that the Roxy is a picture house, so there 's a picture.

Stage show is a series of specialties, ranging from good to the excellent. The Roxy has a male and girly line background. In time consumed it's quite lengthy, but the acts are fast wags, excepting one, and the show travels at an invigorating pace.

Dave Schuler m.c.'s the presentation, and if any one person is responsible for the highly satisfactory effect, Schuler is the man. He works with the visiting actors when he should, and when they don't need him, he stays in the background.

No. 1 billing goes to Rosita Moreno, somewhat of a film name now, but mostly a stage name. Her versions. Where they do occur, they realize the screen rep her dancing will be enough. Miss Moore's act is a comedy sketch, reminiscent her mother and father, working single now.

The specialty turns that ring the bell successfully. Jordan and Johnny Woods, billed as 'Radio Ballyhooligans' and described the announcement as in a row for Fats Waller's act.

Jack Clifford, KPWB 'sheriff', makes a show with Wolf, portraying a clown with a bear. Bear chases Doty's tomme is very funny. 'Girls return, garbed in white transparencies, for a short comedy, and they are followed by the girls, apparently awaiting the rival of the Helen Howell act.

With the increase of musical shorts production, Warners will employ a stock chorus of 16 girls at the Flatbush studio when it reopens April 1.

Harry Crooley will be staff dance singer. With the increase of musical shorts production, Warners will employ a stock chorus of 16 girls at the Flatbush studio when it reopens April 1.

NEWSREELS

TRANSLUX EMBASSY

Hitler is proving an admittedly ticklish subject for the newsreels. The editors are obviously exerting all caution not to offend an important trade in Germany and at the same time to please the large populations of American audiences.

But Herr Hitler is not getting the close-ups that were his just a few months ago. It seemed that efforts had been made to 'bury' him in the current subject, one dealing with Hitler's war dead.

For two consecutive weeks beer has opened the Luxer program. Subject is the same in both houses, however, the Luxer program is interrupted by a special feature. Universal was the only real Saturday to show Jewish war vets protesting to Mayor O'Brien. This continued the same view of O'Brien viewing the marchers.

Where the Embassy had Mrs. Roosevelt on horseback, the Luxer cut out of its way to give her come-out college. Arrangements regarding views of her trip by plane to the Capitol.

Newsreel houses also had the mid-western flood, but Universal made the most of the opportunity by including the human-interest angle of the flood. Reporting themselves on Geneva.

In lieu of MacDonald's Geneva speech Pathe dug into the vaults for the 'English' and 'French' Premier and Mussolini, using talking reporter to bring this material up with the news.

Newsreel houses also had views of new currency. Other Luxer subjects: Lion getting bath, Easter styles, Japanese in Jehol, flower show. Hoover returning home. Wolf.

PARAMOUNT, L. A. Los Angeles, March 23. Second radio-talent show in a row for Fats Waller's act. Another entertaining array of air fairs, together with plenty of novelty and good dancing.

Band puts on a heavy number, which gives Wolf an opportunity for some comedy. Max Lerner, vocalizing. Lerner has a strong pair of pipes and was forced to repeat a chorus.

For the fanatic girls attired in red, white and blue slacks and sweat suits, do a difficult tapping routine upon a table of 16 inches high (three steps high). It was something different for this neck of the woods, slouching with the little girl.

Best program, from all angles, that this house has had in months. The Fox and the Embassy through the Geneva conferences. They have come through with two of the most complete coverage of MacDonald's speech, which is no much more than just a talk that it can be classified as an historical document.

Following a statement from the Japanese diplomat in which he describes the American public as 'big brained' to understand a Chinese spokesman, unusually fluent in English, is projected. There are few hits for the Japanese and marked applause for the Chinese representation.

Embassy Saturday showed the only view of the aftermath of the Japanese tidal wave that was a quake. Theatre used this subject as a lead. Also it had exclusively scenes of fighting in Athens, following an election.

A novel camera angle makes the book slip one of the most exciting. The book is pitched so that it centers the ball from the time it leaves the pitcher's hand until it is interrupted by a catcher's glove. There were mild feminine murmurs when the ball each time seemed certain to hit the audience.

Other clips: City College girls, Austrian models, Italian royalty and the 'English' and 'French' Premier and Mussolini, using talking reporter to bring this material up with the news.

Best of the lot, the piece of work giving them vocalizing of a high order with well chosen songs. Not playing Detroit often in the last few weeks, but no trouble convincing from scratch.

Bergen has an act that is entertaining. With a show like this costing so little it looks like the new policy for this house. The piece of work giving them vocalizing of a high order with well chosen songs.

Sam Benavise offering 'Dance of the Imperial Russian Revue', Mark Clark at the organ. 'Picture Show Up' (Par) and big ovac. Lee.

Capitol, N. Y. New York, March 24. Stage show this week is a cheater, house placing its dependence for novelty on a feature, 'Rasputin and the Emperor' (MG), up from a forced 2c run at Radio City. Ordinarily when a Cap picture is a regular, popular prices that have previously roadshows at the Astor, the Imperial Russian Revue is minimized, but never as with 'Rasputin'.

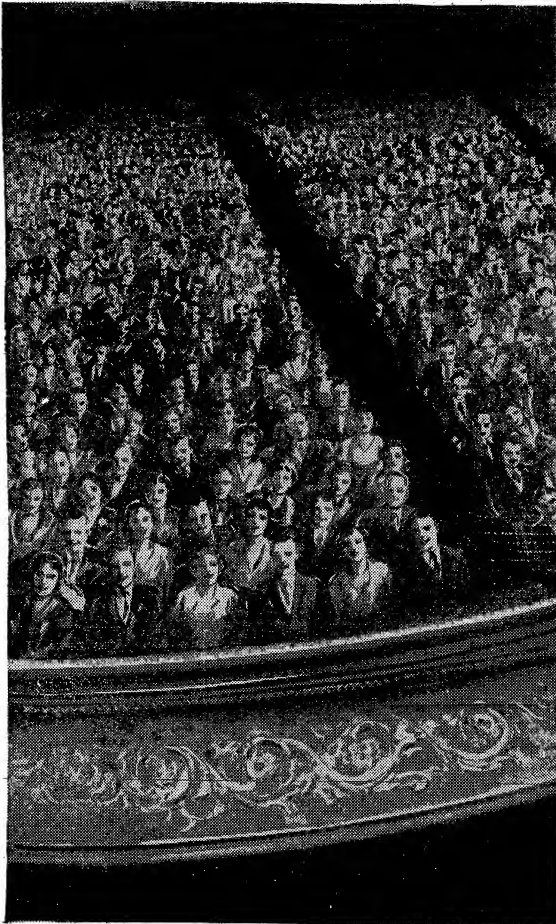
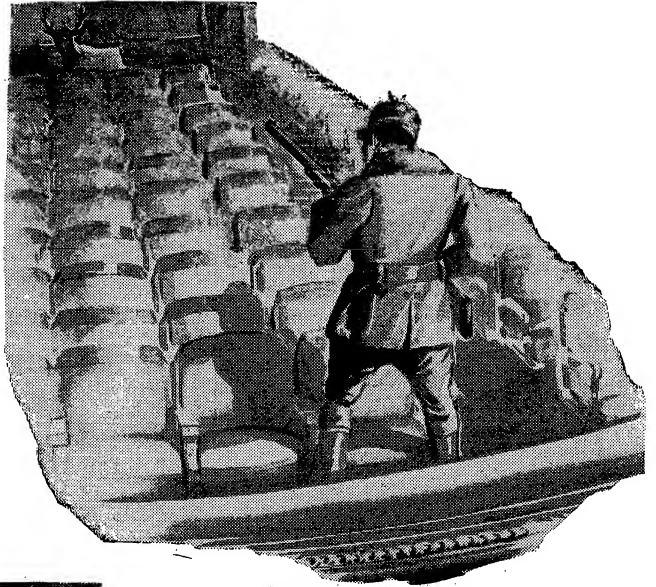
It's virtually a prolog, cut to make more effective for the feature, and is appropriate for the regular. It's mildly effective as long as audiences will not demand more. Prologue is a manner of several years ago when audiences believing there should be something else in the program. It's the idea of atmosphere, but with current picture product.

Cap has a name for its prolog, 'Imperial Russian Revue', but in its ads is playing up the feature and burying copy on the stage show. There is very little to shout about it. This week, and too much attention focused on the stage portion might result in a loss of inviting comments to seem expensive units, many often than not studied with names.





**CANCEL THE  
DEER-HUNTING  
PRIVILEGES  
IN YOUR BAL-  
CONIES . . . . .**



**...You'll Need  
EVERY SEAT  
In Your Theatre  
When You Play...**

**"PICK UP"**

SYLVIA SIDNEY

WITH

GEORGE RAFT

**MAURICE CHEVALIER**

IN

**"A Bedtime Story"**

**"THE STORY OF  
TEMPLE DRAKE"**

**"THE EAGLE AND THE HAWK"**

FREDRIC MARCH

WITH

CARY GRANT

CAROLE LOMBARD • JACK OAKIE

**"INTERNATIONAL HOUSE"**

WITH

PEGGY HOPKINS JOYCE • W. C. FIELDS  
BURNS & ALLEN • RUDY VALLEE • COL.  
STOOPNAGLE & BUDD • STUART ERWIN

**Paramount Pictures**





# SIX HITS IN A ROW!

"TOPAZE", "OUR BETTERS"

"JASPER", "CHRISTOPHER  
STRONG", "KING KONG"

. . . and now

## Lionel BARRYMORE

*Master character creator in the  
tidal drama of the rise and fall  
of a famous American family. . .*

# SWEEPINGS

**NOW AT  
RADIO CITY MUSIC HALL**  
*and it looks like a record week!*

From the novel by **LESTER COHEN**  
with **ALAN DINEHART, GLORIA  
STUART, Eric Linden, William  
Gargan, Gregory Ratoff . . .**  
Directed by **John Cromwell**

*as we promised months ago*  
**THE BIGGEST MONEY  
PICTURE OF THE YEAR!**

# KING KONG

**COOPER-SCHOEDSACK PRODUCTION**

**BALTIMORE**, Hippodrome, holds over  
second week first time in history . . .  
*all records broken!*

**DETROIT**, Greatest attendance since  
Labor Day!

**WASHINGTON**, two and one half times  
normal.

**NEW YORK**, After three weeks at Radio  
City opens on Broadway at Palace to  
season's high.

**LOS ANGELES**, Playing two-a-day.  
Grauman wires "cannot avoid a  
record run . . . every spectator a  
human twenty-four sheet."

Boston . . . Buffalo . . . Newark . . . Trenton  
Utica . . . New Haven and other key spots  
report same record business!



**DAVID O. SELZNICK**  
Executive Producer

# COAST STILL SUBNORMAL BY 40%

Los Angeles, March 27. Upward trend in grosses in this territory started last week when receipts began climbing out of the earthquake. Bank holiday lowered attendance by from 30 to 40%, and the shake dropped it another 27%. Present biz averages about 40% subnormal.

Out of a total of 63 houses damaged or forced to close by authorities in the quake area 27 have reopened and four business from 50 to 60% below that of Jan. 1. Despite o.k. of building inspectors, in several instances houses have been blowing to handfuls.

## Film Biz Didn't Put Itself in Any Spot On N. Y. Censorship

If you can't win, don't project yourself into having lost. That leaves a bad aftertaste, is the adopted slogan of the industry, especially as regards censor legislation. It was first invoked last week when a Moffat bill, which would eliminate all censorship in the state and simply charge a license fee of \$3.50 per reel of film, reached the floor in Albany.

The censors, in person, were ready to meet any and all attacks. But the official industry claims it had instructed every representative to keep out of sight. The bill died aborning.

The industry opines that time is not yet ripe when censorship can be ousted from New York and that until then picture companies had better co-operate with the shearers. Censor difficulties in New York, for the majors, at least, are few; if anything, the censors are credited with being markedly reasonable.

The attitude of such organizations as the Council for Freedom from Censorship is not being followed by those who do not consider it wise to publicize deletions made by censors.

## B&K Reopens U.A.

Chicago, March 27. Balaban & Katz will reopen the United Artists theatre March 31, which is two weeks earlier than B&K intended to open the house with 'Secrets,' which will follow 'Gabriel.'

Metro released 'Gabriel' for the United Artists and 'White Sister' for the Oriental, after setting back all its playdates previously.

## Dubinsky Extorter Nailed

Kansas City, March 27. An extorter who has been scare Ed Dubinsky, president of the Dubinsky Brothers Theatres, out of \$50,000 was arrested by post office inspectors and local police soon after his threatening letters were turned over to the Federal authorities. The same man had written threatening letters to Mrs. Jacob Leander Loose, a well known Washington society woman, who also turned the letters over to the post office officials. The man made a complete confession.

## Rivoli's Indie, Maybe

'Oliver Twist' may succeed 'Secrets' in another week or so at the Rivoli, New York. If going in, 'Twist' will be the first indie to ever play the house. I. E. Chadwick produced; Monogram release.

Two-Day Week in Vt. Burlington, Vt., March 27. The Majestic, once the best paying theatre in the state, has curtailed operations to Friday and Saturdays. Inability to secure sufficient first run pictures given as reason.

## Craft Film Lab Creditors Make Bankruptcy Move

Bankruptcy proceedings were brought against the Craft Film Laboratories, Inc., located in Flushing, L. I., through a petition filed in Brooklyn last week.

Included among the creditors who took action were Charles A. Collin and John L. Wells with a claim for \$25,000; Charles Edward Schweigler, \$770, and Fred J. Gelger, \$93. Craft Laboratories was organized several years ago to promote certain color processes it claimed it controlled.

## ROXY RECEIVER ON N. Y. THEATRE ADV.

Editor, 'Variety': May I respectfully call to your attention what I consider most unethical and misleading advertising by some of the leading motion picture houses of the metropolitan area. The copy, as you well know, is different on Saturdays and days than on week-days, in the metropolitan press advertising the particular product that is being exhibited at the respective theatres. Yesterday and the Saturday and Sunday copy carried the weekday admission price and in infinitesimal print thereafter the words 'only good week-days.'

May I respectfully ask why, if Saturday and Sunday copy is specially prepared, week-day prices which, as exhibited, intend to mislead the public, are included there-in?

May I further respectfully inquire why the practice of capitalizing '35 cents to 1 P. M.' in view of the fact that the day does not end at that time, except possibly for night watchmen. Is it not further misleading to advertise the cheapest price effective a few hours a day and omit any mention of price or scale of admission during the major portion of the exhibition day?

This type of advertising has been cleaned up in mercantile establishments and is being cleaned up in the Bureau. Is it not time that the moving picture industry clean'd its own house?

Howard S. Cullman, Receiver, Roxy Theatres Corporation.

## Steffes Opens St. Paul Legit as Sure-Seater

St. Paul, March 27. William A. Steffes has signed a five-year lease with the Benz Realty Co. of St. Paul, taking over the latter's old dark stock house, and converting it into a foreign film spot with the highest price scale in town.

Renamed the World, the place has been dressed up inside to look as much like the Steffes' Minneapolis World as possible. House opened Saturday (25) with 'Rony,' German musical, and biz showed good response to advance plugging over the past two weeks. Paul B. Adams is as manager.

At present only the orchestra and the first five rows of the balcony are being used, holding the capacity down to around 325. Plan is to tear out the balcony seats and install loges.

World's scale is 25c before noon (house opens at 9:45 a. m.), 35c to 6:30 and 50c thereafter, with loges at 50c until 6:30; 75c thereafter. Hitherto, Paramount, the Public exchange looper, has been leading the biz trade with an admish of 50c after 6:30.

## Funny That Way

Hollywood, March 27. No sooner had he gotten off the train than Max Gordon was scampering around in an endeavor to get prominent screen writers to join the Katz-Gordon-Harris combo on a straight royalty basis. Writers not averse to a royalty angle, but explained they wanted their own contracts, after which they would deign to accept any additional sum in royalty.

Understood that Gordon's chief sales argument was that Josef von Sternberg was with the outfit, along with Marlene Dietrich—and that Ernst Lubitsch was also dicker-ing with the triumvirate. Still cash down.

## That New Mex. Law

Denver, March 27. The motion picture selling structure received a decided jolt when New Mexico passed a law designed to regulate the selling and showing of films in competitive situations. All film exchanges in Denver having salesmen in New Mexico at the time called them in, and probably will wait until the Hays organization decides a course of action before sending them into the state again. The law apparently covers every angle relating to the selling and showing of films in competitive situations and provides stiff penalties for violation. The law will regulate all contracts, leases and other agreements between the producer and exhibitor, and lays down principles that, if put into laws in other states, will cause an upheaval in the selling end.

## B&K MODIFIES % WAGE SLASH

Chicago, March 27. Balaban & Katz elucidated its new wage cuts on Friday (24) when the payroll for last week was met. For the three weeks previous employees were on the payroll while taking a straight 50% cut. Part of this will now be repaid, although the established cuts will be retroactive. Still, the new plan will apply on cuts. It will be 10% up to \$50 weekly; 15% to \$75; 20% to \$100, and over \$100 a straight shrinkage of 25%. Difference between these percentages and the 50% cut will be compensated.

## Unions More Sympathetic To the Indies on Cuts

Sentiment against a reduction of operator scales for the chains was reported strong yesterday afternoon (Monday) prior to last night's meeting called for the purpose of considering a request for a 25% cut. At the same time the New York operators, Local No. 306, was to take up the question of relief for independent exhibs.

While it was said in advance of last night's meeting of the 306 membership that chains are in a dire emergency, it appeared prior to a vote that the membership would not okay a 25% reduction.

It is pointed out in operator circles that the chains last March (1932) were granted a 10% reduction in lieu of extending the existing contract two years and the 5% program for the 6% of the March cut was to be returned to the both-men this coming September.

The independents, from indications, are more justified in making some relief, in 306's eyes, than the chains. The Indies, in their formal request for relief, have not stipulated the percentage they think they should get.

## L. A.'s Breaks for Indies

Los Angeles, March 27. Projectionists' Union No. 150 is granting a 30-day reduction scale to all independent theatres which for the past two weeks have been working operations on a 15¢ flat, which scale expired March 25. Reduction does not apply to Fox-West Coast, which union claims arbitrarily got 37 1/2% reduction in all their houses and resulted in union filing an \$80,000 claim for back monies, alleged due on old agreement, with the referee in bankruptcy.

New scale for Indies provides 20% reduction for Class A houses, where scale runs at \$1.95 up to 10:15; 15% for Class B, where scale runs from \$1.70 up an hour, and 10% for Class C, where scale is less than \$1.70 an hour.

## 'Jenny' Blaze Started It

Tucson, Ariz., March 27. After the reel which depicts the earthquake scene in 'Erisco Jenny' had burned at the Opera House, city council started efforts to pass an ordinance requiring two men in a booth. William Jenkins operates the house, which is an open shop.

# New Mexico's Ruling May Cause Revision of Distribution; Sell Films Like Newsreels—While They're Hot

Film-don's entire method of merchandising must be brought up to the times. Economic stringencies, over which it has no control, demand quicker turnover of product and faster availability of liquid currency within the business. And, strangely, the new law in New Mexico, a state representing only an annual return to distributors of about \$250,000, is bringing this fact to a head.

For once, certain spokesmen for the major companies and active leaders of indie exhibitors are in agreement. They feel that distributors can make more money by pictures going on the auction block throughout the entire country, both for the distributor and the exhibitor. And they are certain that, as the result, picture life would be shortened and cash on the Hollywood investment would be subsequently realized that much sooner; and the industry, as a whole, would find it possible to survive comfortably on its own income without feeling any dependency upon credit.

The Indies have a more conservative proposition. They are for the status quo, except of opening up channels of trade whereby the industry, rather than the State, as in New Mexico, will fix top price.

They are also presenting to major exhibitors a plan of opening up all theatres in one recognized class will have the right to play simultaneously any picture which set rental they are willing to meet.

Indie proponents of the modified buying block declare that the purchasing power of the American dollar has never been recognizing by all theatres in one recognized class will have the right to play simultaneously any picture which set rental they are willing to meet.

The Indies are willing to concede a circuit booker a discount. Their plan expresses a willingness to pay more for an attraction, in a single theatre, than would be given in the chance of numerous bookings through a circuit hook-up. In this, alone, they state, the distributor's return is increased to the first important department—the first run.

Spokesmen for distributors recognize this as one solution to the new industry. But, they point out, distribution as a selling department is still subservient to the dictates of the circuits. The theatre departments of the majors, although admittedly dwindling, today represent about 60% of the houses opened in the county. Still, they remain in a position of such dominance that they can sway the cream of product into their own channels.

## Indies' Own Obstacles

The Indies' counter-proposition to the New Mexican state dictum is held by other exhibs. They want admission scales and class of theatre vary so that the Indies themselves would be at constant loggerheads if product were made generally available to those who could meet the asking price.

Others argue that features be sold on the same basis of newsreels—delivered when they are hot, or made available at a lower temperature the exhib will be able to pay for them.

Under the N.M. law, as interpreted, if they continue to serve pictures under long-term contracts they violate the state regulation while, on the other hand, if they desist from service, it places contracts open to suits involving contract abrogation by New Mexican exhibs.

## Legal Headaches

Whether or not to bring suit for injunction restraining the state from exercising its right to nullify the constitutionality of the law has been threshed out in a Federal court, or to serve the exhibitor and picture owner, must be threshed out within the next few days. Several sessions of the lawyers during the past week failed to arrive at a decision agreeable to all. From the standpoint of 'personal

injury' it is revealed that only Fox now has theatres in New Mexico. Public relinquished its box offices in that state several months ago in a real estate transfer. Fox has only two houses which require booking consideration.

While this is going on the Indies, however, in on some of the conferences, are now confident that at last they have found a platform which will hold weight. With this platform it is their hope to smash inter-industry bookings deals with any taint of partiality and put the new picture market on a basis with dry goods or any other commodity—that the obligation of reciprocity will come first in the industry's new 1933-34 deal.

## Hughes-Franklin Attaching H. B. Franklin in Cal.

Los Angeles, March 27. Arnold Kunozy, as assignee for Hughes-Franklin Theatres, filed an attachment suit in Superior court against Harold B. Franklin asking \$19,910 damages.

Complaint alleges that the plaintiff furnished Franklin with \$2584 which he used for himself and for his own benefit and agreed to repay. Also alleges that Franklin was indebted to Hughes-Franklin in the sum of \$10,000 money received for the use and benefit of H-F Theatres. Also asks for \$325 as balance due them for goods, wares and merchandise received by Franklin and which he has made no repayment. Suit was brought by Neil McCarthy, attorney for the Hughes-Franklin company as well as for the assignee. The sheriff is trying to attach Franklin's properties hereabouts.

## WB Pix Into R. C., Altho Its Own 2 Houses Dark

Though they couldn't agree on '42nd Street,' with a tiff resulting, Radio City and the Strand may still do business. R. C. has informed Warners it wants any product WB can spare and is willing to talk terms. Fox, in the meantime, is being sought from Warners by Radio City. As yet, are 'Keyhole,' scheduled as next for the Strand, 'Ex-Lady,' 'Central Air Port' and 'Adopted Father.'

When R. C. tried to make a deal for '42nd Street,' RKO complained it was entitled to the picture because of General Electric participation in the '42nd Street' trial special.

Warners have two theatres on Broadway dark, besides the Strand which is open.

## Kent Appointee Quits

Los Angeles, March 27. Sam Whiting, sent here last fall by S. R. Kent to become associate to P. R. Kent, vice president in charge of real estate for Fox West Coast, resigned suddenly and returned to New York last week. Whiting was in charge of rentals. No successor will be named for the present.

## FIGHT FILMS REPAL BILL

Washington, March 27. Bill to repeal ban on transportation of prize fight films was introduced in the House last week by Icen. Collier (D.), N. Y. Fight has been over ever since act against pictures was put to rest, following the race riots over the Jack Johnson-Jimmy Jeffries battle. Present law is based on interstate commerce power of Federal government, which would nullify transportation or importation of fight films. Since race feeling has died down rule hasn't been enforced strictly.



APRIL 7th you'll get  
something with plenty of

**K I C K**

in it—from WARNER BROS.



With  
Gene Raymond, Monroe  
Owsley, Frank McHugh.  
Directed by Robert Florey  
VITAGRAPH, INC., DISTRIBUTORS

**BETTE DAVIS** in **"EX-LADY"**



Not Recommended for People Over 60!



# The Indies' Best Break

## Seen in Probable Product Shortage This Summer—All Most Optimistic

Independent producers, with the best breaks they ever received, due to the depression, look to their respective opportunities this year with the Hollywood majors slowing up and the full-time operation of studios there considerably in doubt. This, the Indies are certain, will open the market even wider for their production.

While financing of indie producers is a serious problem, just as it is for the majors, the Indies have the prime consolation that, their overhead is way down, while rental returns are better guaranteed than ever before. A good indie film now has no difficulty getting a wider circulation, due to the scarcity of major product.

Conversion of full weeks to splits and more changes weekly has operated greatly in favor of the Indies. Most of the money going into indie production comes directly out of rentals, which is virtually keeping the indie makers going.

This summer is forecast as almost certain to show an intense product shortage and the Indies vision such condition as their big 'in.'

### Unions as Exhibits

Word in New York on the Cleveland union jam is that the unions of that city are considering going into exhibition by putting the town auditorium and buildings on their own film shows.

This idea is stated to have come under union consideration following a local session of the union reps.

### Exploitation

(Continued from page 17)  
at midday. Only condition is female's hair must be naturally blonde—no peroxides or platinum.

### Jig-Saw Stills

Paramount studios has a new gag for its fan photographs. It will send out pictures of its celebs marked in such a way that they can be cut up into jig-saw puzzles.

### F-W's Biz Drive Mag

New F-WC house organ, 'Fox Going Forward,' is being issued in conjunction with the five weeks' business drive started a week ago. It is a mimeographed, with exploitation suggestions, ad copy and other information for managers. Oscar Kantner is editing.

### Stage Kid Bathing Contests

Advent of warm weather is witnessed by revival of bathing contests in Fox-West Coast houses in the southern California territory. Several contests have already been launched, and other managers are being imprompted by h. o. execs to stage the events in their houses, regardless of whether there are bathing beaches in proximity or not.

### Ads to Allay Fear

Doc' Crews, manager of the F-WC Cabrillo in San Pedro, is running a series of newspaper display ads in an effort to re-establish the theatre consciousness among the quake victims. Ads are all of an optimistic trend, with plenty of humor injected in the copy.

### In as Usual

Ernie Austgen got the Loew's theatre lined up for the 'Times-Picayune' annual marble contest. Paper contests have already been arranged for a local 'rise winner to play off at the national contest, and whoops it's big. Austgen's rising on the tail of the cart with a special showing of the pictures of last year's finals. Comers will be added to make it a regular hour show, with the theatre bobbing up in the newspaper's daily story. Austgen claims the largest mug in the state. Not his own. It's a cutout of a beer schooner 18 feet tall used in a one-street banner with a five-foot pretzel for a pendant. Helping to tell them about 'What! No Beer?' Local man has propositioned him to buy to use in front of his place when real beer comes through.

### Back to Exploiting

Seattle. This burg hasn't had much in this line in a blue moon. However, re-

turn of bold Mae West in 'She Done Him Wrong' (Par) inspired Viv Gaudetti, p. for N.E. Corp., to put an old-timey hat on the new movies, drawn by two white horses, with Tannai Federle, chief of service, dodged up a la Mae, and she looked great.

This gag got lots of attention on the streets; also pix and story in the Star.

Paramount theatre also using exploitation this week for 'The Grand Slam' (Fox) with the contest in mezzanine for town's 'championship'; also gag to admit two for one if arena with coupon clipped from the Star. Drawn out by the publicity and sits up the bridge players, who are many, in spite of the saws and chess also on the up and up.

### Chevs for 'Bum'

Nashville. The first showing of the new lower price Chevrolet was tied in here with 'Hallelujah, I'm a Bum' by Loew's. Parade of new cars with 'Hallelujah, I'm a Bum' and a picture of the feet was used by afternoon paper.

### Hits the Square

Mr. Rosen, of Loew's State, N. Y., got out a weekly program on a restaurant menu sheet, being distributed around Times Sq. eastern.

Each week the current film and vaude star at the State are featured with thumbnail cuts.

### Plugged Free Show

Minneapolis. One of the most expensive exploitation stunts ever pulled here is credited to a large loop department store. It sent costly floral corsages to several thousands of its best women customers to advertise its style sale. Admission to the style show was free.

### Pawn Tickets

Not street of a facsimile, Edgar Hart, of the Majestic, Columbus, O., got out small cards headed 'Pawn Ticket No. 13,' with 'Good for a first wife out of hook—if she's any good,' and followed with the urge to come to the Majestic first. The cards were handed them to all guests, a hat cleaner sent one home in each hat band and a repair shop put a card in each pair of ladies' shoes. Remainder of the cards were given a house-to-house party and the picture showed in the black in spite of the banking situation.

For 'The Mummy' Hart sent up to the street the traps and hangings he had used for the picture there. He used a dummy from a department store instead of the live mummy he had Toledo. He writes the figure seemed to do almost as well as an actual girl. Hart's idea was to stress the reincarnation of the girl instead of the mummy, and since it has clicked for him twice, he seems to have more to be proud of. Columbus is considered a tough town for lobby displays, but Hart made contact with the fire marshal, explained exactly what he wanted to do, and got a permit.

### Dinner Hook-Up

Hal Sheridan, manager of the Des Moines, has one of the most profitable tie-ups imaginable with a local department store, whose tea room offers its regular dollar dinner, with dancing, and one ticket to the Des Moines on certain evenings each week. This brings in an average of 300 tickets a week to the house.

The tea room also presents menus every week carrying out some significant style in keeping with the featured picture. An illustration is printed in each menu. 'State Fair' done in the form of a blue-ribbon award. Although several thousand are printed each week, at the end of the week few are to be found in the tea room, having been taken away as souvenirs by the diners. The

(Continued on page 64)

## Poor Of L. H.

Detroit, March 27. Local house had the light, heat and power turned off because of the failure to pay utility company. Shut-off occurred 'just before house was scheduled to open for first show.

With no time to get signs painted, all customers who tried to get in were told house was closed on account of the death of L. H. Power.

## N. Y. Par's 3d Price Cut; 75c Week Days; 99c Top

The Paramount, on Broadway, makes its third price reduction since Christmas when it inaugurated the first de luxe cutting on Broadway, by reducing weekday night prices 10c. New top is 75c Mondays to Fridays, instead of 85c, the 99c top remains for weekends and holidays. Three weeks the Par cuts its Saturday matinee from 99c to 65c and its Sunday afternoon prices from 99c to 75c. First cut Xmas week had been from a top of \$1.10 to the 99c figure.

## Durante Finally in Mood To Dicker with an Ins. Co.

Jimmy Durante has been propositioned to have his nose—the most famous schnozzle in show business—insured, and he's thinking of falling for that.

His business has had some funny insurance gags, what with the policy on Paderewski's hands for a 100G's and Mistinguette's legs for about the same figure, and so for most every famous virtuoso. None ever collected.

## White's Animal Footage

Hollywood, March 27. Bringing 100,000 feet of animal nature, Tom White is headed for India last week after seven months there. Footage is half black-and-white and half Multicolor.

Paul Perry and Guy Wilkie, his cameramen, rode over with him. White, who fell from a tree and injured his spine during the trip, was in a hospital for eight weeks.

He hopes to get two features and a series of one-reelers out of his cargo.

## All Original

Hollywood, March 27. With beer on the way, studio publicity men are now working on the same idea for story and picture breaks. Get their respective stars photographed in breweries with seldies in their hands or fondling vats of brew.

## Educa. Resumes with Three

Hollywood, March 27. After a week of inactivity, Educational lot gets under way this week with three shorts. Starters are Andy Clyde, Harry Langdon and a 'Tonchy' comedy.

# Cleve. Situas Costing Community \$1,000,000 Daily, States Mayor, but Theatres, Unions Still Deadlocked

## Unionists' \$5,000 R. Average; Should Cut

With a loss to Cleveland exhibitors estimated to run into \$500,000, as result of its demonstration against the unions, the circuit, following conferences in New York, were reported virtually in agreement on a new deal with unionism. The conferences this week were moved back to Cleveland, main purpose being a get-together of indie representatives with heads of local unions to effect a salary compromise in that division.

Cleveland Indies' demands were described as 'drastic' and, as such, without the sympathy of Cleveland's mayor, who injected the city into the negotiations.

In the New York discussion, it is reported that circuit negotiations, including Col. Ed Schiller of Loew's, who was delegated to represent all circuits in the Cleveland fuss, pointed out that union operators are averaging \$5,000 a year and that no one in the picture business today with such a salary has escaped the cut.

Cleveland, March 27. Failing to settle Cleveland's theatre-labor controversy in a New York conference held between circuit operators and union heads last week, local representatives of both parties have returned here to carry on their battle to reopen 92 dark Cleveland theatres and at the same time to try to come to an agreement about a 25c cut for all union stage hands, both operators and musicians.

Although 80 nabes have been shuttered for 18 days and downtown houses for 11 days to date, neither side has been able yet to reach a definite compromise despite dozens of conferences.

The closed nabes are now developments: (1) Nabes exhibitors, represented by John Kalafat and Harry Greenberger, offered to reopen houses if operators consented to one man booth at revised scale of \$75 per week, or else two bothmen must share one \$75 salary. Otherwise nabes are prepared to stay closed until demands are granted.

(2) Harry Holmden, business manager of operators' union, turned down nabes exhibitors' offer, declaring that exhibitors consented to one man booth at revised scale of \$75 per week, or else two bothmen must share one \$75 salary. Otherwise nabes are prepared to stay closed until demands are granted.

(3) E. A. Schiller, speaking for local Loew, RKO and WB chain houses in Cleveland, still demanding a 25% emergency reduction for all unions with threat to shut down circuit until labor men, who want to compromise for 20%, agree to terms.

(4) Mayor Ray T. Miller, who stepped into battle last week in role of mediator, is using all his power to arrange a truce or retroactive wage agreement to reopen houses. Darkening of 92 theatres, he claims, is amounting nearly 4,000 film men and others out of work, besides seriously injuring business houses in theatrical districts and causing a total loss of \$1,000,000 in revenue to the city per day.

Hopes for Nabes. If the nabes and unions can come to an agreement first, it is believed that it will be the opening wedge in bringing local houses out of darkness. Nabes have enough contracts on hand to get a start going for a month before using up the supply stored in film exchanges which, it is reported, have already cut their rentals.

On the theatre holiday causing an unprecedented paucity of entertainment, Cleveland promoters are stepping in to open at least half-a-dozen locally produced shows this week. Theaters that have been closed a long time, has leased the Hanna, a legit house not operated by any of the chain syndicates, and reopened it (Sunday 16) with a vaude revue and film.

Revue is made up of talent from Lotus Gardens care, although fact is not over-stressed, including Emma's with Sam Marlowe as their chorus cut. The city's orchestra, is chorus cut. The city's orchestra, is chorus cut. The city's orchestra, is chorus cut.

Other Ventures Boom. Ben Trusciale and Russell Harris with Sam Marlowe as their secret backer, are booking in the Akron Civic musical stock company this week in a nabes theatre. Managed by Frank Wilson, troupe produced a second act, a musical with a chorus opening show and vaude turns between acts.

George Young's badly stock at the Gayety, due to a series of lucky breaks, now has the city's biggest biggest biz and forced to give four shows a day. Looking for a local burlesk spot, Minsky's bought a one-third interest in company's \$100 burlesk house, with its stock with plus to lease a larger theatre if crowds hold up. Reorganized company now is headed by Eddie Wainstock, representing Minsky's, as

(Continued on page 25)

## SYRACUSE'S SHUTDOWN A BONANZA FOR NABES

Syracuse, March 27. Syracuse's theatrical holiday, declared on the main stem March 17 when the theatrical crafts refused the circuits' demand for 25% refund, continued in effect today despite mediation by the Syracuse Chamber of Commerce and Intercession by the Central Trades and Labor Assembly through president John McCarty.

Conferences extending six hours Saturday were resumed today at the Chamber without bringing appreciable headway, it was said. One of the stumbling blocks has been the refusal of William J. Cushing, business agent of the stage hands' union, to meet with the Chamber's special conciliation committee. Projectionists, however, have indicated a willingness to negotiate.

The theatrical holiday is proving a gold mine to neighborhood houses but, curiously, has been of slight benefit to city's only 'flesh' house, the Ritz, playing burlesque. Downtown section night appears almost deserted, with business interests complaining bitterly. Leonard Sang, manager of RKO Strand, one of the darkened houses, resigned today and will have no successor, duties being assumed by William J. Tubbert, manager of RKO Keith's. Neighborhoods playing double feature bills have largely trimmed programs to one picture during the theatre holiday. Report that circuits plan not reopening until after Easter regardless of adjustment of union differences formally denied.

## Philly Ops Cut 1 1/2 P. C.

Philadelphia, March 27. Union operators in the Philadelphia territory have accepted 1 1/2% cut from exhibitors. Louis Krouse, president of the local union, advanced an offer of a 10% cut to meet the exhibitors' demand, at a meeting of the M.A.T.O. of the district. Later a general cut was effected with all exhibitors.

The stagehands' union recently made a 10% in the city's few legit houses, effecting only regular weekly time and not special work.

## GOLDWYN'S QUICK TRIP

Switching plans again, Sam Goldwyn called Thursday 23) on the Europa for a brief vacation abroad with Mrs. Goldwyn.

The Goldwyns will be abroad only three weeks.

## Picture Possibilities

- 'Both Your Houses'—Unfavorable  
'BOTH YOUR HOUSES' (Comedy drama, Theatre Guild, Royale). One of the strongest political pictures in the bag, but the libe at Congress may keep it from screen. *See.*
- 'Marilyn's Affairs'—Unfavorable  
'MARILYN'S AFFAIRS' (Comedy, John Paffrath, Mansfield). Little chance of this play attracting any screen bid. *See.*
- 'Masks and Faces'—Unfavorable  
'MASKS AND FACES' (Comedy, Paul E. Martin, Liberty). Too lightweight to be diversion either for stage or screen. *See.*
- 'Three Cornered Moon'—Favorable  
'THREE CORNERED MOON' (Comedy, Aldrich and De Ligré, Cort). Some funny stuff within a Brooklyn hime when the fairly well-off family goes broke. *See.*
- 'Far Away Horses'—Favorable  
'FAR AWAY HORSES' (Comedy-drama, Harmon and Ullman, Martin Beck). Typically Irish of the shanty type, set over here. Scenario lightened to provide more comedy, should do for screen. *See.*

# THE BIGGEST EXPLOITATION PICTURE of 1933!

Advertise it—

**The Birth of a  
NEW NATION!**

**BREATH-TAKING! DARING!  
YOU HAVE NEVER SEEN  
ANYTHING LIKE IT BEFORE!**

A miracle on the motion picture screen! America today dramatized in the most electrifying picture ever devised for your spell-bound entertainment. Episodes from the story include: Two million men on the march! President made Dictator! Gangsters attack White House! A nation aroused! The army of construction! A new hero joins Washington and Lincoln! "Gabriel Over The White House" comes like a marching army to thrill the nation!

The Picture that will make 1933 famous!

**GABRIEL  
OVER THE  
WHITE HOUSE**

A METRO-GOLDWYN-MAYER—COSMOPOLITAN PRODUCTION  
with **WALTER HUSTON**  
KAREN MORLEY FRANCHOT TONE ARTHUR BYRON DICKIE MOORE  
Directed by GREGORY LA CAVA

3 COLS x 190 LINES

**THE SENSATION of the NATION!**

Nothing like it ever before—certainly never again!

Like a thundering army the characters, the drama, the spectacular scenes of this picture march across the screen to meet your electrified gaze! America Today daringly dramatized! Hold your breath—something really unusual!

Wait till you see it—  
You'll be amazed!

**GABRIEL  
OVER THE  
WHITE HOUSE**

with **WALTER HUSTON**  
KAREN MORLEY FRANCHOT TONE ARTHUR BYRON DICKIE MOORE  
Directed by GREGORY LA CAVA

A mighty METRO-GOLDWYN-MAYER COSMOPOLITAN Production

3 COLS x 145 LINES

**HEADLINES!**  
(from "Gabriel Over The White House" the most amazing picture ever made!)

- Two million men on the march!
- President made Dictator!
- Gangsters attack White House!
- A nation aroused!
- Gangsters executed at the Same of Liberty!
- The Army of Government!

**NEVER BEFORE SUCH A PICTURE**  
Dramatizing  
THE BIRTH  
of a  
**NEW NATION!**

**GABRIEL  
OVER THE  
WHITE HOUSE**

A METRO-GOLDWYN-MAYER—COSMOPOLITAN PRODUCTION  
with **WALTER HUSTON**  
KAREN MORLEY FRANCHOT TONE ARTHUR BYRON DICKIE MOORE  
Directed by GREGORY LA CAVA

2 COLS x 145 LINES

Order these special mats from ADV'T DEPT. M.G.M. 1540 Broadway, N.Y.C.

Quake Theatre Damage Drops to \$300,000; Little Insurance Carried

Los Angeles, March 27. Total earthquake damage to theatres in Southern California, and real estate owned by the theatrical companies, will not exceed \$300,000. Only a comparatively small amount of this, however, is covered by insurance. Greatest individual loser is Albert Hanson, whose two houses, the Symphony in Compton, and the Lynwood in Lynwood, were completely destroyed.

Loss at Compton, which includes equipment, figures around \$60,000, and about \$35,000 to \$40,000 in Lynwood. Hanson, who is division manager for F-W-C in Los Angeles, operated the Lynwood and Compton houses independently of the circuit, and carried no earthquake insurance.

Fox West Coast losses through the quake aggregate between \$70,000 and \$75,000, of which around \$20,000 is on real estate other than theatre building. Heaviest loss sustained by the circuit is at the Orpheum in Long Beach, damaged to the extent of \$20,000.

Table with 2 columns: Property Name and Amount. Includes items like Imperial (Long Beach), United Artists (Long Beach), Granada (Inglewood), etc.

\$6,752,148 in Notes

Table with 3 columns: Maker, F-W-C guar., and Amount. Lists various companies and their associated note amounts.

F-W-C SCHEDULE IN BANKRUPTCY

Table with 2 columns: LIABILITIES and ASSETS. Lists various financial items and their corresponding values.

Majestic, class B structure across from the Orpheum, had a similar loss.

5 Houses Escape Damage. Mason, Biltmore, Belasco, Mayan and Los Angeles, all comparatively new structures, excepting the Mason, which is one of the oldest theatres in town, escaped without a cent of damage.

Paramount, class A structure erected two years ago, escaped with a minimum of damage, figured at not over \$20 to restore fallen plaster.

F-W-C Receivers Ask Houses Be Kept Open Despite \$7,051 Loss

NEW THEATRE SETUP

Leon Savell at Financial Helm of Southern Houses. Public Theatres in the south are being reorganized into a new company to be called the Valatenga Houses.

FOX-W.C. CREDITORS ENDORSE RECEIVERS

Efforts are being made by the creditors' group of Security First National Bank, Title Insurance Trust Co., QRS Neon Sign Co. and several others, through their attorneys, McFarland, Sheinman & Keenan, to have Charles Skouras and John P. Trenor appointed trustees for Fox-West Coast at the creditors' meeting March 29.

Progress Being Made on Pennys' Anti-Blue Laws

Theatres in Pennsylvania took new hope that the blue laws of 1794 will soon be a thing of the past when the House passed the Steidle bill which permits referenda on all forms on Sunday amusements.

Los Angeles, March 27.

First 13 days of receiver operation for Fox-West Coast resulted in a loss of \$7,051, according to the report of Charles Skouras and John P. Trenor, receivers, in their report to Federal Judge James. Despite this, the receiver-operated theatres, including the 13 houses now open, out of the total of 41, be allowed to continue running because the red ink was used during the bank holiday and earthquake aftermath.

Either one or three trustees are selected to be appointed at the first creditor's meeting March 29, during the next 10 days, a group of creditors and new claims submitted by those who were not named in the bankruptcy schedule, it is probable that the meeting will be continued without any trustee appointments.

A hot fight by minority creditors is anticipated, with many of them banding together in an effort to have a disinterested party named as trustee. William Moore, Jr., and H. O. Davis, latter one-time g. m. of Universal, have been suggested.

What 18 Lost in 6 Days. For the six days ending March 4 the 18 open theatres lost an additional \$2,681 was dropped. Remainder of the houses are either closed, subleased or run in partnership with other theatres.

Not mentioned in the list of liabilities are the claims of Alexander and Rodney Pantages that F-W-C guaranteed the Pantages, Hollywood, for the balance of their \$4,500 a month rental. There is \$124,000 still due on the lease. Bankrupt is alleged to have also guaranteed to purchase 50% of the co-operation of other creditors whom they will not charge for filing fees of claims or voting certificates.

Attorney for the coast protection unions is presenting a claim that the locals are entitled to damages because F-W-C has rescinded its contract with them. Agreement runs until Dec. 31.

BACK TO NORMALCY

Jane Cohen, Columbia story editor, is back in New York after a two-month Hollywood visit.

She went out for a look-see at studio activities and confabs with Harry Cohen on production. She'll now remain in New York.

PLUNKETT'S \$1.50 PREMIERE

Mayfair goes to a special \$1.50 opening night splurge on 'M. Joe Plunkett's European Importation. Picture opens Friday (31).

F-W-C SEEKS 3-MONTH RENT MORATORIUM

Los Angeles, March 27. In addition to greatly reduced rentals demanded for his theatres, F-W-C circuit is urging landlords to consent to a three months' rent moratorium, pointing out that unless such concessions are made it can't longer function.

Okay Film Rental Relief of 50% for Quake Houses

Los Angeles, March 27. Special committee of local distributors named to consider film rental adjustments as a result of poor business that followed the bank holiday and the earthquake, has been authorized by the New York home office to grant relief up to 50% in the actual quake area.

F-W-C's Own Valuation of Its Theatres

(In each case, value of leasehold was too questionable to compute and since sound equipment is merely leased from EIKPI, no valuation was placed on that. Where all other equipment is subject to a chattel mortgage given landlord or lessor to guarantee payment of rent or performance of lease terms, this is indicated.)

Table with 2 columns: Theatre Name and Valuation. Lists various theatres and their estimated values.



# Come and GET IT

The FOX miracle picture that blasted the road-show jinx in 53 *American cities*...that compelled extended time *at road-show prices* in town after town...that is now roaring into its *fourth month* in New York at \$1.65 top...that topped the February Box Office Champions on its road-show trade alone. The *one* picture that every man and woman in the U. S. has been *saving money to see!*

PICTURE  
of the  
GENERATION

# CAVALCADE

National  
Release

APRIL  
15<sup>th</sup>

A road-show hit in all these towns:

Atlanta, Ga.  
Bakersfield, Cal.  
Baltimore, Md.  
Boston, Mass.  
Bridgeport, Conn.  
Buffalo, N. Y.  
Chicago, Ill.  
Cincinnati, O.  
Cleveland, O.  
Denver, Colo.  
Des Moines, Ia.  
Detroit, Mich.  
El Centro, Cal.  
Hartford, Conn.  
Indianapolis, Ind.  
Kansas City, Mo.  
Long Beach, Cal.  
Los Angeles, Cal.

Milwaukee, Wis.  
Minneapolis, Min.  
Montreal, Can.  
Newark, N. J.  
New Haven, Conn.  
New York, N. Y.  
Oklahoma City, Okla.  
Omaha, Neb.  
Phoenix, Ariz.  
Pittsburgh, Pa.  
Philadelphia, Pa.  
Pomona, Cal.  
Portland, Ore.  
Providence, R. I.  
Pueblo, Colo.  
Riverside, Cal.  
Rochester, N. Y.

St. Louis, Mo.  
Salt Lake City, U.  
Sacramento, Cal.  
San Francisco, Cal.  
San Jose, Cal.  
San Diego, Cal.  
San Bernardino, Cal.  
Santa Maria, Cal.  
Santa Ana, Cal.  
Santa Barbara, Cal.  
Seattle, Wash.  
Syracuse, N. Y.  
Springfield, Mass.  
Toronto, Can.  
Tucson, Ariz.  
Ventura, Cal.  
Worcester, Mass.  
Washington, D. C.

A  
**FOX**  
ACHIEVEMENT

# Cleve Shutdown Costly

(Continued from page 21)

treasurer; Dave Lederman, local attorney and its president; George Young as general manager and secretary; Ed Daly, producer.

Closed theatres are also bringing several other minor theatres out of the red and the city is working on a local amusement map. As the burg's only first-class little theatre upholding the torch of drama, the Cleveland Play House is hitting sell-out performances...

Society groups, with no place to go and seeking a new thrill, have discovered Al Wilson's Negro co-op burlesk theatre down in Harlem district and turned it into a hit for glumming parties.

Financing that city's Public Auditorium's Music House is being headed for sound, one ambitious councilman is trying to have a resolution passed so that the city can put in talkers with vaudeville.

Union crafts and theatre men are standing their ground and the Cleveland situation remains unchanged.

The crafts' last offer, made in Cleveland early last week, was a 20% cut, but the theatre people are holding out for more.

The 20% compromise offer was made on behalf of the Cleveland crafts through Mayor Ray Miller that city.

The New York session, which was held at Loew's, lasted around four and a half hours, with neither side having been set for any future power.

Many Affected From 1,600 to 2,000 employees are affected by the shutdown, according to estimates.

The Cleveland b.o. situation has been notoriously deficient for the industry the past several years.

Only situation which the theatre men regard as a par with the Cleveland situation is Newark.

Present at the New York meeting which was held at Loew's was William Elliott, national IATSE president; Col. E. A. Schiller, for Loew's; Major L. E. Thompson, RKO, and William Patterson, of Warners.

Representing the Cleveland Indies at the New York meeting were John Calafat and Al Schwartz.

Union difficulties are still under discussion with any settlement being made as yet.

Detroit Still Unsettled Detroit, March 27. Union difficulties are still under discussion with any settlement being made as yet.

unions have offered relief but so far have not come beyond the 25% offered by the musicians.

Other crafts are understood to be ready to make concessions but of varying amounts.

No new developments since posting the closing notices a week ago.

Indianapolis' Week's Truce Indianapolis, March 27. A week's truce has been declared by the picture theatres and the unions.

Virtual promise that theatres will continue to operate given at first meeting of unions and theatre owners.

Stagelands Hold Out in Pittsburgh Pittsburgh, March 27. Cut taken by motion picture operators here wasn't a straight 20% reduction.

Only ones not to profit by the agreement were the indie-owned houses, where average scale in booth has been around \$35 a week.

Columbus May Darken Columbus, March 27. Attempted get together between Loew and RKO houses and stagehands failed Sunday.

Seattle Par BOMBED Seattle, March 27. Paramount theatre here was bombed Saturday night.

Studio Placements Una O'Connor, borrowed by Warners from Fox for 'Mary Stevens, M.D.'

Rocheater May Settle Rocheater, March 27. Compromise seen likely in film theatre's move for 25% cut for stage hands on projection men.

Professional Wife' new title for Columbia's 'Rules for Wives', Eddie Buzzell directing.

# MODIFIED CUTS IN PAY PRESAGE UNION DEAL

Modification in salary cuts is reported to have greatly simplified the work of the arbitration committee.

No date had been set yesterday (Monday) for the opening of the conference.

Industry representatives were especially hopeful over the weekend of arriving at a satisfactory adjustment.

# Berkeley on WB Shorts, So Loan to Metro Off

Warners will not loan Busby Berkeley to Metro to stage the dances for 'Hollywood Revue of 1933'.

He will use the line of girls who appeared in 'Grand Street' and who are now working in 'Gold Diggers of 1932'.

# DeMille's 'Eyes'

Hendrik Van Loon is being brought on by Paramount for a story on 'Eyes of the World'.

Max Hayes' Col. Shorts Max Hayes will produce a series of comedy shorts for Columbia at the indie West Coast studio.

RKO Darkens Six Six RKO theatres over the country will shut down temporarily for Holy Week.

SEATTLE PAR BOMBED Seattle, March 27. Paramount theatre here was bombed Saturday night.

Englishman on 'Gangster' Leslie Charteris, English writer brought here by Paramount two weeks ago.

Studio Placements Una O'Connor, borrowed by Warners from Fox for 'Mary Stevens, M.D.'

Rocheater May Settle Rocheater, March 27. Compromise seen likely in film theatre's move for 25% cut for stage hands on projection men.

Professional Wife' new title for Columbia's 'Rules for Wives', Eddie Buzzell directing.

# The H'wood Way

Hollywood, March 27. Despite the completion of Majestic's 'Public Be Damned', Columbia is asking its writing staff to submit stories to fit the title.

Understood that Columbia, when it gets a yarn to fit the tag, will then request the story suggestions to fit the story.

# Revamp Serial Negatives Into Western Thrillers

Hollywood, March 27. William Steiner and Charles Hutchinson have organized a company to make serial pictures out of old serial negatives.

WB Shorts Producers West on Color Series Hollywood, March 27. Series of color shorts will be produced by Warners at its Burbank studio.

NO NEWSREEL BAN Burton Holmes Deal at Expo Not Monopoly Chicago, March 27. Burton Holmes franchise to take motion pictures of the Century of Progress Exposition here is not a monopoly.

Six Comic Strips Bought For Par's 'Funny Page' Hollywood, March 27. Paramount has bought the rights from King Features for six of their principal comic strips.

Metro's 3 Musicals Charles F. Reisner, Metro director, led Wynn and Bert Kalmar and Harry Ruby, music-writing team, leave for the Coast toward the end of April.

Vallee's Thankful Song Hollywood, March 27. Eddie Sutherland left Monday (27) by plane for New York to make scenes for 'International House'.

Sam Ash in Comedy Part Hollywood, March 27. Playing a comedy part, Sam Ash does a Dutch bandmaster in Fox's 'Adorable'.

Quinn in SHAFF'S BERTH Monroe Shaff, after four years as assistant to Sam Sax in charge of production, is through at Warners' Brooklyn shorts studio.

Tully's 'Road Kid' Out Hollywood, March 27. Paramount has dropped Jim Tully's 'Road Kid' as possible screen material.

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# Minn. Exhibs Classify B.O. Pix Which Rate As 'Panic Blasters'

Minneapolis, March 27. Exhibitors in the territory have classified a group of pictures now on release as 'panic blasters'.

Pictures in the front row of this group are 'Grand Street', 'State Fair', 'Sign of the Cross' and 'Strange Interlude'.

Metro Renews Weismuller, Next, 'Tarzan and Mate' Hollywood, March 27. Johnny Weismuller has had his option lifted for another year by Metro.

Lou Goldberg's Book Several major companies are bidding for Lou Goldberg's first novel, 'The Man Who Made a Fortune'.

Sennett, Relying on Par Cash, Goes Dark Hollywood, March 27. Paramount's financial difficulties have temporarily darkened the Mack Sennett studio.

Petroff's Par Chores Boris Petroff's first as a full-fledged director for Paramount will be Par's big musical planned for August.

Metro's 3 Musicals Charles F. Reisner, Metro director, led Wynn and Bert Kalmar and Harry Ruby, music-writing team, leave for the Coast toward the end of April.

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# TO THE PUBLIC!

I'D LIKE TO ADVERTISE IN A TEATRICAL PERIODICAL THAT HAS SOME CIRCULATION AND ONE THAT REACHES THE MASSES (NOT THE MASSES LIKE "YES MASSA" AND "NO MASSA" BUT THE MASSES) AND SAY A FEW THINGS ABOUT

## BROWN & HENDERSON'S "STRIKE ME PINK"

The Most Colosial and the Most Stupendious Extravaganza Since the Epic!

AND I Would Like to Advertise the Fact that MY BOSSES

## METRO-GOLDWYN-MAYER

Promised Me a Big Dramatic Love Scene Wit Garbo in

## "HELL BELOW"

And Then Instead of Garbo They Ups and Hands Me a Scene Wit a Kangaroo ; ; ; ; ; How Mortifyin!

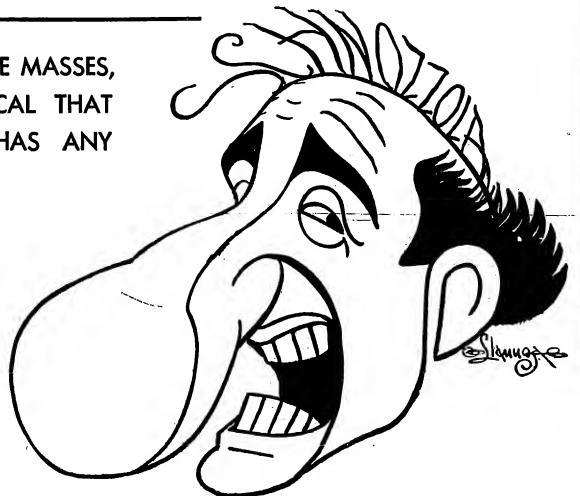
AND Also Advertise and Ask a Few Questions About Why I Am Only Just a RUNNER UPPER

In the Motion Picture Academy Awards for the Best Acter

I'D LIKE TO ADVERTISE THESE FACTS TO THE MASSES, BUT AS THERE IS NO TEATRICAL PERIODICAL THAT MEASURES UP TO MY STANDERDS, OR HAS ANY CIRCULATION TO SPEAK OF, I'LL LET THE FACTS WAIT AND NOT ADVERTISE AT ALL!

MAJESTIC THEATRE  
NEW YORK

Representative: LOU CLAYTON







# CALENDAR OF CURRENT RELEASES

**Studios: Pathe Studios, Cal.** Offices: 729 Seventh Ave., New York, N. Y.

**Allied** Offices: 729 Seventh Ave., New York, N. Y.

Cubby Counselor, The. Hot Gibson poses as a lawyer. Dir. George Melford. 65 mins. Rel. Nov. 25. Rev. Feb. 7.

Eleventh Commandment, The. From the play by Brandon Fleming. Marian Marsh, Theo. Von Eltz, Alan Hale. Dir. Geo. Eclair. 64 mins. Rel. Dec. 24.

Intruder, The. Monte Blue, Lila Lee. Dir. Albert Ray. 62 mins. Rel. Jan. 25.

Iron Master, The. Success and romance in a steel mill. Reginald Denny, Lila Lee. J. F. McDonald, Virginia Sale. Dir. Chester M. Franklin. 66 mins. Rel. Nov. 15. Rev. Feb. 7.

Man's Land, A. Hot Gibson western in which he runs the gauntlet to earth. Marian Schilling, Dir. Phil Rosen. 70 mins. Rel. Dec. 15.

Officer 13. Motorcycle officer exposes racketeers. Monte Blue, Lila Lee, Seena Owen, Mickey McGuire, Jackie Searle. Dir. George Melford. 63 mins. Rel. Dec. 15. Rev. Jan. 31.

Parlor Romance, A. Famous stage play. Lew Cody, Marjane Shilling, Gilbert Roland. Dir. Chester M. Franklin. 76 mins. Rel. Oct. 1. Rev. Oct. 18.

## Chesterfield

Offices: 1540 Broadway, New York, N. Y.

Beauty Parlor. Cupid in thebershop. Barbara Kent, Joyce Compton, John Harron. Dir. Rich. Thorpe. 64 mins. Rel. Oct. 25.

Forgotten, Original. Story of a forgotten man. June Clyde, Wm. Collier. Dir. Wm. A. Wellman. Time, 65 mins. Rel. Feb. 13.

King Murder. Original. Based on a celebrated N. Y. case. Conway Tearle, Natalie Moorhead, Don Alvarado. Dir. Rich. Thorpe. 69 mins. Rel. Jan. 17.

Love Is Like That. Comedy. Rochelle Hudson, John Warburton, Dorothy Revier. Dir. Rich. Thorpe. 65 mins. Rel. Mar. 15.

Slightly Married. Comedy drama. Evelyn Knapp, Walter Byrnes, Marie Preghly. Dir. Rich. Thorpe. 65 mins. Rel. Nov. 15. Rev. Jan. 3.

Strange People. Mystery melodrama. John Darrow, Gloria Shea, Hale Hamilton. Dir. Rich. Thorpe. 65 mins. Rel. Jan. 15.

Women Won't Tell. Romantic drama. Eileen Padden, Otis Harlan. Dir. Rich. Thorpe. Time, 67 mins. Rel. Dec. 1.

## Columbia

Offices: 729 Seventh Ave., New York, N. Y.

Alr Hoetee. Thrilling story of the adventure and romance of a 1933 girl who fearlessly flies across the continent in passenger ships. Evelyn Knapp, James Murray, Art Al Rogell. Rel. Jan. 15. Rev. Jan. 24.

Bitter Tea of General Yen. Romance and adventures of an American girl caught in the maelstrom of Shanghai. Barbara Stanwick, Nils Asther, John Warner. Dir. Richard Caplan. Rel. Jan. 6. Rev. Jan. 17.

Child of Manhattan. Stage play by Preston Sturges. Romance of the dime-a-dance. Nancy Carroll, John Boles. Dir. Eddie Buzzell. 73 mins. Rel. Feb. 4. Rev. Feb. 11.

Deception. Story of the wrestling game and its frampups. Leo Carrillo, Theima Todd, Dickie Moore. Dir. Lew. Seiler. 67 mins. Rel. Nov. 4. Rev. Jan. 17.

End of the Trail, The. A U. S. cavalry officer, who is court martialed, and redeems himself. Tim McCoy, Luana Walters. Dir. D. Ross Lederman. 58 mins. Rel. Oct. 1.

Last Man, The. Drama of outlaws on the high seas. Chas. Bickford, Constance Cummings. Dir. Howard Higgin. Time, 65 mins. Rel. Aug. 31. Rev. Sept. 24.

Man Against Woman. Man's strength against woman's wiles. Jack Holt, Lillian Miles. Dir. Irving Cummings. Time, 68 mins. Rel. Nov. 15. Rev. Dec. 20.

Man of Action. Original outdoor drama. Tim McCoy. Dir. Geo. Melford. 57 mins. Rel. Jan. 20.

Mark It Paid. Original story of motorboat racing. Wm. Collier, Jr. Joan Lincoln, George Leacey. Dir. Frank Tuttle. 69 mins. Rel. Oct. 14.

Muscolini Speaks. The 1933 address with newrest shots. Interpolations by Lowell Thomas. 74 mins. Special. Rev. Mar. 14.

No More Orchids. A millionaire who is regenerated by the new American game. Carole Lombard, Lyle Talbot, Frank Connelly, Louise Clouser Hale. Dir. Walter Lang. 70 mins. Rel. Nov. 25. Rev. Jan. 3.

Obeys the Law. Original of an essay mark who turned friend. Leo Carrillo, John Warner. Dir. Benj. Stigs. 69 mins. Rel. Jan. 24.

Silent Men. Tim McCoy western original. Florence Britton. Dir. D. Ross Lederman. Rel. Mar. 3.

So This Is Africa. Original. Wheeler and Wolsey go to Africa with some tame lions. Raquel Torres. Dir. Eddie Kline. 67 mins. Rel. Feb. 24.

State Trooper. Original. Story of a war between two gas companies. Regis Toomey, Evelyn Knapp, Barbara Weeks, Ray Hatton. Dir. D. Ross Lederman. 58 mins. Rel. Oct. 1.

That's My Boy. Football story off the usual lines. Rich. Cromwell, Dorothy Jordan, Mae Marsh. Dir. R. W. Neil. Time, 71 mins. Rel. Oct. 6. Rev. Dec. 24.

This Sporting Age. Revenge on the polo field. Jack Holt, Evelyn Knapp. Dir. A. W. Bennion. Time, 71 mins. Rel. Sept. 15. Rev. Oct. 4.

Treasure Original. Story of the civil war. Buck Jones, Shirley Grey. Dir. Geo. B. Seitz. 62 mins. Rel. Feb. 10.

Vanity Street. Girls chander a window to get into jail, but lands in the 'Folsies'. Helen Chandler, Chas. Bickford, Dir. Nick Grinde. Time, 67 mins. Rel. Oct. 1.

Virtus. A street walker who goes straight. Carole Lombard, Pat O'Brien. Dir. R.W. Buzzell. Time, 65 mins. Rel. Oct. 1.

Washington Merry-Go-Round. Political satire. Lee Tracy, Constance Cummings. Dir. Jas. Cruse. Time, 76 mins. Rel. Oct. 16. Rev. Oct. 25.

Western Code, The. Tim McCoy western. Dir. J. P. McCarthy. 68 mins. Rel. Sept. 21. Rev. Oct. 21.

White Eagle. Buck Jones as an Indian pony express rider. Jones, Barbara Weeks. Dir. Lambert Hillyear. Time, 65 mins. Rel. Oct. 7. Rev. Sept. 27.

## First Division

Offices: 1600 Broadway, New York, N. Y.

Releases Also Allied, Chesterfield and Monogram

Big Drive, The. Authentic war pictures from records of eight governments. 91 mins. Rel. Jan. 18. Rev. Dec. 27.

Condemned to Death. Based on the story Jack O'Lantern. Arthur Wontner, Blanes Weller. Dir. Ray Enright. 76 mins. Rel. Oct. 10. Rev. Nov. 22.

Goona Goona. Love charms on the Island of Bali. Dir. Andrew Roosevelt, Armand Denis. 66 mins. Rel. Nov. 23. Rev. Sept. 20.

Secrets of the Sea. Cooking, smuggling racket, unearthed. Lois Wilson, Grant Withers, Toshia Mori. Dir. Rich. Thorpe. 65 mins. Rel. Jan. 15. Rev. Dec. 18.

Slightly Married. Marriage in a night court turns out well after all. Evelyn Knapp, Walter Byrnes, Marie Preghly. Dir. Rich. Thorpe. 69 mins. Rel. Oct. 10. Rev. Jan. 3.

Ten Takes a Holiday. All multi-color-western of a mysterious stranger—Waltze MacDonald, Virginia Sale. Dir. Alvin J. Nizet. 59 mins. Rel. Dec. 13.

Thrill of Youth, The. A girl with two suitors cannot make up her mind. June Clyde, Ray Enright. 67 mins. Rel. Rich. Thorpe. 65 mins. Rel. Oct. 28. Rev. Nov. 1.

## First National

Offices: 321 W. 44th St., New York, N. Y.

Blonde Johnson. The female Public Enemy No. 1. Joan Blondell, Chester Morris. Dir. Ray Enright. 76 mins. Rel. Oct. 10. Rev. Nov. 22.

Cabin in the Cotton. A social study of the poor whites. Rich. Barthelmess, Dorothy Jordan, Bette Davis. Dir. Michael Curtiz. Time, 79 mins. Rel. Oct. 15. Rev. Nov. 22.

Central Airport. A triangle in the aviation game. Richard Barthelmess and Sally Eilers. Dir. William A. Wellman. Rel. April 15.

Central Park. Western cowboy hunts bandits in a New York park. Joan Blondell, Wallace Ford, Guy Kibbee. Dir. John Adolph. Time, 58 mins. Rel. Dec. 10.

Crash, The. How one couple reacted to the panic. Ruth Chatterton, Geo. Brent. Dir. Ray Enright. 76 mins. Rel. Oct. 10. Rev. Nov. 22.

Employee's Entrance. Original 'Love in a Dept. Store.' Warren William, Loretta Young, Alice White. Dir. Roy Del Ruth. 74 mins. Rel. Feb. 11. Rev. Jan. 24.

Friedoenny. A dame X' in San Francisco locale. Ruth Chatterton, Donald Cook, Jas. Murray. Dir. Wm. A. Wellman. 73 mins. Rel. Jan. 14. Rev. Jan. 10.

Grand Slam. A burlesque on the popular bridge fad. Paul Lukas, Loretta Young, Frank McHugh, Glenda Farrell. Dir. William Dieterle. 67 mins. Rel. March 18.

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Limited live-theater releases are dated as definitely set. Titles are listed for six months. Managers who receive service subsequent to that period should present a copy of the calendar for reference.

The running time is given here is presumably that of the projection room showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletions. Running time in the reviews as given in Variety carry the actual time clocked in the theatre after passage by the New York state censorship, since pictures are reviewed only on actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy in Variety will appreciate the co-operation of all managers who may note discrepancies.

## Hollywood

(Continued from page 8)

will combine it with 'Trail of the Cutthroat' and 'The Man from Uterstrom', and will release the combined footage as a four-reeler.

Nat Levine of Mascot has notified his employees that with rigid economies in force no salaries will be cut.

Last of the downtown first-run to drop is 'The Price Is Right', which went to the 'Metro and Loew's State level. New RKO prices are 25c to 6 p.m. and 25c and 40c evenings.

Lullier on Simplification

Bud Lullier, F-WC tax expert, has been appointed a member of the City and County Government Simplification committee which will study and advise on unifying the 46 separate municipal and county governments in Los Angeles.

Thorne Smith has completed the Ed Wynn story at Metro and has been assigned to write a story for Jack Pearl.

Suit Against Fay

Suit has been filed in Superior court by Richey Craig, Jr., and Western Costume Co. against Frank Craig claiming \$50 due him for services and material in Fay's 'Tales' review. Costume company claims \$1000 due for rental of costumes.

No Harlow Loan

Metro has declined to loan Jesse Lasky's request for the loan of Jean Harlow for the lead in 'The Worst Woman in Paris.' Main objection is that Harlow's title 'Lasky' is now negotiating with Par for Claudette Colbert.

Warners will double the playing time of '42d Street' in all of its court houses. Picture will day and date at the Western and Beverly theatres here for its second run.

Earthquake Footage

Ross and Wood, western distributors for 'The Big Drive' have attracted the best reels of California earthquake scenes for distribution outside of this state. They have shipped 38 prints to eastern and middle western exchanges.

Dissatisfied with 'Song of Songs'

Margene Dietrich has indicated she has offered to purchase the picture from Paramount so that she can scrap it. Picture has been in the pot for the past eight weeks.

Musicians Sight Land

Legislative prospects of beer gardens have brought numerous requests to Musicians' Local 47 for information regarding musicians' wage scale in the brew spots.

With another musical on the fire and several more in production, Warners has refused to lend its line of dancers to Metro for 'Hollywood Revue of 1933.'

Bonds valued at \$100,000, stolen from the office of Adolph Ramin, has been recovered following the conviction of James Hogan, junior of the Bank of America building, Wash., 'Hog' was serving in prison, but was granted probation.

Goodbye Agony, going into production Tuesday (29) at Warners, is the final production before the studio shutdown set for April 15.

Life Begins. Tactfully handled maternity story from a stage play. Loretta Young, Eric Linden. Dir. Jas. Flood and Elliott Nugent. Time, 72 mins. Rel. Oct. 1. Rev. Aug. 3.

Match. Film of the romance of the Swedish flannier. Warren William, Lily Damita. Dir. Howard Bretherton-Wm. Keighly. 79 mins. Rel. Dec. 31. Rev. Dec. 13.

Mind and Match. Mindreading as a new racket. Warren William and Constance Cummings. Dir. Roy Del Ruth. Rel. April 1.

Silver Dollar. Silver boom days in Col. Edw. G. Robinson. Dir. Alfred E. Green. Dec. 20. Rev. Dec. 20.

They Call It Sin. Kansas girl breaks into N. Y. show life. Loretta Young, Geo. Brent. David Manners. Dir. Thornton Freeland. Time, 70 mins. Rel. Nov. 8. Rev. Oct. 25.

Three of a Match. Three schoolgirls have adventures. Joan Blondell, Warren William, Ann Dvorak, Bette Davis. Dir. Mervyn Le Roy. Time, 63 mins. Rel. Oct. 23. Rev. Nov. 1.

Tiger Shark. Life and tragedy with the tuna fisher. Edw. G. Robinson, Zita John, Rich. Arlen. Dir. Howard Hawks. 79 mins. Rel. Sept. 24. Rev. Sept. 27.

Twenty-Four Hours in Sing Sing. Visualization of Warden Laves' book. Spencer Tracy, Bette Davis. Dir. Michael Curtiz. 78 mins. Rel. Jan. 31. Rev. Jan. 17.

You Said a Mouthful. Joe Brown swims to Catalina. Joe E. Brown, Ginger Rogers. Dir. Lloyd Bacon. Time, 70 mins. Rel. Nov. 2. Rev. Nov. 22.

## Fox

Offices: 850 Tenth Ave., New York, N. Y.

Adorable. Original. With music. Janet Gaynor, Henry Garat. Dir. Wm. Dieterle. Rel. Dec. 25. Rev. Dec. 27.

After the Ball. British made. Love at a diplomatic ball. Esther Ralston, Basil Rathbone. Dir. Milton Rosser. 68 mins. Rel. Mar. 17. Rev. Mar. 21.

Broadway Melody. Story by Wm. R. Lipman and W. W. Peset. Modern drama. Joan Blondell, Ginger Rogers, Ricardo Cortez, Margaret Szedden. Dir. Sidney Lanfield. 61 mins. Rel. Feb. 23. Rev. Mar. 7.

Call It Savage. Titled 'Theater's' of the 'broad girl. Clara Bow, Monroe Wealey, Gilbert Roland. Dir. John Francis Dillon. Time, 82 mins. Rel. Nov. 27. Rev. Nov. 29.

Cavalcade. Noel Coward's patent of British society. Diana Wynyard, Cleve Hutton, Herbert Rudolph, Eileen Steans. Dir. Frank Lloyd. Roadshow length 110 mins. No release date set. Rev. Jan. 10.

Chandu the Magician. Dramatized radio broadcast. Edmund Lowe, Bela Lugosi. Dir. Walter Van Dyke. 72 mins. Rel. Oct. 4. Rev. Oct. 4.

Dangerously Yours. Society thief and girl detective. Warner Baxter, Miriam Ferris, George Brent. Dir. Frank Tuttle. 74 mins. Rel. Feb. 3. Rev. Feb. 22.

Face in the Sky. Romantic adventures of a billboard sign painter. Spencer Tracy, Rita Romanoff, Stuart Erwin. Dir. Harry Lachman. Rel. Jan. 15. Rev. Feb. 21.

First Year, The. Domestic drama from a stage play. Janet Gaynor, Chas. Bickford, Dir. William K. Howard. Time, . mins. Rel. July 31. Rev. Aug. 23.

Handle with Care. Comedy. Jas. Dunn, Bette Malloy, El Brendel. Dir. Frank Tuttle. Rel. Dec. 27. Rev. Dec. 27.

Hot Check Girl. Murder and mystery in a nightclub. Sally Eilers, Ben Lyon, Ginger Rogers. Dir. Sidney Lanfield. Time, 63 mins. Rel. Sept. 28. Rev. Oct. 1.

Hot Pepper, Flag and Quirt—with Lupe. Edmund Lowe, Wm. McLaughlin, Lupe Velez. Dir. John Blystone. 74 mins. Rel. Jan. 15. Rev. Jan. 24.

Humanity. Original. Physician who seeks to save his son from a woman's infatuation. Alice Kirkland, Irene Ward. Dir. John Francis Dillon. Rel. Mar. 3.

Internal Machine. From the novel by Carl Blodde. Drama. Genevieve Treen, George Brent. Dir. Frank Tuttle. 74 mins. Rel. Feb. 3. Rev. Feb. 22.

Me and My Gal. Comedy drama. Joan Bennett, Spencer Tracy. Dir. Raoul Walsh. Time, 78 mins. Rel. Dec. 4.

Pleasure Cruise. Play by Austen Allen. Jealous husband trails his seagoing wife. Victor Mature, Lupe Velez. Dir. Frank Tuttle. Rel. Mar. 24.

Rackety Rasc. Football satire. Victor McLaglen, Greta Nissen. Dir. Alfred Werker. Time, 65 mins. Rel. Oct. 23. Rev. Nov. 8.

Robbers' Roost. Hustler discovers that love interferences with cattle stealing. George O'Brien, Dir. Louis B. Mayer. Rel. Jan. 1. Rev. Mar. 3.

Sailor's Luck. Original. Romance of a U. S. Navy god. Jas. Dunn, Sally Eilers, Victor Jory. Dir. Raoul Walsh. Rel. Mar. 3. Rev. Mar. 21.

Second Hand Wife. The banker's secretary steps from his office into his heart. Sally Eilers, Ralph Bellamy, George Hamilton, Mcadden. 64 mins. Rel. Jan. 1. Rev. Jan. 17.

Sherlock Holmes. The Conan Doyle story with a new gangster twist. Clive Brook, Miriam Ferris, Ernest Torrence. Dir. W. Howard. Time, 68 mins. Rel. Nov. 6. Rev. Nov. 15.

Six Months to Live. Murdered diplomat. He is revived to avenge his murder. Warren William, George O'Brien. Dir. Wm. Dieterle. Time, 83 mins. Rel. Oct. 16. Rev. Oct. 25.

Smoke Rings. From the novel by Phyllis St. Louis. Love and triumph at the state fair. Janet Gaynor, Lew Ayres, Will Rogers, Louise Dresser. Dir. George O'Brien. Rel. Feb. 10. Rev. Feb. 10.

Tess of the Storm Country. Talk version of an old saint. Janet Gaynor, Chas. Farrell. Dir. Al. Santell. Time, 75 mins. Rel. Nov. 20. Rev. Nov. 22.

Too Busy to Work. Talking version of 'Jubilo.' Will Rogers, Marian Nixon. Dir. Jas. Blystone. Time, 76 mins. Rel. Nov. 13. Rev. Dec. 6.

Warrior. Handwritten. Stage play. George O'Brien, George O'Brien who had a heart. Elissa Landi, Marjorie Rambaue, Ernest Truex, David Manners. Dir. Walter Lang. Rel. April 21. (Lasky production.)

Zoo in Budapest. Original. Mystery story in a foreign zoo and an animal. George O'Brien, George O'Brien, Raye, H. Reggie. Dir. Rowland V. Lee. Rel. Mar. 31. (Lasky production.)

## Paramount

Offices: R.K.O. Bldg., New York, N. Y.

Deadwood Pass. Original. Western. Hidden treasure and government agents. Tom Tyler, Alice Dahl, Wally Wales. Dir. J. P. McGowan. Rel. Mar. 15.

Easy Millions. Original. Reputed millionaire loses his job, an inheritance and his sweetheart. Grete Gallagher, Dorothy Burgess. Dir. Fred Newmeyer. Rel. Oct. 7. Rev. Nov. 15.

Fighting Gentleman. The fighter who goes to the top and back again. Warner, Bob Hope, George O'Brien, George O'Brien. Dir. Burton King. Time, 68 mins. Rel. Oct. 7. Rev. Nov. 15.

Forty-Niners. The overlaid trek in pioneer days. Tom Tyler. Dir. J. P. McGowan. 73 mins. Rel. Oct. 26. Rev. Nov. 20.

Gambler Sex, The. Racing story with a society slant. Ruth Hall, Grant Withers. Dir. Fred Newmeyer. Time, 64 mins. Rel. Nov. 21. Rev. Dec. 1.

Kies of Araby. Original. Sahara story of British army and Rif, with love interest. Marie-Alba, Walter Byron, Claire Windsor. Dir. Phil Rosen. Rel. Jan. 15. Rev. Mar. 7.

Penal Code. Story of a boy's regeneration surmounting complications. Regis Toomey, Helen Cohen, Robert Ellis. Dir. George Melford. 62 mins. Rel. Jan. 15. Rev. Mar. 7.

Savage Girl, The. Big game hunters find a white jungle beauty. Rochelle Hudson, Walter Byron, Harry Myers, Adolph Milar. Dir. Harry L. Hunt. Rel. Dec. 10. Rev. Dec. 10.

When a Man Rides Alone. Robin Hood of the West and some daring side coach holdups and fast riding. Tom Tyler, Adele Lacey, Duke Lee. Dir. J. P. McGowan. Rel. Feb. 22.

## Majestic

Offices: 1619 Broadway, New York City, N. Y.

Crusader, The. Drama of a crusading district attorney. Evelyn Bren., H. H. Warner, Paul Kelly, Lew Cooley, Walter Byron, Marceline Day. Dir. Frank Strayer. 72 mins. Rel. Oct. 1. Rev. Oct. 11.

Curtain at Eight. Rel. April 1.

Gold. Western drama. Jack Huxie, Alice Day, Matthew Betz, Dynamite-horse. Dir. Otto Brower. Time, 85 mins. Rel. Sept. 15. Rev. Oct. 11.

Gun Law. Western. Jack Hoxie, Betty Boyd. Rel. Mar. 1.

Hearts of Humanity. Drama of New York's East Side. Jean Hersholt, Jackie MacLean, George O'Brien, Claudia Del. Armand Schaefer. Dir. Clirly Cabanne. Time, 70 mins. Rel. Sept. 1. Rev. Sept. 27.

Law and Lawless. Western drama. Jack Hoxie, Hilda Moreno, Yalima Canabarro. Dir. Walter Van Dyke. Time, 74 mins. Rel. Nov. 30.

Outlaw Justice. Western drama. Jack Hoxie, Dorothy Gulliver, Donald Keith. Dir. Armand Schaefer. Time, 81 mins. Rel. Oct. 1. Rev. Feb. 23.

**Phantom Express.** The Railroad melodramatic mystery. J. Farrell Macdonald, William Collier, Ed. Sally Lane, Robert Rowland, Eddie Phillips. Dir. Chris Cabanne. Time, 70 mins. Rel. Sept. 15. Rev. Sept. 27.

**Public Be Damned.** The story behind present-day conditions. Evelyn Brent, Pat O'Brien. Dir. Chris Cabanne. Rel. Oct. 1. Rev. Oct. 15.

**Sing, Singer, Sing.** Dramatic life of a torch-singer. From the play by Wilson Collison. Lella Hyams, Paul Lucas. Dir. Chris Cabanne. Rel. Mar. 15.

**Trouble Buster.** Return. Jack Hoxie, Lane Chandler. Rel. April 1.

**Unwilling Love.** The story of a girl and vengeance. Greta Nilsen, Josephine Baker, Mary Brian, Lew Cody, Louise Fazenda, Florida Hill, Betty King. Dir. Chris Cabanne. Time, 70 mins. Rel. Nov. 15. Rev. Dec. 20.

**Vampires Eat.** The story of a vampire. From the European stage play of same title. George E. Stone, Maude Eburne. Dir. Frank Strayer. Rel. Jan. 23.

**Via Pony Express.** Jack Hoxie western. Marceline Day. Dir. Lew Collins. Rel. Feb. 17.

**Woman in Chains.** The. Rel. April 1.

**Studios: 4376 Sunset Drive, Hollywood, Cal. Mayfair** Offices: 1600 Broadway, New York, N. Y.

**Heart Punch.** Murder story with a prize ring angle. Lloyd Hughes, Marion Shilling. Dir. Breezy Eason. Time, 64 mins. Rel. Oct. 15. Rev. Dec. 13.

**Her.** Mad Night. Mother assumes guilt for a daughter's crime. Irene Rich, Conway Tearle. Dir. E. Mason Hopper. Time, 67 mins. Rel. Oct. 1. Rev. Nov. 29.

**Malay.** Drama. Original. Mother love in the tropics. Johnny Mack Brown, Dorothy Burgess. Dir. E. Mason Hopper. 59 mins. Rel. Oct. 1. Rev. Feb. 7.

**Midnight Warning.** The. Original. Wm. Boyd, Claudia Dell. Dir. Spencer Bennett. 57 mins. Rel. Nov. 15. Rev. Mar. 14.

**No Living Witness.** Novelty crime story. Gilbert Roland, Noah Berry, Barbara Kent. Dir. E. Mason Hopper. Time, 72 mins. Rel. Sept. 16. Rev. Oct. 15.

**Tangled Destinies.** Mystery in a deserted desert home. Lloyd Whitlock, Loris Hill, Glen Tryon, Vera Reynolds. Dir. Frank Strayer. Time, 69 mins. Rel. Sept. 1. Rev. Feb. 7.

**Studios: Culver City, Cal. Metro** Offices: 1540 Broadway, New York, N. Y.

**Blondie of the Collies.** Self explanatory title. Marlon Davies, Robt. Montgomery, Billy Dove. Dir. E. Goulding. Time, 91 mins. Rel. Aug. 13.

**Clear All Wires.** Picturization of the recent Broadway hit about a foreign correspondent. Lee Tracy, Benita Hume. Dir. George Hill. 78 mins. Rel. Feb. 17.

**Divorce in the Family.** Jackie Cooper saves the family happiness. Jackie Cooper, Conrad Nagel, Lewis Stone, Lila Wilson. Dir. Chas. F. Riesner. Time, 79 mins. Rel. Aug. 27.

**Fast Life.** Typical halnes story with a thrilling speed boat race. William Haines, Cliff Edwards, Conrad Nagel, Madge Evans. Dir. Harry Polard. 74 mins. Rel. Aug. 27.

**Flesh.** Wallace Beery as a wrestler. Karen Morley, Ricardo Cortez, Jean Hersholt. Dir. John Ford. 95 mins. Rel. Dec. 9. Rev. Dec. 13.

**Faithless.** Rich. Gilbert as a skyscraper worker. Robert Armstrong, Mae Clarke, Muriel Kirkland. Dir. Tod Browning. Rel. Mar. 10. Rev. Mar. 21.

**Gabriel Over the White House.** From an anonymous novel. The U. S. under a dictator. Walter Huston, Karen Morley, Franchot Tone. Dir. Gregory La Cava. Emphasizes the Russian overthrow. Rel. Mar. 22.

**Hell Below.** The submarine heroes of the World War. Robert Montgomery, Jimmy Durante, Madge Evans, Walter Huston. Dir. Jack Conway. Rel. March 17.

**Kongo.** Remake of the silent of the same title. Sorcery in central Africa. Walter Huston, Lupe Velez, Conrad Nagel, Virginia Bruce. Dir. Wm. C. Menzies. Time, 84 mins. Rel. Oct. 1. Rev. Nov. 22.

**Lady Deceived.** The. Based on the Broadway stage hit by Martin Brown, Irene Dunne, Phillips Holmes. Dir. Charles Brabin. Rel. Jan. 13.

**Mask of Fu Manchu.** Chinese plotter seeks the sword of Genghis Kahn. Yvonne De Carlo, Frankfort Rogers. Dir. Chas. Brabin. Time, 68 mins. Rel. Nov. 5. Rev. Dec. 6.

**Men Must Fight.** Picturization of the Broadway play. The war problem in Paris. Diana Barrymore, Lila Wilson, Lewis Stone. Dir. Edgar Selwyn. Rel. March 10. Rev. March 14.

**Man on the Nile.** Ramon Navarro as an Egyptian king. Rel. April 7.

**Outsider.** The. An unlicensed surgeon performs seeming miracles. Harold Lloyd, Guy Barry. Rel. Oct. 1. Rev. Nov. 15.

**Pack Up Your Troubles.** Laurel and Hardy full length military comedy. Dir. Geo. Myrshall and Raymond Caryl. Time, 70 mins. Rel. Sept. 17. Rev. Oct. 15.

**Payment Deferred.** Murder story from the play of the title with Chas. Laughton in his original role. Maureen O'Sullivan, Dorothy Peterson. 73. Rel. Oct. 1. Rev. Nov. 15.

**Prosperity.** P set depression comedy with Marie Dressler and Folly Moran. Dir. Sam Wood. Time, 87 mins. Rel. Dec. 12. Rev. Nov. 29.

**Red Dye.** Jeanette MacDonald as a new team in a story of India. India. Victor Fleming. Time, 83 mins. Rel. Oct. 22. Rev. Nov. 8.

**Reunited in Vienna.** From Sherwood's stage play. Exiled royalty returns for a last fling. John Hays, Diana Wynyard, Otto Kruger. Dir. Sidney Franklin. Rel. April 14.

**Secret of Madame Blanche.** The. Based on Martin Brown's play 'The Lady'. Irene Dunne, Phillips Holmes. Dir. Chas. Brabin. 83 mins. Rel. Feb. 3. Rev. Feb. 7.

**Smilin' Through.** Remake of the Norma Talmadge silent and Jane Cawell play. Norma Shearer, Leslie Howard, Frederic March, O. P. Heggie. Rel. Bid. Nov. 15. Rev. Dec. 13.

**Son-Daughter.** The. From the play by David Belasco. Helen Hayes, Ramon Novarro, Lewis Stone, Warner Oland. Dir. Clarence Brown. 81 mins. Rel. Dec. 23. Rev. Nov. 29.

**Strange Intruder.** The famous O'Neill play. Norma Shearer, Clark Gable. Dir. Robert Z. Leonard. Time, 110 mins. Dec. 30. Rev. Sept. 6.

**Today We Live.** An English girl ambulance-driver during the war. Joan Crawford, Charles Clarysse, Gertrude Astor. Rel. March 24.

**What No Beer?** Buster Keaton and Jimmy Durante in the beer racket. Phillip Barry, Roscoe Ates, Jimmy Miljan. Dir. Edward Sedgwick. 64 mins. Rel. Feb. 17.

**White Sister.** The. Based on the famous F. Marion Crawford novel. Helen Hayes, Clark Gable. Dir. Victor Fleming. Rel. Mar. 17.

**Whitening in the Dark.** Adapted from the Broadway stage success, in which a young woman who is a thief is forced to play a murder herself. Ernest Truex, Una Merkel, Jean Hersholt. Dir. Elliott Nugent. Rel. Jan. 27. Rev. Jan. 31.

**Studios: 608 Sunset Blvd. Monogram** Offices: 723 Seventh Ave., New York, N. Y.

**Avenging Sea.** British government agent's love affair in Bombay. Benita Hume, Geo. Barrand, Anne Grey. Dir. Millard Webb. 57 mins. Rel. Nov. 20.

**Diamond Trail.** Western. Rex Bell. Dir. Harry Fraser. Rel. Dec. 30.

**Fighting Champ.** The. Western. Bob Steele, Arletta Duncan. Dir. J. P. P. Murphy. Time, 64 mins. Rel. Dec. 14.

**Girl from Calgary.** The. A cowboy comes east to stage triumphs. FFA D'Orsay, Paul Kelly. Dir. Phil Whitman. Time, 64 mins. Rel. Sept. 24. Rev. Nov. 29.

**Guilty or Not Guilty.** Bootlegger's moll freed from prison an innocent girl. Betty Condon, Claudia Dell, Tom Douglas. Dir. Al Ray. 65 mins. Rel. Dec. 1.

**Hidden Valley.** A ranch foreman takes to a blimp to locate a spot. Bob Steele, Gertrude Messinger. Dir. R. N. Bradbury. 57 mins. Rel. Jan. 1.

**Klondike.** The. A physician who falls in a major operation makes a comeback. Frank R. Strickland, Tom R. Watshel. Dir. Lyle Talbot. Time, 68 mins. Rel. Aug. 9. Rev. Sept. 27.

**Lucky Larrigan.** Western. Rex Bell, Helen Foster. Dir. J. P. McCarthy. Rel. Dec. 10.

**Man from Arizona.** The. Cowboy saves his pal from double harm. Rex Bell, Nooma Judge. Dir. Harry Fraser. 57 mins. Rel. Dec. 15.

**Self Defense.** From Peter B. Kyne's 'The Just Judge'. Western story of a man who is accused of murder and is forced to play a murder himself. Theo. Von Eltz. Dir. Phil Rosen. 67 mins. Rel. Dec. 15. Rev. Feb. 21. (Originally titled 'Self Defense').

**Strange Adventure.** A girl who is kidnapped and a millionaire. Regis Toomey, June Clyde. Dir. Phil Whitman and Hampton El. Ruth. 60 mins. Rel. Feb. 14. Rev. Feb. 14.

**Thirteenth Guest.** The. Mystery play by author of 'Scarface'. Ginger Rogers. Rel. Aug. 23. Rev. Sept. 6. (Chadwick).

**Western Limited.** The. Mystery aboard a transcontinental train. Estelle Taylor, Robert Taylor, George E. Stone, Bradford Kent. Dir. Chris Cabanne. Time, mins. Rel. Aug. 10. Rev. Oct. 19.

**Young Blood.** Western. Bob Steele, Story by Whelyn Towman. Dir. Phil Rosen. Time, 62 mins. Rel. Nov. 5. Rev. Jan. 24.

**Studios: 8851 Marathon St. Hollywood, Calif. Paramount** Offices: 1501 Broadway, New York, N. Y.

**Big Broadcast.** The. A casting story with many star names. Stuart Erwin, Bing Crosby, Lilla Hyams. Dir. Frank Tuttle. Rel. Oct. 13.

**Billion.** Based on the Tenet Dose investigation. Robt. Armstrong, Constance Cummings, Olga Baculova. Dir. Harry Joe Brown. 76 mins. Rel. Jan. 6. Rev. Jan. 10.

**Blonde.** The. A stage woman's efforts to retain her child. Mariene Dietrich, Herbert Marshall, Dickey Moore. Dir. Joe Von Sternberg. Time, 85 mins. Rel. Sept. 16. Rev. Sept. 27.

**Crime of the Century.** The. From the European stage play of same title. Jean Hersholt, Frances Dee, Wynne Gibson, David Landau. Dir. Wm. Jeanne. Rel. Feb. 24. Rev. Feb. 21.

**Dead Reckoning.** Original sea story by John. Present of a Flying Dutchman of today. Shirley Gray, Chas. Ruggles, John Halliday, Verne Castleton. Dir. Paul Sloane. Rel. Mar. 24.

**Devil is Driving.** The. Wynne Gibson, Edmund Lowe, Dickie Moore. Dir. Stuart Erwin. Rel. Feb. 24. Rev. Mar. 21.

**Evenings for Sale.** Viennese nobleman became a gigolo. Herbert Marshall, Sari Maritza, Chas. Ruggles. Dir. Stuart Walker. Time, 61 mins. Rel. Nov. 15. Rev. Nov. 15.

**Farwell to Arms.** Hemingway's novel of war on the Italian front. Helen Hayes, Gary Cooper, Adolphe Menjou. Dir. Frank Borzage. 90 mins. Rel. Dec. 16.

**From Hell to Heaven.** Romance story based on play by Lawrence Hazard, with a race-track slant. Not a racing drama. Carole Lombard, Jack Oakie. Dir. Eric Kenton. Rel. Feb. 24. Rev. Mar. 21.

**He Learned About Women.** Comedy drama. Stuart Erwin, Allison Skipworth. Dir. Lloyd Corrigan. Time, 67 mins. Rel. Nov. 4.

**Hello, Everybody.** Original radio story by Fannie Hurst. Kate Smith, Randolph Scott, Sally Blane. Dir. S. J. Perle. Rel. Feb. 17. Rev. Feb. 21.

**Heritage of the Desert.** Zane Grey story. Western theme. Randolph Scott, Sally Blane, J. Farrell Macdonald. Dir. Henry Hathaway. 58 mins. Rel. Nov. 15. Rev. Nov. 15.

**Hot Saturday.** Gossip in a small town. Nancy Carroll. Dir. W. S. Setter. Time, 72 mins. Rel. Oct. 28. Rev. Nov. 6.

**If I Had a Million.** How vastus persons could react to an inheritance. Gary Cooper, Geo. Raft, Wynne Gibson, Chas. Laughton, Jack Oakie and many others, each in a single sequence. Directional sequences of various directions. Time, 74 mins. Rel. Dec. 29.

**Island of Lost Souls.** Novelty story. Chas. Laughton, Richard Arlen, Lilla Hyams. Dir. Chas. Kenton. December special. Rel. Jan. 17.

**King of the Jungle.** Novelty story. Buster Crabbe, Frances Dee. Dir. Humphrey Jennings. Rel. Feb. 17. Rev. Feb. 21.

**Lady's Profession.** A. Story by Nina Wilcox Putnam. Speakeasy prop. masquerading as riding master. Geo. Barbier, Sari Maritza. Dir. Norman Krasna. Rel. Dec. 29.

**Lily Christine.** British made. Corinne Griffith, Colin Clive. Time, 59 mins. Rel. July. Rev. Sept. 20.

**Luxury Liner.** From the novel by Gina Kaus. Grand Hotel on shipboard. Carole Lombard, Alan Ladd, Verne Castleton. Dir. Victor Fleming. Rel. Feb. 24. Rev. Feb. 21.

**Madame Butterfly.** From the opera. Sylvia Sydney, Gary Grant, Chas. Ruggles. Rel. Dec. 29.

**Madison Square.** Sporting story. Jack Oakie, Marian Nixon, Thos. Melghan. Dir. Harry J. Brown. Time, 70 mins. Rel. Oct. 7. Rev. Oct. 18.

**Murder in the Zoo.** Original by pictures. Constance Cummings. Dir. Clarence Brown. Time, 46 mins. Rel. Feb. 24.

**Movies in the Sun.** Lively by Philip Wyle and Seton I. Miller. Drama largely held to a zoological garden. Chas. Ruggles, Lonnie Atwill, Gall Patrick. Dir. Edw. Sutherland. Rel. Mar. 24.

**Mysterious Rider.** Western. Kent Taylor. Dir. Allen. Rel. Jan. 27.

**Night After Night.** Humor in the night clubs. Mae West, Geo. Raft, Constance Cummings. Rel. Skipworth. Dir. Archie Mayo. Time, 70 mins. Rel. Oct. 14. Rev. Nov. 1.

**Night of June 13.** The. The neighbors react to a murder suspicion. Clive Brook, Lila Wilson, Chas. Ruggles. Dir. Stephen Roberts. Time, 78 mins. Rel. Sept. 22. Rev. Sept. 27.

**No Man of Her Own.** From the novel 'No Bed of Her Own'. Clark Gable, Carole Lombard, Dorothy Mackall. Dir. Wesley Ruggles. December special. Rel. Nov. 15.

**Phantom President.** Political story of a presidential double. George M. Cohan, Jimmy Durante, Claudette Colbert. Time, 77 mins. Rel. Oct. 7. Rev. Oct. 14.

**Pick Up (Schubler).** A girl of the people and a service station sheik. Sylvia Sydney, Geo. Raft. Dir. Marion Gering. Rel. Mar. 31.

**70,000 Miles a Minute.** The. A fast foot race. Edw. Holmes, Dorothy Jordan, Chas. Ruggles, Johnny Mack Brown, Lew Cody. Dir. Ralph Murphy. Time, 69 mins. Rel. Sept. 2. Rev. Sept. 6.

**She Done Him Wrong.** The. A musical version of 'The Girl Who Sings'. Mae West, Cary Grant, Noah Berry, Owen Moore. Dir. Lowell Sherman. Rel. Jan. 27. Rev. Feb. 14.

**Sign of the Cross.** The. Spectacular version of Wilson Barrett's play of Roman persecution of the Christians. Claudette Colbert, Frederic March, Bessie Landi, Chas. Laughton. Dir. Cecil B. De Mille. 115 mins. Regu. Rel. Dec. 29.

**Strictly Personal.** (Rogers.) Original by Wilson Mizner and Robt. T. Shannon on the matrimonial agency racket. Marjorie Rambeau, Eddie Quillan, George Raft, Lew Cody, Ralph Murphy. Rel. Mar. 24.

**Tonight is Ours.** Noel Coward's 'The Queen Was in the Parlor'. Claudette Colbert, Frederic March, Allison Sipworth. Dir. Stuart Walker. Rel. Jan. 31. Rev. Jan. 24.

**Trouble in Paradise.** The. A casting cheaters in Paris and Venice. Miriam Hopkins, Kay Francis, Herbert Marshall. Dir. Ernst Lubitch. Time, 61 mins. Rel. Oct. 21. Rev. Nov. 15.

**Undercover Agent.** The. A street series betw the gangsters. Geo. Raft, Nancy Carroll. Dir. Jas. Flood. Time, 74 mins. Rel. Dec. 2. Rev. Dec. 6.

**Under the Tonto Rim.** From the Zane Grey story. Stuart Erwin, Verne Castleton, George Raft. Dir. Eric Kenton. Rel. Feb. 24.

**Wild Horse Mesa.** Zane Grey's story. Rudolph Scott, Sally Blane, Fred Kohler. Dir. Henry Hathaway. Time, 60 mins. Rel. Nov. 25. Rev. Jan. 24.

**Woman Accused.** The. From the story in 'Liberty' by ten well-known authors. Girl accused of murder at court chiefly on a pleasure cruise. Nancy Carroll, Gary Grant, John Halliday. Dir. Paul Sloan. Rel. Feb. 17.

**Studios: 723 Seventh Ave., New York, N. Y. Powers** Offices: 723 Seventh Ave., New York, N. Y.

**Lucky Girl.** Musical comedy farce. Gene Gerrard, Molly Lamont. Dir. Eugene O'Sullivan. Time, 59 mins. Rel. Sept. 1.

**Man Who Won.** The. Story of a wastrel who makes good. Henry Kendall, Heather Angel. Time, 70 mins. Dir. Norman Walker. Rel. Sept. 15. Rev. Feb. 28.

**Blame the Woman.** British made with Adolphe Menjou and Claude Allister. Time, 64 mins. Rel. Dec. 14.

**Devil's Playground.** The. George Vanderbilt's expeditionary film. 54 mins. Rel. Jan. 1. Rev. Jan. 3.

**Virgins of Bali.** Humorous treatment of Sumatran customs. 55 mins. Rel. Sept. 15. Rev. Dec. 13.

**Voodoo.** The. Ceremonies in Haiti produced by Sergeant Warkus. 'White King of LaGona'. 4 reels. Rel. Feb. 15.

**With Williamson Beneath the Sea.** Underwater exploration. 60 mins. Rel. Jan. 1. Rev. Nov. 29.

**Studios: Hollywood, Cal. R.K.O. Pathe** Offices: R.K.O. Bldg., Radio City, N.Y.C.

**Come On, Danger.** Western. Tom Keene, J. Hayden, Roscoe Ates. Dir. Robt Hill. Time, 54 mins. Rel. Sept. 23.

**Studios: Hollywood, Cal. R.K.O. Radio** Offices: R.K.O. Bldg., Radio City, N.Y.C.

**Age of Consent.** The. Love and trouble for a co-ed. Dorothy Wilson. N.C. and Cromwell. Dir. Gregory La Cava. Time, 63 mins. Rel. Aug. 5.

**Animal Kingdom.** The. The man who could not distinguish between his wife and mistress. Leslie Howard, Ann Harding, Myrna Loy. Dir. Edw. H. Cline. Time, 64 mins. Rel. Dec. 14.

**Bill of Divorcement.** A. Story of a shell-shocked vet. By Clemence Dane. John Barrymore, Billie Burke, Katherine Hepburn. Dir. Geo. Cukor. Time, 69 mins. Rel. Sept. 20. Rev. Oct. 4.

**Bird of Paradise.** The. A musical stage play of the South Seas. Dolores Del Rio, Joel McCrea. Dir. King Vidor. Time, 82 mins. Rel. Aug. 12. Rev. Sept. 13.

**Cheyenne Kid.** The. Tom Keene Western. Dir. Robert Hill. 55 mins. Rel. Jan. 20.

**Christopher Strong.** Pro. Frankau play. Story of a daring English aviator. Tom Keene, Lila Wilson, Col. Clive Burke. Dir. Dorothy Arzner. 77 mins. Rel. Mar. 31. Rev. Mar. 14.

# DUALS OUT, SO CALIF'S NEW ZONING

Los Angeles, March 27. Single feature bills go back in all Southern California theaters, both circuit and indie, Thursday, April 27. With the resumption of single features, a new zoning plan is being worked out, details of which will be submitted to a joint meeting of indie and circuit heads the early part of next month. Definite zoning, as compared with price determination of runs, is confidently expected to be restored in this territory.

Attempt will be made to induce distributors to impose drastic penalties for violation of the new single feature policy. One penalty suggested is the setting back of play dates two or three months or suspension of service.

Notice was sent out late last week by G. L. Metzler, president of the Independent Theatre Owners of Southern California, notifying members of the action with circuit executives expected to advise their division and house managers similarly in the next few weeks.

## Union Adjustments in Some Denver Houses

Denver, March 27. Union stagehands and operators are still out at the Denver and Paramount, but the union organizer is still at the scene.

Harry Huffman has negotiated a new contract with the operators for the four houses in the RKO-Huffman pool, besides his two neighborhood divisions in suburban area around 30%, while reduction in expense in some of the houses run to 65%. At the Aldeewee he will pay \$25 for one operator; at the Bluebird \$25 for two operators; at the \$50 each to two operators instead of three; Aladdin, \$50 each to two instead of four; Rialto, \$50 to each of two instead of three, and at the Orpheum \$40 to two instead of three, and \$40 for an assistant to help in presentations. New contract calls for no overtime between 10 a.m. and midnight.

Buzz Briggs, of the State, has cut his both expense from \$135 to \$100 a week by a new contract with the union.

## BARHAM UNSET

N. W. Public Deal off, May Resume Southern Exhibition

As a result of the receivership over the Pinkelstein & Ruben circuit in the northwest, the comparatively recent operating partnership with Tracey Barkan, former division film buyer at the Public house bumpy and gone south to visit relatives until further plans are lined up.

Barham may return to theatre operation in the south, having previously controlled a chain in the southeast.

Partnership with Public in the northwest, made by Barham shortly before the P&R receivership, extended over the towns of Brainerd, Fairbairn, Waseca and Wilmet, all in Minnesota. Receivership automatically dissolved the partnership.

## L. A. Musicians Vote 15 P. C. Pay Reduction

Los Angeles, March 27. Recognizing that conditions today, as compared with those obtaining a year ago, justify a 15 per cent pay reduction, directors of musicians' local No. 47, at a special meeting Friday night (24) offered a 15% reduction of scale for regularly employed orchestral at radio stations and theatres only.

Concession does not apply to bandmen in spots which already have obtained reductions such as Paramount and the Million Dollar.

Paramount, Marco operated, pays \$40 and percentage, while the Million Dollar pays 50% straight.

Winners, with vanguard at the downtown house and anxious for work at the Hollywood still holding out for a lower price.

### Coast Suburban House's 10c B. O. Subterfuge

Los Angeles, March 27. Described by opposition exhibitors as a flagrant evasion of the 15c minimum adult admission price, Mission Playhouse, subsequent run picture house in San Gabriel (suburb) is circulating 10,000 copies of a four-page pamphlet, the purpose of which is devoted to a sales talk on behalf of 10c admissions, 75c for kiddies, and free admission to the balcony for youngsters under 13 on week day nights.

Thruway inlays, three pages of which carry advertising of markets and merchants, is 14x20 in size. House takes credit for being "the biggest and best show in San Gabriel valley...in San Gabriel valley's biggest and best show house...also the safest and best constructed...fireproof and earthquake tested...built of concrete and fabricated steel...a theatre that was built for your comfort and safety...costing nearly \$1,000,000 to construct." It then reads in display type: "See all the big shows, here for adults any seat anytime, one dime."

House plays double features, on a three-four night split, plus usual parts. Reported to be cutting its coupon with a five cent value to apply against the established 15c top price.

### Par's 'Crazy Week'

The 'crazy week' idea which has become an institutional idea at the Palladium, London, with audience interest built up in the expectation of seeing everything cockeyed for entertainment purposes, will be tried at the Paramount, New York, starting Friday (3). It's Boris Moroff's idea, which he got in London on his recent trip abroad.

Frank and Mill Britton band, Fatsy Kelly and possibly Ted Gray, will be on the 'crazy week' show.

### 90 DAYS

Stiffest Penalty Possible Meted Out for Stench Bombing

Minneapolis, March 27. The courts here, dealing severely with stench bomb throwers, gave George Donnelly, brother of the president of the stage hands' union here, the stiffest penalty it could mete out, 90 days in the workhouse. He was caught by the city, proprietor of Pantages, after stench bomb had been thrown in that house.

The stage hands' union has been demanding unsuccessfully that the Pan, a 15c-grind third and fourth run loop house, employ a stage hand; also calling upon other similar theatres. Consideration is being changed, to put on stage hands, but demands are being resisted.

### Cositivity Takes Michigan From Fitzpatrick-McElroy

Chicago, March 27. Fitzpatrick & McElroy house at Michigan City, the Tivoli, has been acquired by L. T. Cositivity, who also has a house in Bensenville.

Cositivity will operate Michigan City with straight pix through the week and four acts added Sunday booked by Billy Diamond agency.

### 1,000-Seat Airdrome

Calexico, Cal., March 27. Airdrome, with a seating capacity of 1,000, is being constructed by Fox West Coast Exhibitors at its Capitol, here, and which will be operated in conjunction with the house during the hot months. Outdoor shows expected to get started early in May.

Use of airdromes during summer months is imperative in the Imperial Valley sector if any picture biz is hoped for.

### Manager Stacy Scores

Albany, N. Y., March 27. Oliver H. Stacy, former manager of the Majestic here, won a suit to compel his wife, Sadie, to recover the Stacy \$17,500 home in both their names and to allow him to share it. Stacy charged that by oral agreement he had conveyed the property to his wife, but she placed a top-left sign on the building, after the couple quarreled and excluded her husband from the house.

## CALENDAR OF CURRENT RELEASES

(Continued from page 29)

**Conquerors, The.** A story of American depression and their surroundings. Rich Dix, Ann Harding, Edna Mae Oliver. Dir. Wm. Wellman. Time, 84 mins. Rel. Feb. 18. Rev. Jan. 15.

**Goldie Gets Along.** Movie-struck girl who works the beauty contest racket. Lili Damita, Chas. Morton, Sam Hardy. 83 mins. Rel. Jan. 27.

**Great Jigger.** The. Novel by Fulton Oursler. Dix as a motorman who turns into a big. Vera Reynolds, Edna Mae Oliver. Dir. J. Walter Ruben. 83 mins. Rel. Mar. 3. Rev. Feb. 21.

**Half-Naked Truth, The.** From Harry Reichenbach's memoirs of a press agent. Lee Tracy, Lupe Velez, Eugene Palette. Dir. Gregory Le Cava. 75 mins. Rel. Dec. 16. Rev. Jan. 25.

**Hell's Highway.** The horrors of a convict camp. Richard Dix, Tom Brown. Dir. Rowland Brown. Time, 62 mins. Rel. Sept. 21. Rev. Sept. 27.

**Hold 'Em Jail.** Wheeler and Woolsey play football on the convict eleven. Dir. Norman Taurog. Time, 66 mins. Rel. Sept. 21. Rev. Sept. 27.

**King Kamp.** Original. A 50-foot ape is captured in the wilds and creates havoc when it escapes while on exhibition in New York. Fay Wray, Robert Armstrong. Dir. Merian C. Cooper. 96 mins. Rel. Mar. 7.

**Little Orphan Annie.** Based on the cartoon. Mitzel Green, Ed. Kennedy. Dir. John Robertson. Time, 61 mins. Rel. Nov. 4. Rev. Dec. 27.

**Lucky Devil.** Original. Glorifying the picture stunt men. Bill Boyd, Wm. Gargan, Dorothy Wilson. Dir. Merian C. Cooper. 70 mins. Rel. Feb. 3. Rev. Feb. 21.

**Men Are Such Fools.** Leo Carrillo. Dir. Wm. Nigh. Time, 66 mins. Rel. Nov. 18. Rev. Mar. 14.

**Men of America.** Bill Boyd, Dorothy Wilson, Chic Sale. Dir. Ralph Ince. Time, 57 mins. Rel. Dec. 9. Rev. Feb. 28.

**Monkey's Paw.** The. W. W. Jacobs mystery story of a hoodooed charm. C. Aubrey Smith, Ivan Simpson, Louise Carter. Dir. Wesley Ruggles. 66 mins. Rel. Jan. 15.

**Most Dangerous Game, The.** Island recluse who hunts human beings for sport. Joel McCrea, Fay Wray, Leslie Banks. Dir. E. Schoedaack. Time, 67 mins. Rel. Dec. 27.

**No Other Woman.** Steel worker who rises to affluence and drags his wife into the mire. Irene Dunne, Chas. Bickford. Dir. J. Walter Ruben. 85 mins. Rel. 6. Rev. Jan. 25.

**Our Betters.** From Maugham's play. English high society. Constance Bennett, Gilbert Roland. Dir. Geo. Cukor. 80 mins. Rel. Mar. 31. Rev. Feb. 28.

**Past of Mary Holmes.** The. Destitute opera singer unwittingly accuses her son of murder. Helen MacKellar, Eric Linden, Skeets Gallagher. Dir. Harlan Thompson, Slavov Vokopich. Rel. Jan. 20.

**Pangloss.** The. Famous Falgout murder mystery. Mae Clark, Robert Armstrong, Edna Mae Oliver, James Gleason. Dir. Geo. Archambault. 69 mins. Rel. Dec. 9. Rev. Dec. 27.

**Phantom of the Grand Hotel.** A. H. Mason party. Ricardo Cortez, Katherine Mosley. Dir. J. W. Ruben. Time, 77 mins. Rel. Oct. 14. Rev. Oct. 18.

**Reakbye.** Sentimental mother-love story. Constance Bennett, Joel McCrea. Dir. Geo. Cukor. Time, 70 mins. Rel. Nov. 25. Rev. Dec. 6.

**Sailor Be Good.** Original. The fleet's in again. Jack Oakie, Vivienne Osberg, George E. Stone. Dir. Jas. Cruze. 88 mins. Rel. Feb. 19. Rev. Feb. 28.

**Secrets of the French Police.** Foreign mystery. Gwll Anden, Frank Morgan, Gregory Ratoff. Dir. Edw. Sutherland. Time, 68 mins. Rel. Dec. 2. Rev. Jan. 18.

**Sport Parade.** Novelty story. Joel McCrea, Marian Marsh, Wm. Gardner. Dir. Dudley Murphy. Time, 65 mins. Rel. Nov. 11. Rev. Dec. 20.

**Strange Justice.** Conflicts of the criminal code. Marjorie Nash, Robert Reginald, Lynn. Dir. V. O. Schertzinger. Time, 64 mins. Rel. Oct. 7.

**Theft of the Mona Lisa.** The. Foreign made. Willy Forst, Trude von Molo. Dir. Fritz Lang. 82 mins. Rel. Nov. 22.

**Thirteen Women.** From Tiffany Thayer's story of the power of suggestion. Ricardo Cortez, Irene Dunne. Dir. G. Archambault. Time, 60 mins. Rel. Sept. 15. Rev. Oct. 18.

**Topaze.** From the stage play of that title by Marcel Prevost. French story of an innocent who gets wise to the way of municipal graft. John Barrymore, Myrna Loy, Robert Conti. Dir. Harry D'Arrast. 80 mins. Rel. Oct. 17. Rev. Jan. 14.

### United Artists

727 Seventh Avenue, New York, N. Y.

**Cynara.** Philip Margate stage hit. Ronald Colman, Kay Francis, Phyllis Barry. Dir. King Vidor. Time, 79 mins. Rel. Dec. 28. Rev. Jan. 3.

**Hallelujah, I'm a Bum.** Al Johnson introduces the new "rhythmic dialogue." Johnny, Madge Evans, Harry Langdon, Frank Morgan, Chester Conklin. Dir. Lewis Milestone. 80 mins. Rel. Feb. 3. Rev. Feb. 14.

**Kid from Spain.** The. Eddie Cantor masquerades but gets a leg down in Mexico. Eddie Cantor, Lydia Roberti. Dir. Leo McCarey. 74 mins. Rel. Jan. 31. Rev. Nov. 22.

**Magie.** Irish Vienna. Gretta. Jack Buchanan. Dir. Herbert Wilcox. Time, 79 mins. Rel. Nov. 2. Rev. Nov. 8.

**M. Robinson Crusoe.** Adventures in the South Seas. Douglas Fairbanks, Maria Alba. Dir. Edw. Sutherland. Time, 72 mins. Rel. Sept. 21. Rev. Sept. 27.

**Perfect Understanding.** Swanson original laid in England. Gloria Swanson, Laurence Olivier, Genevieve Tobin, Sir Nigel Playfair, John Halliday. Dir. George Fitzmaurice. 84 mins. Rel. Dec. 27.

**Rain.** Jeanne Eagles' famous stage hit. Joan Crawford, Walter Huston. Dir. Wm. Gargan. Time, 93 mins. Rel. Oct. 12. Rev. Oct. 18.

**Secrets.** Stage play. Man tries to hide from his wife secrets she pretends not to know. Mary Pickford, Leslie Howard. Dir. Frank Borzage. 83 mins. Rel. April 16. Rev. Mar. 21.

### Universal

530 Fifth Avenue, New York, N. Y.

**Afraid to Talk.** From the stage play 'Merry-Go-Round' about crooked politics. Eric Linden, Sidney Fox, Tully Marshall, Louis Calhern. Dir. Edw. L. Cahn. 74 mins. Rel. Nov. 17. Rev. Dec. 20.

**Air Mail.** The. Commercial flying thrill story. Pat O'Brien, Ralph Bellamy, Gloria Stuart, Slim Summerville. Dir. John Ford. Time, 65 mins. Rel. Nov. 3. Rev. Nov. 8.

**All American.** The. Football story. Rich. Arlen, Gloria Stuart. Dir. Russell Mack. Time, 74 mins. Rel. Oct. 14. Rev. Oct. 18.

**Be Mine Tonight.** Comedy-drama. Love story unfolded in scenic beauty of Swiss Alps. Starring Jan Kiepura. Dir. Anatol Litvak. 85 mins. Rel. Mar. 22.

**Big Cage.** The. Original. Man against beast, different from jungle films. Clyde Beatty, Raymond Hatton, Anita Page, Andy Devine. Dir. Kurt Neumann. 73 mins. Rel. Mar. 3.

**Cohens and Kellys in Trouble.** Comedy. Famous team in story with nautical background. George Sidney and Charlie Murray. Dir. George Stevens. Rel. Mar. 23.

**Destiny's Dawn.** Adventure on a rum runner adrift in the Pacific. Pat O'Brien, Ralph Bellamy, Betty Compson. Dir. Ray Garnett. Rel. Mar. 2. Fourth Horseman. The. Original story. Western with the ghost town basis. Tom Mix, Tom Lindsay. Dir. Hamilton McFadden. 67 mins. Rel. Sept. 29. Rev. Jan. 31.

**Kiss Before the Mirror.** The. Powerful drama of human emotions. Nancy Carroll, Frank Morgan. Dir. Frank Capra. Rel. April 13.

**Laughter in Hell.** Chain gang story. Pat O'Brien, Merna Kennedy. Dir. Edw. Cahn. 72 mins. Rel. Jan. 12. Rev. Jan. 17.

**Lucky Dog.** Touching and dramatic story of devotion that exists between a man and his dog. The Sea Dog. Dir. Lionel Lincoln. Rel. Feb. 19.

**Mummy, The.** Mystery thriller. Boris Karloff, Zita Johann, David Manners. Dir. Karl Freund. Rel. Dec. 21. Rev. Jan. 10.

**Nagana.** Tropical drama. Tala Birell, Melvyn Douglas. Dir. E. L. Frank. Rel. Feb. 19. Rev. Feb. 28.

**Okay America.** Columnist story. Low Ayres, Maureen O'Sullivan, Louis Calhern. Dir. Ray Garnett. Time, 90 mins. Rel. Sept. 13. Rev. Sept. 13.

**Old Dick.** A rich terror in an English country home. Boris Karloff, Melvyn Douglas, Chas. Laughton, Gloria Stuart. Dir. Jas. Whale. Time, 70 mins. Rel. Oct. 20. Rev. Nov. 1.

**Once in a Way.** Hollywood story from the stage play. Jack Oakie, Sidney Fox, Alice MacMahon. Dir. Russell Mack. Time, 90 mins. Rel. Sept. 27. Rev. Nov. 11.

**Out All Night.** Comedy. Slim Summerville-Zasu Pitta. Dir. Sam Taylor. Rel. April 13.

**Rome Express.** The. British made. Grand Hotel on a French train. Esther Ralston, George E. Stone, Walter Catlett. Rel. April 13.

**Rustlers' Roundup.** The. Action Western with Tom Mix, Diana Sinclair. Dir. Henry MacLeta. 56 mins. Rel. Mar. 16.

**Terror Trail.** Original. Tom Mix western. Naomi Judge, Arthur Rankin, Ben Gordon. Dir. Armand Schaeffer. 65 mins. Rel. Feb. 2. Rev. Feb. 14.

**They Just Had to Get Married.** Matrimonial adventure of a newlywired couple. Slim Summerville, Zasu Pitta. Dir. Edw. Ludwig. 71 mins. Rel. Jan. 5. Rev. Feb. 14.

**Studios: Burbank, Warner Brothers** Offices: 321 W. 44th St. New York, N. Y.

**Big City Blues.** Country boy comes to New York for thrilling experience. Joan Blondell, Eric Linden. Dir. Mervyn Le Roy. Time, 68 mins. Rel. Nov. 22. Rev. Nov. 22.

**Blessed Event.** Columnist story. Les Tracy, Mary Brian, Allen Jenkins. Dir. Roy Del Ruth. Time, 84 mins. Rel. Sept. 10. Rev. Sept. 6.

**Ex-Lady.** Musical marriage strikes a new angle. Betty Davis, Gene Raymond, Frank McHugh. Dir. Robert Florey. 87 mins. Rel. April 3.

**42d Street.** A musical production with the theatre as the background. Ecca Daniels, Warner Baxter, Ruby Keeler, George Brent, Ginger Rogers. Dick Powell, Guy Kibbee. Dir. Lloyd Bacon. 89 mins. Rel. Mar. 11. Rev. 14.

**Girl Missing.** Two girls cleverly foil a kidnapping plot. Glenda Farrell, Ben Lyon, Mary Brian, Peggy Shannon. Dir. Robert Florey. 69 mins. Rel. Mar. 4. Rev. Mar. 21.

**Hard to Handle.** Cagney as a high powered promoter. Cagney, Mary Brian, Ben Lyon. Dir. Frank Capra. 84 mins. Rel. Nov. 22. Rev. Nov. 22.

**Haunted Gold.** Search for gold in a haunted mine. John Wayne. Dir. Mack Wright. 68 mins. Rel. Dec. 17. Rev. Jan. 17.

**I Am a Fugitive.** From the story 'I Am a Fugitive from a Chain Gang.' Paul Mun. Glenda Farrell. Dir. Mervyn Le Roy. Time, 93 mins. Rel. Nov. 19. Rev. Nov. 15.

**Illegal.** British made story of a night club. British cast and director. Time, 68 mins. Rel. Feb. 6. Rev. Feb. 6.

**Keyhole, The.** A woman finds herself the wife of two men. Kay Francis, George Brent, Glenda Farrell. Dir. Michael Curtiz. Rel. Mar. 25.

**King's Vacation.** The. From a story by Ernest Pascal. The king takes time off. Time, 68 mins. Rel. Feb. 19. Rev. Feb. 19.

**Lawyer Man.** Inside story of the profession. William Powell, Joan Blondell, Ben Lyon. Dir. Frank Capra. 84 mins. Rel. Nov. 22. Rev. Nov. 22.

**One Way Passage.** Love develops for a pioneer. Kay Francis, William Powell. Dir. Ray Garnett. Time, 69 mins. Rel. Oct. 22. Rev. Oct. 18.

**Parachute Jumper.** The. Ex-marines and a girl who go aloft. Doug. Fairbanks, Jr., Betty Davis, Fred E. Green. 72 mins. Rel. Jan. 28. Rev. Jan. 31.

**Ride Him, Cowboy.** Western cowboy story. John Wayne. Dir. Fred Allen. Time, 69 mins. Rel. Aug. 27. Rev. Aug. 27.

**Scarlet Dawn.** Russian refugees in Constantinople. Doug Fairbanks, Jr., Nancy Carroll, Lilyan Tashman. Dir. Wm. Dieterle. Time, 68 mins. Rel. Nov. 12. Rev. Nov. 12.

**Successful Calamity.** A Merchant pretends poverty to check family's extravagance. George Arlson, Mary Astor, Evelyn Knapp. Dir. John G. Adolfi. Time, 68 mins. Rel. Sept. 27.

**Telegraph Trail.** Difficulties encountered in the building of the telegraph. John Wayne, Frank McHugh, Marceline Day. Dir. Tenny Wright. 65 mins. Rel. Nov. 12. Rev. Nov. 12.

**Two Against the World.** Constance Bennett in a murder Jan. Dir. Archie Mayo. Time, 71 mins. Rel. Sept. 3. Rev. Aug. 23.

**Untamed Africa.** Thrilling African adventure. Under supervision of Wyand E. Hill. Time, 68 mins. Rel. Sept. 27. Rev. Sept. 27.

**Wax Museum, The.** Original. (Technicolor.) Mystery and thrills in a wax works. Lionel Atwill, Fay Wray, Glenda Farrell. Dir. Michael Curtiz. 73 mins. Rel. Feb. 15. Rev. Feb. 21.

### World Wide

1501 Broadway, New York, N. Y.

**Between Fighting Men.** Conflict between the sheep men and cattle raisers. Ken Maynard, Ruth Hall. Dir. Forrest Sheldon. Time, 62 mins. Rel. Oct. 16. Rev. Oct. 16.

**Breach of Promise.** The. The ruin of a man's career. Chester Morris, May Clarke, Mary Doran. Dir. Paul Stein. Time, 67 mins. Rel. Oct. 23. Rev. Oct. 23.

**Come Out Tarzan.** Ranch owner saves his horse from a gang. Ken Maynard, Myrna Kennedy. Dir. Alan James. Time, 64 mins. Rel. Sept. 11. Rev. Jan. 11.

**Conquest Woman.** From Eugene O'Neill's play 'Recklessness.' Conrad Nagel, Lolla Hyams. Dir. Victor Schertzinger. Rel. Mar. 18.

**Crooked Circle.** The. Mystery story with ample comedy. Len Lyon, Zasu Pitta. Dir. Frank Capra. 74 mins. Rel. Dec. 27. Rev. Dec. 27.

**Death Kite.** The. A murder mystery with a motion picture studio background. Davidanners, Adrienne Ames, John Wray, Bela Lugosi. Dir. Edwin L. Martin. Rel. Dec. 27. Rev. Dec. 27.

**Drum Taps.** A Boy Scout troop to the rescue of Ken Maynard. Ken Maynard, Junior Coughlin, Scout Troop 107 of Hollywood. Dir. J. P. McCard. 70 mins. Rel. Sept. 25. Rev. Sept. 4.

**Dynamite Ranch.** Ranch manager fails to vanquish the hero. Ken Maynard, Ruth Hall. Dir. Forrest Sheldon. Time, 69 mins. Rel. July 31. Rev. July 31.

**False Faces.** Doctor makes a racket of his profession. Lowell Sherman, Lila Lee, Peggy Shannon. Dir. Sherman. Time, 83 mins. Rel. Oct. 13. Rev. Nov. 13.

**Fargo Express.** Straight-shooting sacrifice in the career of a cow country hero. Ken Maynard, Helen Mack. Dir. Alan James. Time, 62 mins. Rel. Nov. 15. Rev. Nov. 15.

**Hypnotized.** Jam following a big sweetpeaks win. Moran and Mack. Dir. Mack Bennett. Rel. Dec. 26. Rev. Jan. 17.

**Love Avenger.** The. Original. Ken Maynard western. Muriel Gordon. Dir. Frank Capra. 74 mins. Rel. Dec. 27. Rev. Dec. 27.

**Phantom Thunderbolt.** Ken Maynard western in which he helps Coyote Gulch get the railroad by cleaning out a gang. Franke Lee. Dir. Alan James. Rel. Dec. 27. Rev. Dec. 27.

**Study in Scarlet.** A Sherlock Holmes story. Reginald Owen, June Clyde, Anna May Wong. Dir. Edw. L. Marlin. 74 mins. Rel. April 2.

**Race Track.** Original. Tully Marshall, Leo Carrillo, Jack Hammond, Junior Coughlin. Dir. Jas. Cruze. 74 mins. Rel. Dec. 27. Rev. Dec. 27.

**Texas Buddies.** Cowboy, veteran of the AEF, turns aviator to balk the villains. Bob Steele, Nancy Drexel. Dir. R. N. Bradbury. Time, 67 mins. Rel. Nov. 15. Rev. Nov. 15.

**Those We Love.** A woman's understanding averts domestic tragedy. Mary Astor, Lilyan Tashman, Kenneth McKenna. Dir. Robt. Florey. Time, 77 mins. Rel. Sept. 11. Rev. Sept. 20.

**Tombstone Canyon.** Western, in which the hero tries to solve the mystery of his birth. Ken Maynard, Cecilia Parker. Dir. Alan James. Rel. Dec. 26. Rev. Dec. 26.

**Trailing the Klute.** Epic of the North Woods. Dir. Herman C. Raymaker. Time, 64 mins. Rel. Dec. 4. Rev. Dec. 6.

**Uptown New York.** Married happiness and a past. Jack Oakie, Shirley Gray. Dir. Victor Schertzinger. Time, 74 mins. Rel. Dec. 4. Rev. Nov. 20.

### Miscellaneous Releases

**Bachelor Mother, The.** (Hollywood Prop.) Original. A mother borrowed from an old ladies' home walks into tragedy. Evelyn Knapp, Jas. Murra, Margaret Scaddon. Dir. Chas. Hutchinson. 69 mins. Rel. Jan. 3. Rev. Feb. 14.

**Big Town, The.** (Invincible.) Vice crusade story. Lester Vail, Frances Dade. Dir. Arthur Hoerle. 57 mins. Rel. Dec. 27.

**Face of the Bar.** (Invincible.) Temperance discussion. Dir. Arthur Hoerle. 57 mins. Rel. Dec. 27.

**Polic Coupe.** Bramwell Fletcher. 57 mins. Rel. Dec. 27.

**Footsteps in the Night.** (Auton.) Mystery drama. Benita Hume. Dir. Maurice Elvey. Time, 65 mins. Rel. Dec. 27.

**Hotel Variety.** (Capital.) Grand Hotel in an actors boarding house. Hal Rosson. Dir. Arthur Hoerle. 57 mins. Rel. Jan. 10.

**Jungle Kicker.** (Century.) Exposed world game hunting in Africa. With lecture. Rel. Nov. 26. Rev. Nov. 23.

**Manhattan Tower.** (Ramington.) Suggestive of 'Skyracer Souls.' Romance in an actor's life. Dir. Bert Bracken. 65 mins. Rel. Sept. 11. Rev. Sept. 20.

**Pride of the Legion.** (Released also as 'The Big Payoff.') (Masoco.) From a play in an English country house. J. Farrell MacDonald, Glen Tryon, Matt Moore. Dir. Irving Beebe. 71 mins. Rel. Jan. 16. Rev. Jan. 24.

**Racing Strain.** The. (Ford Maxims.) Original of the auto races with air film. Dir. Fred S. Seely. 57 mins. Rel. Jan. 10.

**Red-Haired Alibi.** (The Power.) Mystery story. Merna Kennedy. Theat. Von Elitz. Dir. Christy Cabanne. Time, 75 mins. Rel. Oct. 21. Rev. Oct. 21.

**Scarlet.** (Week End.) (Irving.) Murder at a house party. Dorothy Revier, Theo. Von Elitz. Dir. Willis Kent. Time, 63 mins. Rel. Oct. 16. Rev. Oct. 16.

**What Price Decency.** (Equitable.) From a stage play. Jungle background for story of a girl tricked by a mock marriage. Dorothy Burgess-Alan Hale. Dir. Arthur Goren. 60 mins. Rel. Mar. 7.

**Woman in Charge.** (The Power.) Story of a woman tied to an hysterical. Eng. cast. Dir. Basil Dean. Time, 63 mins. Rel. Nov. 18. Rev. Nov. 22.

Foreign Language Films

(Note: Because of the slow movement of foreign films, this list covers one year of releases.)

(Most of these available with English titles.)

- A Nona la Liberté (Athen) (French). Comedy drama. Henri Marchand, Raymond Gery. 89 mins. Rel. May 1.
Alona (Russ.) (Amkino). Dir. Traubner. 65 mins. Rel. May 24.
Arabella, die Taenzerin von Sanssouci. (Capital) (Ger.). Musical comedy. Lili Dagover, Otto Gebuehr. Dir. Carl Froelich. 83 mins. Rel. Nov. 20.
Brand in der Oper. (Capital) (German). Musical drama. Gustav Froelich. Dir. Carl Froelich. Rel. July 19.
Broken Vow. (Capital) (Polish). From a novel. Krystyna Amkiewicz, M. Cybulski. 89 mins. Rel. Dec. 22.
Cinq Gentlemen Maudit (French). Mystery drama. Rene Lefevre, Harry Baur. Dir. Julien Duvivier. 78 mins. Rel. Jan. Rev. Jan. 24.
Clown George (Germany) (Capital) A clown saves the nation. Dir. Soloviev. 55 mins. Rel. Aug. 21. Rev. Sept. 13.
Coffeur Pour Dames (Paramount) (French). Musical farce. Fernand Gravy. 80 mins. Rel. July 4. Rev. Nov. 8.
Das Nachtigall Nest. (Capital) (Ger.) Love in Hawaii. Dir. Leo Lasky. 80 mins. Rel. Jan. 15. Rev. Jan. 31.
Die Schone Abenteuer (German) (Protex). Romantic comedy. Kaethe von Nagy, Dir. Reinhold Schunzel. 83 mins. Rel. Dec. 1. Rev. Dec. 13.
David Geider (French) (Protex). Drama. Harry Baur. Dir. Julien Duvivier. 90 mins. Rel. Oct. 1. Rev. Oct. 25.
Der Ball (German) (Protex). Domestic comedy. Dolly Haas. Dir. Wilhelm Thiele. 80 mins. Rel. Oct. 8.
Der Falsche Ehemann (German) (Protex). Farce. Dir. Johannes Gut. 85 mins. Rel. Oct. 1. Rev. Oct. 23.
Der Falsche Soldat (Capital) (German). Military musical. Vlasta Burian. Dir. Carl Lamac. Time, 81 mins. Rel. July 12.
Der Hauptmann von Koppenick (Kinematrade) (Ger.). Comedy. Max Adalbert. Dir. Richard Oswald. 86 mins. Rel. Dec. 15. Rev. Dec. 17.
Der Herr Burvoroesterer. (Capital) (Ger.). Felix Bressart, Herman Thimig. Dir. Hans Behrendt. Time, 86 mins. Rel. June 10.
Der Schwarze Hussar (Protex) (Ger.). Costume romance. Conrad Veidt. Dir. Gerhard Lamprecht. 93 mins. Rel. Oct. 15. Rev. Dec. 13.
Diary of a Revolutionist (Russ.) (Amkino). Dir. Urtinov. 80 mins. Rel. June 8. Rev. June 14.
Die Blumenraute von Lindenau (German) (Protex). Comedy. Renate Mueller, Hans Niess. Dir. Georg Jacoby. 70 mins. Rel. July 1. Rev. July 12.
Die Calicos Baronessa. (Capital) (Ger. Hung). Musical comedy. Groti Thelmer. Paul Winkler. 89 mins. Rel. Aug. 22. Rev. Sept. 1.
Die Lustigen Weiber von Wien. (Capital) (Ger.). Willy Forst, Irene Erlinger. Dir. Geza von Bolvary. Time, 97 mins. Rel. July 1.
Dienst is Dienst. (New Era) (Ger.). Musical. Ralph Roberts, Lucie Erlinge. Dir. Carl Froelich. 80 mins. Rel. Oct. 1. Rev. Oct. 15.
Donna d'Una Notte (Portale) (It.). Court adventure. Francesca Bertini, Ruggero Ruggarri. Dir. Marcel L'Herbier. 85 mins. Rel. March 1. Rev. March 14.
Eine Nacht in Paradise (Kinematrade) (Ger.). Musical comedy. Anny Ondra. 90 mins. Rel. Feb. 1. Rev. Feb. 28.
Eine Tuer Gehen (Protex) (Ger.). Mystery thriller. Dir. Alfred Zeisler. 88 mins. Rel. Feb. 1. Rev. Feb. 7.
Ein Prinz Verliebt Sich. (Capital) (Ger.). Musical. Lien Deyers. Dir. Conrad Veidt. 75 mins. Rel. May.
Falsche Uniformen. (Amkino). Dir. Lopashinski. 63 mins. Rel. Nov. 18. Rev. Nov. 25.
Friederike (Kinematrade) (Ger.). Dramatic opera based on Goethe's life. Mady Christians. 90 mins. Rel. March 15. Rev. Feb. 28.
Jutta Endeke (Capital) (Ger.). Musical comedy. Glitta Alpar, Gustav Froelich. Dir. Carl Froelich. 90 mins. Rel. Oct. 4.
Gloria. (German) (New Era). Transatlantic aviation drama. Gustav Froelich, Erlinge. 80 mins. Rel. Oct. 1. Rev. Oct. 15.
Golden Mountain (Russian) (Amkino). Dir. Yutkevitch. 80 mins. Rel. April 9. Rev. April 13.
Hertha's Erwachen (Protex) (Ger.). Delicate life problem. Hans Brausewetter. Dir. Gerhard Lamprecht. 93 mins. Rel. March 10. Rev. March 14.
Holzapfel Weiss Altes (German) (Capital). Comedy. Felix Bressart. Dir. Richard Oswald. 85 mins. Rel. Aug. 12. Rev. Aug. 16.
House of Death (Russ.) (Amkino). Based on Dostolevsky's life. Dir. Fedorov. 79 mins. Rel. Aug. 12. Rev. Aug. 16.
Hurrah, Ein Jung. (Capital) (Ger.). Farce. Max Adalbert, Ida Wuest, Lucie Erlinge. Dir. Carl Froelich. 81 mins. Rel. June 3. Rev. June 14.
Hypocrit a Lakaj (International) (Hungarian). Fast farce. Dir. Szekeley Istvan. 77 mins. Rel. Jan. Rev. Jan. 17.
Ich Will Nicht Wissen Was Das (Interworld) (Ger.). Musical. Dir. Geza von Bolvary. 80 mins. Rel. Feb. 15. Rev. Feb. 21.
Ivan. (Garrison) (Russ.). Transformation of peasants. Dir. Dovzhenko. 83 mins. Rel. Feb. 1. Rev. March 7.
Kamaradegatt. (Asso. Cinema) (Ger.). Sensational drama. Alex Krauss, Ernst Busch. Dir. G. W. Pabst. Time, 78 mins. Rel. Nov. 8.
La Courtisane de Lunoville (Far) (French). Musical of woman's love. Madeleine Renaud, Germaine Pierantoni. 79 mins. Rel. July 1. Rev. Oct. 22.
Le Bal (French) (Protex). Domestic comedy. Dir. Wilhelm Thiele. 83 mins. Rel. Oct. 1. Rev. Oct. 4.
Le Roi Des Requelettes (French) (Protex). Comedy with music. Milton. Dir. Georges Colombier. 90 mins. Rel. June 1. Rev. June 14.
Liebe Ist Liebe (German) (Protex). Musical comedy. Kaethe von Nagy, Hans Albert. Dir. Carl Froelich. 80 mins. Rel. April 3. Rev. April 14.
Ljubav I Straat. (Yugoslav) (Croat). Drama of life among N. Y. immigrants. Razel Davidovic. Dir. Frank Melford. 60 mins. Rel. Dec. 15.
Lule, Koemigin von Preussen. (Asso. Cinema) (Ger.). Historical. Henry Fortsch. Dir. Carl Froelich. 81 mins. Rel. Oct. 1. Rev. Oct. 15.
Maedchen in Uniform (Filmholce) (German). Poignant drama. Thiele, Wiecke. Dir. Richard Froelich. Rel. Jan. 10. Rev. Sept. 27.
Man Brauch Geid. (Capital) (Ger.). Musical farce. Dir. Karl Bosse. Rel. Nov. 10.
Meh Leopold. (Capital) (Ger.). Musical. Gustav Froelich. Max Adalbert. Dir. Hans Behrendt. 85 mins. Rel. April 3. Rev. April 14.
Men and Jobs (Russian) (Amkino). An American engineer looks at Russia. Dir. A. Macheret. 70 mins. Rel. Jan. 1. Rev. Jan. 17.
Mensch Ohne Namen (German) (Protex). Poignant drama. Werner Krauss. Dir. Gustav Uetky. 85 mins. Rel. Nov. 1. Rev. Nov. 15.
Miche (Paramount) (French). Musical comedy. Suzy Vernon, Robert Burnier, Drenem. 80 mins. Rel. July 1. Rev. Dec. 6.
Mond Ueber Merakee (Protex) (Ger.). Die Cinq Gentlemen Maudit.
Moritz Macht Sein Gueck. (German) (Capital). Farce. Siegfried Arno. 85 mins. Rel. Dec. 15. Rev. Jan. 17.
Namenahaerl. (German) (FAF). Drama. Dir. Heinz Paul. 90 mins. Rel. Jan. 1. Rev. Jan. 7.
1914. (Capital) (Ger.) Prelude to the world war. Dir. Rich. Oswald. Time, 73 mins. Rel. Sept. 1.
Oberst Redl. (Capital) (Ger.). Spy thriller. Lili Dagover, Theo. Loos. Dir. Carl Ant. 76 mins. Rel. Aug. 30.
Parle-Beguin (Protex) (Fr.). Musical. Jane Marnac. Dir. Augusta Genina. 90 mins. Rel. Dec. 1. Rev. Jan. 17.
Penelon Scheitler (Schneider) (Ger.). Comedy with music. Berliner, Tledtke, Schultz. Dir. Georg Jacoby. 90 mins. Rel. Sept. 17. Rev. Sept. 20.
Piri Mindent Tud (Arkay) (Hung). Farce. Dir. Stephen Szekeley. 75 mins. Rel. Jan. 1. Rev. Jan. 7.
Purpur und Waschblau. (Capital) (Ger.). Dramatic comedy. Hans Niess, Elise Elster. Dir. Max Neufeld. Time, 85 mins. Rel. July 30.
Reserve Hat Ruh. (New Era) (Ger.). Military farce. Fritz Kampers, Lucie Erlinge. 80 mins. Rel. Aug. 1.
Rhapsody of Love. (Capital) (Polish). Hardships of an art career. Agnes Petersen, Moszkuline. Time, 85 mins. Rel. Aug. 25.
Richthofen, Red of Germany (Guppel) (German). (Synchronized.) Self explanatory. Dir. Robt. Szeich. Time, 80 mins. Rel. Aug. 20.
Romny (Protex) (Ger.). Opera. Kaethe von Nagy, Willy Fritsch. Dir. Emerich Katalin. 80 mins. Rel. April 13. Rev. April 19.
Scampolo (Kinematrade) (Ger.). Cinderella romance. Dolly Haas. 80 mins. Rel. April 1.
Schubert's Fruehlingsraum. (Capital) (Ger.). Musical of Schubert's life. Carl Joach. Dir. Richard Oswald. Time, 71 mins. Rel. June 28.
Shame (Amkino) (Russ.). Problems of new Russia. Vladimir Carolin. Dir. Sergei Yutkevitch. 75 mins. Rel. March 1. Rev. March 14.
Siberian Patrol (Russ.) (Amkino). Dir. Proizozanov. 50 mins. Rel. May 13. Rev. May 17.
Sniper (Russ.) (Amkino). The war terrors. Dir. Timoshenko. 61 mins. Rel. Aug. 26. Rev. Aug. 30.
Soil is Thirsty (Russ.) (Amkino). Dir. Reisman. 53 mins. Rel. May 5. Rev. May 10.
Sovlets on Parade. (Russ.) (Kinematrade). Historic record of current Russia. 55 mins. Rel. Feb. 1. Rev. March 7.

- Storm Over Zakopane. The. (Capital) (Polish). (Synchronized.) Danger in the mountains. Time, 89 mins. Rel. Aug. 25.
Tatra's Zauber (Protex) (Ger.). Mountain story and action. Dir. Adolf Trotz. 65 mins. Rel. Feb. 15.
Tingle Tangle. (New Era) (Ger.). Comedy. Ernest Verbee, Fritz Kampers, Elizabeth Finjeff. Dir. Japp Speyer. Time, 93 mins. Rel. May 15.
Trapeze (German) (Protex). Circus drama. Anna Sten. Dir. A. E. Dupont. 90 mins. Rel. May 1. Rev. May 10.
Trenck (Kinematrade) (Ger.). Romantic drama. Dorothea Wiecke. 90 mins. Rel. April 15.
Ulan, Ulan, Chlopoy Malowan (Polish) (Zbyzsko). Musical comedy. 100 mins. Rel. 1.
Ulca (Capital) (Polish). Life of the newboys. Dir. Alexander Ford. Time, 73 mins. Rel. Aug. 25. Rev. Jan. 31.
Unknown Heroes. (Capital) (Polish). Polish police activity. Mary Bogda. Adam Brodzick. Time, 88 mins. Rel. Aug. 25.
Victoria und Ihr Hussar (Kinematrade) (Ger.). Viennese opera. 90 mins. Rel. April 15.
Voice of the Desert. The. (Capital) (Polish). Algerian story in authentic locales. Adam Brodzick, Mary Bogda. Time, 89 mins. Rel. Aug. 25.
Walzerparadies. (Ger.) (Capital). Musical comedy. Charlotte Susa. Dir. Friederich Zeisler. 81 mins. Rel. March 7.
Weekend in Paradise. (Capital) (Ger.). Farce. Otto Wallburg, Elsie Elster, Theodor Berger. Dir. Robt. Land. 81 mins. Rel. Nov. 1.
Wenn die Soldaten (Schneider) (Ger.). Military musical. Otto Wallburg, Paul Heidermann, Ida Wuest. Dir. Fleck. 86 mins. Rel. Oct. 27.
Zorck (German) (Protex). Historical drama. Werner Krauss, Rudolf Forster. Dir. Gustav Uetky. 90 mins. Rel. Nov. 1. Rev. Nov. 17.
Zapfere Arm She. (Whitney) (Ger.). Musical farce. Charlotte Susa, Siegfried Arno. Dir. Japp Speyer. 90 mins. Rel. Feb. 1. Rev. Feb. 7.
Zirkus Leben. (German) (FAF). Circus drama. Liane Hald. Dir. Heinz Paul. 80 mins. Rel. Oct. 1. Rev. Oct. 15.
Zwei Herzen und Ein Schlag (German) (Protex). Opera. Lillian Harvey. Dir. Wilhelm Thiele. 90 mins. Rel. Sept. 1. Rev. Sept. 13.

Key to address—Amkino, 723 Seventh Ave. Associated Cinema, 154 W. 56th St. Capital and Exchange, 630 Ninth Ave. Filmholce, 33 West 42d St. Foreign American films, 411 W. 57th St. Garrison Films, 723 Seventh Ave. George Schneider, 576 Riverside Dr. Interworld Films, 1540 Broadway. J. H. H. Arden, 1560 Broadway. International Cinema, 1499 First Ave. Interworld Films, 1540 Broadway. Kinematrade, 723 Seventh Ave. New Era, 330 East 72d St. Portale Films, 830 Ninth Ave. Protex Trading, 42 E. 58th St. Syncope, 421 W. 89th St. Zofsky Forenfilm Corp., 274 Madison Ave. Zofsky Film Corp., 274 Madison Ave.

Unless Unions Cut, Two S. F. Houses Drop Shows

San Francisco, Oct. 27. Unless adjustments of union wages are effected all around, indications are that stage shows will be dropped at the Alcazar and Warfield theatres here within two weeks. Irving Trust Co. of N. Y., receivers for RKO, notified Cliff Work, city manager, that unless a 25% reduction were obtainable from musicians and stage hands, it would be impossible to keep the house open. Notice to that effect was posted Thursday (27). Warfield, which obtained a 25% reduction from stage hands in addition to a cut from operators, has served notice to musicians that similar cuts will have to be made on stage shows pulled in two weeks.

Akron Labor Situas All Set; Unions OK Cuts

Akron, O., March 27. Wage difficulties which for a time threatened to close major theatres here have been adjusted. Three major houses involved were Loew's, RKO and Warners' Strand. Unions took cuts from \$85 to \$72 some time ago and from \$75 to that they took a 27 1/2% slice. Frank Phelps, district manager of Warner Bros., with headquarters in Cleveland, who acted in behalf of two groups in the recent wage settlement, said that the theatres had asked for a cut to \$50, and that after a short conference the union operators replied they would take a \$25.00 weekly scale, which was accepted. Akron stagehands also accepted a 25% cut.

WB Shutters 3 in Pa. Pittsburgh, March 20.

Closings announced by Harry Kaimine, zone manager of WB, over the week-end included Park Johnstown; Capitol, Suburbanville, O.; and the Washington, Washington, Pa. Others expected to follow shortly, with J. Hoffmann, assistant general manager of WB theatres, in town for conferences with Kaimine. Surprise was the closing of the Washington, where Warners was annual reduction in rental only the week before. Reopening of State right across the street, however, made it too tough for smaller house to stay open.

PUBLIX N.W. IN MANY RENTAL ADJUSTMENTS

Minneapolis, March 27. 'Very considerable progress' has been made in obtaining rental readjustments for theatres of the Northwest Public circuit, now in receivership, according to J. J. Friedl, manager in charge of operations for the receiver. Many of the circuit's principal and most desirable houses already have been released at considerably lower rentals and negotiations are progressing on new leases for other theatres with Public wants to retain. In most instances landlords have shown a willingness and desire to co-operate with Public in getting the Northwest circuit back on its feet, in keeping with the times and conditions, and they are meeting the receivers half way. The only important theatre lost to the circuit thus far is the Tower in the St. Paul loop. Joseph Friedman turned down the Public rental readjustment proposition and took back this house with the intention of operating it himself.

Irv Lesser Vice Singer As Old Roxys' Mgr. Dir.

Having gotten the new policy of the old Roxys under way, Harry Singer departs from that spot, where he has served as managing director under Recolover Edward Cullman and Harry Arthur, and returns to his former post with Fauchon & Marco. Succeeding him, Irving Lesser, in charge of the Fox, Brooklyn, for Arthur will keep a supervising eye on both the Brooklyn house and Roxys.

Lessee Leaves House Flat

Los Angeles, March 27. Leaving the Hermosa Beach theatre at Hermosa Beach, suburb, flat when the earthquake hit that region two weeks ago, E. L. Caruthers, sub-lessee, packed up and walked. House has reverted to Fox West Coast, and is added to George Bowser's division, reopening Saturday (1).

GEORGE BEATTY CONCLUDING 15 Consecutive Weeks AS Master of Ceremonies AT THE Ambassador Theatre ST. LOUIS, MO. Return Engagement Starting April 28th DIRECTION PHIL OFFIN WEBER-SIMON AGENCY NAT KALCHEIM SAM BRAMSON WILLIAM MORRIS OFFICE

# Kid Programs Up as Webs' Biz Drops; NBC's Jives Increase 30%; CBS, 15%

While the business graph of network broadcasting has been showing a steady downward trend since the summer, the juvenile phase of commercial programming has continued to move in the opposite direction. Compared to a year ago, the increase of material for children comes to around 30% for NBC. On Columbia the boost is about 15%.

Indications, contrary to previous years, are that the current set of kid air shows will generally be maintained this year when school is over. With business as it is the executives, say the ad agencies, won't be inclined to suspend their one surefire source of sales stimulation on the theory that warm weather and daylight saving keeps kids out playing and away from the loudspeaker. Tests conducted by a major food account last year tended to contradict this commonly accepted premise.

Tendency, which broadcasting has developed among the kids in connection with food advertising, say agency men, is the habit of picking their own brands. As long as the product comes under the heading of tissue building or health-giving the parent, aver the ad experts, is now inclined to yield to the youngster's demands and preferences.

**Faithful Kids**  
The youngsters are far less inclined than adults to switch their favorite program, declare the agencies. Card indices maintained by Cream of Wheat, which has had Joe Hill and Jane on the network for over five years, show the same kids writing in year after year, with the program also picking up new fans as they reach the age of fabio understanding.

In a recent survey as to the influence of children on purchases, made by an independent research bureau for NBC, about 2,500 dealers were asked two questions. First was, 'Do you ever notice the influence of children on parents in coaxing them to buy certain nationally advertised brands?' Those answering 'yes' came to 89%, and of this total 31% figured that the parents yielded 'sometimes' and 28% that the adult response was 'frequent.' Second question dealt with what kind of advertising had the dealer noticed influenced children most. NBC claims that, on the 2,500 inquiry cards turned in by the dealers 82% answered 'radio.'

There are currently 20 commercial network programs for children divided as follows:

- NBC**
- Wheatensville (Wheatena Corp.)
- Foal Wing, the Story Man (General Foods Corp.)
- The Flying Family (R. B. Davis Co.)
- Jolly Bill and Jane (Cream of Wheat Corp.)
- Wheatstrop Program (National Biscuit Co.)
- The Singing Lady (Kellogg Co.)
- Little Orphan Andy (Walter Co.)
- Maud and Cousin Bill (A & P Stores)
- Seketary Hawkins (Ralston Purina Co.)
- George, Rector's Cooking School for Children (A & P)
- Capt. Diamond's Adventures (Gen. Food Corp. Diamond Crystal Salt)
- Rin Tin Tin Thrillers (Chappell Bros.)
- Dick Daring (Quaker Oats)
- CBS**
- Bobby Benson's Ranch (Hecker Flour)
- One Wolf Tribe (Wrigley's Gum)
- Cowboy Tom (Remington Rand)
- Skippy (General Mills)
- Don Lang's Animal Stories (Spratt's Dog Food)
- Sack Rouser (Hortlogg Co.)
- Devil Bird (Hortlogg's Malted Milk)

## L. Wolfe Gilbert's Idea Connects with NBC

Los Angeles, March 27. Following an audition in San Francisco for eastern officials NBC has accepted a novelty program, 'The Faraday,' created by L. Wolfe Gilbert, the song writer. Program consists of parodies on current songs and past favorites.

Henry Flint, who sang the samples all from the pen of Gilbert, left here Thursday (23) for New York, and will be used in the broadcast.

## Bert Crane Quits NBC to Head Radio Disc Dept.

Chicago, March 27. Bert A. Crane leaves NBC's Chicago branch to become manager of the radio disc department of Columbia Phonograph here. He succeeds Bill Young who resigned to head a similar department which Victor will shortly establish locally. Burt Squire, head of Columbia's New York radio disc division, was in Chicago last week to make the appointment of Crane and get things started.

Harry Victor will have charge of sales for Columbia here in the revised set-up. Monroe Wayne in charge of studios as before.

## NBC Talent Can Now Go CBS, but Under Disguise

It's now okay for an artist under management of the NBC Artists Service to take a commercial spot on the Columbia chain—providing the talent uses a different name. Under the old rule the ban held whatever the artist retained his regular billing or not.

Modification of the rule revealed itself in the case of Peggy Healey who appeared on the March 22 Essoube (Five Star Theatre) show on CBS. NBC Artists Service approved the date when Miss Healey agreed not to use her own name. She was introduced on the program as April Day.

Miss Healey is also under personal contract to Paul Whiteman and is set to remain with the oil stanzas for the next several weeks, providing that the Whiteman organization doesn't leave for an out-of-town stand.

## Crosby Readjusts Film Contract, Plans 1-Niters

Bing Crosby has readjusted his contract with Paramount and leaves for Hollywood this Thursday (30). Singer refused to take a cut on his picture salary but agreed to concessions, regarding his broadcast, line charge and band obligations.

Paramount had originally agreed to pay Crosby's radio hookup bills and also furnish him with an orchestra for his broadcast over a period of eight weeks. Line charges figure around \$1,000 a week, a band about \$2,300 weekly. Under the revised arrangement, the producer will only have to foot these bills for two weeks, or the balance of Crosby's contract with Chesterfield. Program 80c of the air April 15. Concessions to Paramount also mean that the plan for Crosby doing a sustaining series on CBS after that date is out.

Crosby will be off the air following the Chesterfield finale for at least 13 weeks. After he's finished his picture he plans a vaude bill and orchestra around his own cross-country tour of one-nighters.

## WLS' Jigsaws

Chicago, March 27. WLS has developed a lucrative by-product in jigsaw puzzles made of photographs of its staff artists. At 25c apiece the puzzles are selling by the thousands.

## DON BERNARD'S AGENCY JOB

Chicago, March 27. Don Bernard, former NBC production man, has joined the Hayes McPartland advertising agency in charge of the radio department. Madge Childs remains as his assistant.

For a time after leaving NBC Bernard was in partnership with Andy Sukirch here. At Hayes McPartland he supervises the Pennzoll and Yeastfoam programs.

## Fear Campaigns

Growing tendency of some advertisers to devote most of their efforts to slamming the other fellow's product is frowned upon by the more thoughtful men in advertising circles. It is the general consensus that fear has already been carried too far in advertising; and that it is dangerous and possibly a boomerang technique.

Originally, fear was used to make people self-conscious about their breath, dandruff, sluggish livers, etc. Now the fear campaigns are getting more specific and are directed not against a condition, but against all competitors who are represented to be scoundrels who will disfigure, poison, cheat, or misrepresent. 'Virtue and honesty are to be found only in one particular company, and its particular product, according to this new trend in advertising.'

If it continues, advertising for Blots may very well slammer down to one prolonged rap by innuendo against Zilch, while Zilch will retaliate with a program of the purpose of which will be to call public attention to the rascality of Blots.

Names aren't being mentioned in the air, of course, but no superior discernment is needed to know who's meant.

## ANOTHER 10% CUT FOR NBC

NBC personnel has been notified that they're due for another 10% salary cut on the next paycheck, effective from April 1. Clip applies all along the line with the exception of those receiving \$1,000 a year or less. Network put through a similar reduction last September.

Columbia's 15% reduction about the same time. Rather than effect another slash CBS recently dropped a number of attaches.

The NBC notification, signed by Richard C. Patterson, Jr., executive v. p., declares the network preferred this means in order to keep the force intact. Also included is mention that as soon as general business conditions improve immediate consideration will be given to restoration of the cut.

## RADIO PUBLICITY HOAX

### Two Programs Cooperate on Peniston Pen Stunt

Chicago, March 27. Radio fans listening to WIBO were astounded and indignant when Eddie and Fannie Cavanaugh announced they had been receiving threatening letters. Cavanaugh read the letters over the air thereby causing a wave of wrath against the mysterious scoundrel.

Later it began to be suspected that Bob White had been the scoundrel in question. For the Cavanaugh's proceeded to turn over their threatening letters to the two comedy detectives, 'Milligan and Mulligan' over WGN. Bob White is the author of this script and he wove the letters into a plot and solved the whole crime as part of his program.

Meanwhile, at least one radio editor called the Cavanaugh's sympathetically and wondered if the same person might not be the one who was sending the radio editor some poison pen epistles.

Stunt got plenty of publicity both for the Cavanaugh's and 'Milligan and Mulligan.'

## Air Line News

By Nellie Revell

WOR uses two announcers on each broadcast, one serving as production man. In the next period, the producer becomes the announcer and vice versa.

By thus alternating the station has developed a corps of announcers skilled in two departments.

### Outside Dates

George Hall plays more outside engagements than any other band-leader in a regular spot. CBS broadcaster finds this possible because his night's playing at the Taft Hotel is over at 9:30.

### Must Dress the Type

Barbara Blair, who has one of the best wardrobes among the women of radio, is not permitted by her sponsor to attend broadcasts or to be photographed in any way except as 'Snoopy', the dumb character she portrays on the Solly Ward program.

### Diminutive Giant

Paul Dumont, five-foot-three former announcer, plays the eight-foot-six giant, in the 'King Kong' radio serial.

### In Reverse

NBC is effecting an arrangement whereby Essex network Boston wire can be reversed, and Boston programs will soon be available.

### Despite Herself

Betty Barthell came into radio as pianist. Then she became a singer. Now she will be heard on the Country Club programs over CBS as a comedienne.

And she never wanted to be an entertainer at all.

### Short Notes

It is said that Old Gold will renew for another 13 weeks. . .Lanny Ross shed his tonists last week. . .This is Paul Whiteman's birthday. . .Musterole goes off the air this week. . .Fran Frey, for eight years associated with George Olsen, has gone out on his own. . .John Clark, manager of WBZ, Boston, Ill, and 'Skeets' Miller pinch hitting for him. . .Nancy Garner, cousin of the Vice-president, is scheduled for the Victor Herbert Memorial concert April 9. . .Nat Shilkret practicing for a big audition this week. . .Mark Warnow recently conducted four consecutive auditions for the same client. . .Lee Sims and wife, Homay Bailey, are in New York but hiding away from radio. . .Edwin Hudson's Essex program which had been on a week to week basis, has renewed for 52 weeks. . .Burt McMurtrie, CBS exec, returned to his desk yesterday after two weeks with the flu. . .Ida Bailey Allen eats those menus she prescribes for listeners. They are prepared for her by an old colored mammy. . .William Skelton and Muzak Harbort are on their fifth season for Cream of Wheat. . .Nat Katzman, director of the first commercial broadcast over WEAJ when that station was at 195 Broadway. . .Take it from a sustaining artist, this is truly an age of change—mostly small. . .The music note 'B Natural' is stamped on Dave Rubinoff's signet ring. . .CHP Souber's right name is Sourbeer. . .Statistician figures out the average radio is used 4.84 hours daily. . .Waterloo, Ia., remembers Little Jack Little as John Leonard. . .Hendrick Willem van Loon and H. V. Kaltenborn collect watch charms and pocket courtes. . .SOS to a sustaining artist means: Send On a Sponsor. . .Maxwell House program rehearses from 12 to 6, six hours steadily, every time it goes on the air.

### Brief Bits

Paramount globe Dillon is booking CBS radiolights exclusively, figuring the air draw. . .Zale Grill, NBC sounds man, recovering from a sprained ankle. . .The Lane girls—Eriella and Rosemary—who sing with Fred Waring's band, are sisters of Lola Lane, film actress. . .Trumpeter Manny Cline, of Lonnie Hayton's orchestra, claims to have a schnozzle bigger than Durand's. . .Edith Evans, with Jack Benny on the Chevrolet program formerly of Evans and Mayer, vaude. . .Buck Bannister, radio's champ hog-caller, appears in the family Bible down in of Virginia as Alexander Conover Bannister. . .Mario O'Flynn, leading lady in the WOR Witch's Tale, was christened Pearl Celestine Marie O'Flynn, but outlawed it. . .After reflecting show offers, Jane Froman accepted a week Radio City. . .A short story tour: Kidnappers snatched a sax player by mistake. Next day they returned him without ransom. . .Charlotte Geer, dialist of the Newark 'Evening News', is married to Olin Peter Geer, Jersey lawyer. . .John Nicholson, heard in 'Miniature Melodramas' over WRNY, has been in several Broadway productions for a series of Sunday broadcasts on WOR in his radio skit. . .Frank Knight, former CBS announcer, is back on the air in his first love—drama.

### Pickups

Keith McLeod, formerly music supervisor of NBC, is on WOR each Monday with an unusual double male quartet called 'The Regimentalists. . .Jack Arthur asks if a husband who can't take it is called 'a squawk man'. . .Blanche Ring is being auditioned for a commercial. . .Business is picking up with the Don Bestor orchestra, or else it had better be, because two of his bandmen were married this month and two others became fathers. . .Emily Nathan, of WOR's press department, collected a \$10 debt and promptly had her pocket picked of that and \$5 more. . .The Crystal Corp. has signed for a series of Sunday broadcasts on WOR starting April 2, to be known as 'Outdoor Girl'. . .Rosario Bourdon, director of Cities Service orchestra, was 'cellist with the Ostend Kursal orchestra at Belgium's resort city. . .Charles Leiper, day supervisor at WOR's Keaney plant, has become father of an eight-pound son. . .Carolyn Gray, formerly of NBC, is the latest addition to the CBS New York stand by piano staff. . .Little Ann Little, who substitutes for Betty Boop in pictures, will be heard on WOR on Roger Powers' program. . .Stanley Smith, stage and screen juvenile, being auditioned for CBS programs. . .Agencies are covering burlesque shows looking for new comedians. . .There's a new nuling in NBC's Service that all cancellations must be sent by registered mail. . .Phil Carlin's daughter, Virginia, celebrates her seventh birthday Saturday. . .Edward Klauber, CBS vice-president, is south for his health.



# Chicago Fairly Free of Eastern Evils, Local Angles Are Mostly Geometric

Chicago, March 27.

This trading post, not exactly unacquainted with shady enterprises and sharp practices, appears to be reasonably free from systematic chiseling in radio circles. But the opportunities and temptations for graft are not as good out here. Whatever the reason, nobility or circumstance, very little is heard of the same sort of conniving which Manhattan radio knows.

Chicago, of course, has its cliques and log-rollers who take care of one another, but this is generally a matter of favoritism based on social parting, personalities, fraternal brotherhood and similar causes. Even the grumblers out here who can't get by the reception clerks, make dark hints about sex angles, etc., apparently make few charges of kick-backs, money splits, or grafting.

Raps against agency or network officials for being confused, vacillating or downright stupid are heard but aspersions against their honesty as a rule are not. It may be appropriate to point out that the average earnings of radio talent on Chicago-produced shows is a small margin for kickbacks. Few headliners or big money radio turns currently work out of Chicago.

**Cost on Merit**

The Broadway atmosphere is entirely absent in Chicago radio. There are, of course, recognized talent purveyors who do a certain amount of placement business with advertising agencies. Point is that most local programs are actually cost on a basis of merit. Sometimes the individual judgment, or recognition of merit, may be dubious, or mediocre entertainers who is a good, self-styled man may grab a ticket, but that's a sample of all show business' tendency to accept self-assertion for ability.

Chicago makes no claim to moral superiority. It's simply a case of events shaping themselves differently out here than in the east.

**Air Accounts Lost During Moratorium Still Absent in West**

Los Angeles, March 27.

Much of the commercial business lost to Coast stations because of the recent bank holiday is still absent. Broadcasters report local accounts of 50% two weeks after the bank reopening.

Some of the smaller stations lost all of their commercials for the period of the moratorium, and these accounts are reluctant to resume. Station owners say it will be months before business gets back to the average before the financial house closings.

**Three Radio Prospects On Same Vaude Show**

Chicago, March 27.

Last week's bill for the PKO Palace here contained three radio possibilities all better than lukewarm. Block and Sully loan for a Manhattan commercial with a special vehicle now in production. James Jay Filppen and Chase & Sanborn tea are still chinning but with terms the tumbling block.

Three radio spots on the bill was Nick Lucas. Chicago NBC sent for him while here to audition for an undivided commercial.

**\$70 English Tele Set**

London, March 17.

New Television company formed some time ago, under name of 'Scophoni, Ltd.', with directorate including Isidor Ostrer, Simon Rowson, Art. Leycey and Oscar Hutchins, has undergone reconstruction. Ostrer has resigned since purchasing interest in Baird's Television, Ltd., but still has a monetary interest. New director is Erwin Wasey. Ferranti, Ltd., electrical engineers, who has invested close on \$20,000 and is prepared to go further.

Ferranti's shortly is putting on the market component part of their new television, with entire set not costing more than \$70.

**Via the Nicce**

Booking agent who had been trying to interest a brewer in a radio program, heard that the suid bottler had a favorite niece with nice aspirations.

Though leery, after the first hearing, of getting by with her voice, the agent induced one of his professional warblers to take the girl in hand for a quick vocal polishing before making the brewer approach with the 'family fund.'

## COAST WARY OF PERSONALS BY TALENT

Los Angeles, March 27.

While a few weeks ago theatres out here were thumbed down on radio artists unless they were established names, the reverse is now true. Theatres are currently willing to use almost any air performer, but the stations now assured the stand-offish attitude.

The bookers are reluctant to permit their talent on the boards unless the performers are well known. Attitude is that talent can be killed by stage work unless a high point of popularity on the air has been achieved.

During the past two weeks, at least two of the major outlets have turned down no less than a dozen offers for vaudeville appearances of their artists on this premise. A few weeks ago the same stations were clamoring to get their talent into the open with the theatres turning down.

The stations are apparently taking a page from the experience on the personal appearances of film players. They point out that in the beginning patrons were satisfied to pay cash just to see a picture star, but after that the customers were not satisfied unless the actors could do something to entertain.

Radio men simply say they're not going to take similar chances in future unless they are satisfied that stage appearances will help and not injure their talent.

**P&G Thru Till Fall; Mills Also Off Air**

Procter & Gamble includes its radio exploitation until fall, April 15. Plans call for a money spurge on both NBC and Columbia next autumn. Withdrawal date makes it just a year for the Mills Brothers on the P&G payroll.

Intention of Mills-Rockwell, the Mills Bros. negotiator is to keep the quartet off the air for at least 13 weeks but to play theatre dates. Rockwell figures the boys will thereby be able to produce their own pulling power. Considered, also, is the association angle, Rockwell believing that the interim will allow for the disassociation in listener minds of the foursome with Chipco.

**Murray, Sidney Audition**

Hollywood, March 27.

Charles Murray and George Sidney go on the 'Hollywood on the Air,' April 3, with a 'Cohens and Kelys' act.

Program is also in the nature of an audition, NBC officials in the cast endeavoring to sell the film pair for a possible regular hook-up.

**Kling, Marmola to Kastor**

Chicago, March 27.

Leroy A. Kling goes to Kastor agency from Chevrolet. It is expected he will take the Marmola account with him. For a time John Balnnsfater, another ex-Critchfielder, was a contender to take Kling to Erwin Wasey.

Marmola sponsors 'Chickie,' by Fritz Block, over WBBM.

**AUDITIONING AGAIN**

Eddie Leonard Trying Minstrels Once More for NBC

Eddie Leonard is auditioning his minstrel show with NBC, the program department considering giving it a Saturday spot.

About three months ago the Leonard minstrel affair had been scheduled when the network called everything off with the explanation that Sinclair Oil had decided that its Wener minstrels remain the only program of its kind on the chain.

## NBC Finds Frances Langford's Shoe Is Now On Other Foot

Although that's the way the network got her, NBC Artists Service execs are complaining that Ken Dolan, Frances Langford's manager, didn't do right by them when he sold his singer to the Blackett-Sample-Hummert-Gardner agency on an exclusive basis and without consulting the network.

An exclusive management contract that prevents Miss Langford from appearing on CBS without the former's say-so.

What really burns the NBC artists bureau is that it had no inkling of what was going on until the deal was closed and the announcement made at a nightclub opening. Spot was the Village Barn with the m.c. exclaiming, 'Permit me to introduce Frances Langford, who, I predict, will be one of Columbia's greatest stars, because she's just been signed for a commercial series by Abe Lyman.' Lyman and his manager, Bob Goldstein, in recent months have been doing all the talent booking for the EBHG agency.

NBC contends that it can stop Miss Langford from taking the CBS commercial on the ground that the management contract has several months left to run. It says that the agreement is one of those things which merely promises to procure work but guarantees nothing. Dolan declares that Miss Langford in a recent four months has obtained very little through efforts of the NBC artists bureau. He also questions the network's right to a split commission in the EBHG deal.

**Tishman Case**

Situation NBC finds itself in with Dolan is reminiscent of its recent dispute with Max Liebman, vaude agent. Tishman had routine a new act for Miss Langford and started booking her in theatres. NBC artists bureau then stepped in and took over the network but the singer's signature of a regular artists bureau contract a prerequisite.

Immediately after Miss Langford signed the network also began offering her to theatres. Tishman filed a complaint with the vaude agents' association and an arbitration committee ruling that he was entitled to a split commission on any theatre dates the network obtained for Miss Langford.

**BILLING PRIORITY CLAIMED**

Fanny Balbridge Says Old Gold Infringes

Chicago, March 27.

Old Gold cigaret program (22) introduces a character, Magnolia, the mammy of the kitchen.' Fanny May Balbridge, Chicago radio entertainer, claims priority on both the name and billing.

Miss Balbridge alleges that she was first introduced the character in 1919 in Chautauqua. She further declares that she presented her Magnolia, mammy's kitchen, in 1929 over WMS, Louisville, and was subsequently sponsored on a network show for NBC under the same name and billing.

Miss Balbridge avers that if 'Amos n' Andy' and 'Myrt and Marge' have property rights in their names and billing she has similar rights in Magnolia. Attorney H. C. W. Adams is representing Miss Balbridge in the dispute. Later wants Old Gold to discontinue its Magnolia claiming that confusion has already resulted as evidenced by Miss Balbridge receiving congratulations from friends for being sponsored by Old Gold.

# Artist Bureaus of Big Nets in Red, Only 4 Air Names Working on Stage

**'Get Off the Air!'**

Chicago, March 27.

Phil Baker's catchline, 'Get off the air!' the instigation of a mysterious voice throughout his Armour program, is believed by NBC here to have the same popular appeal as Jack Pearl's 'Vas You Dere, Charlie.' NBC expects the phrase to pass into general use as sort of a trademark. Ed Wynn's 'So-o-o' is another example of the same sort of thing.

Due to decline of available stage talent and shortened salaries on the little time that's left, the network artist bureaus, particularly NBC's, are reported going into the red weekly.

Of the two artist bureaus have only four acts working on the outside this week, two apiece. NBC has the Radio Rubes at Lewy's State, New York, for the full week and Allice Toy at Grand Rapids, Mich. (RKO) for a last half. Both CBS' bookings are in Warner houses, Singin' Sam playing a full week at the Eagle, Washington, and Rels and Dunn three days in Elizabeth. The other major stage circuit, Public, isn't playing a network attraction currently.

Of the acts working in theatres this week, the NBC artist bureau's income is limited to whatever it receives from the few of its own acts playing on network commercials, and the 10% commish charge levied on the salaries it pays its own sustaining artists.

NBC's contract list contains only one hand, Paul Whiteman, and Whiteman isn't working. CBS is in a better position, due to the several bands sending in commish, also an artist bureau overhead that's considerably lower than NBC's.

## BANKERS ISSUE BULLETIN ON WYNN'S WEB

Lehman Brothers, New York bankers, last week issued a news bulletin on Ed Wynn's Amalgamated Broadcasting System, Inc., and Amalgamated Artists' Bureau, Inc., removing its offices to the 39-story building at 501 Madison Avenue, taking two entire floors. The building becomes the Amalgamated Broadcasting Bldg., and will be designated. Wynn is prez of the ABS and Ota Gygn, ex-vaudeville violinist, is v.p.

A press release from the banking firm mentions that the third network, when completed, will include 100 broadcasting stations.

The 501 Madison Avenue structure is a Lehman Corp. enterprise. It's situated diagonally across from the Columbia Broadcasting System's home offices, also cornering 52d. The press matter plugs this really sector, asserting that 'the entertainment centre of the world would be re-located in the lower 50's from Madison to 6th Avenue.'

## 9 Stations Using Sliced Time Okayed by F. R. C.

Washington, March 27.

Small stations are hopping to the Federal Radio Commission's loosening up of regulations requiring operation up to two-thirds of licensed time. Total of nine stations thus far have been granted permission to slice time last week and announced that it would temporarily suspend the two-thirds rule because of economic pressure upon stations.

Stations taking advantage of the suspension are: WNBH, New Bedford, Mass.; WJMS, Ironwood, Mich.; WRAX, Williamsport, Pa.; WOC, Albuquerque, N. M.; KFLX, Galveston; KOAC, Corvallis, Ore.; WSOB, Gastonia, N. C.; KDLR, Devils Lake, N. D., and WILM, Wilmington, Del.

All but KOD are regularly authorized all time stations. The special permission runs until June 1.

## Banned Adv. Jam

London, March 18.

Ostrer, Bros. who control Gaumont-British Film Corporation and press similarly over the 'Sunday Referee,' which was brought from Sir Oswald Stoll, have run foul of the Newspaper Proprietors' Association to which all newspaper managers belong.

It came about through the Referee accepting adverts announcing broadcasts from France to publicize Brit-Broad. The Referee's advertising casters do not accept advertising.

No member of the Newspaper Proprietors association will accept such advertising, and when the Referee did so, its resignation was requested.

**MASSUSE'S MORNINGS**

Makers of Rye Krisp are appearing on Madame Sylvia, ex-Hollywood marseuse, for a morning series on NBC. Frameup has already passed the audition stage.

Routine similar to General Electric's one Sylvia did for General Electric last fall.

## MRS. DALL AT \$900 A SHOT FOR BEST CO.

Mrs. Anne Roosevelt Dall, the president's daughter, goes on the air for Best & Co. on a 13 time series over WJF. Final negotiations were not closed before the matter of the Pond program had been disposed.

When the J. Walter Thompson agency took the case, it could not Mrs. Dall for the Pond show through an agent of its own choosing, it decided to put in no competition bid for her services against the Best & Co. department stores. Agency had talked over the program with Mrs. Dall and was amenable to having her replace her mother on the Pond show. It learned that a previous management contract prevented her from being represented by Miles Lasker, of the Bell Syndicate. Latter handled the Pond deal for Mrs. Roosevelt.

Betty VanDeventer and Bruce Quisenberry, who held the Mrs. Dall show, also resigned. Lasker declared for doing business direct and exclusively with the agency or account interested, but J. Walter Thompson insisted upon contacting Mrs. Dall through Lasker or else. The Lasker arrangement was thumbed down by the VanDeventer-Quisenberry duo and a couple days later Best closed for Mrs. Dall's air appearances at \$900 a broadcast.

## NBC Wants Malt to Stand 4-Hr. Celebration

NBC sales department is trying to sell Pasteb Blue Ribbon Malt. Ben Bernie's ether paycheck, the idea of using its network to celebrate the legislation of beer. Event would take the form of a four session the night the foam official returns.

Network's idea is to run the show four times a week, the entertainment to consist of bands picked up from various parts of the country with Bernie as m.c.

## Loses Wife and Job

San Francisco, March 27.

Roger Krupp has lost his job and his wife.

NBC handed Krupp the blue envelope, relieving him of his annual salary of \$10,000 at the end of this month. Mrs. Marian Peck Krupp, member of NBC's singing trio, the Bluettes, served Krupp with divorce papers the same week.

Lacey as KFDM V. P.

San Francisco, March 27.

Recent change to occur in NBC's annual management is the resignation of Lewis Lacey. He has hoped to Beaumont, Tex. as a v.p. of the corporation operating KFDM.

Roger Krupp is the other NBC departure. No successors to either job.

# Radio Directory

(As a convenience for readers unfamiliar with who's who in Radio, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.)

## New York City

**NBC**  
(Stations WJZ-WEAF)

711 Fifth Ave.  
Flza 3-1009  
M. H. Aylesworth, President.  
Richard C. Patterson, Jr., Executive V.-P.  
G. C. McChinnell, Asst. to the President.  
John Elwood, V.-P. on Operations.  
A. L. Ashby, V.-P. and Gen. Atty.  
George Engles, V.-P. on Artists' Service.

## FRED ALLEN

Management  
**WALTER BATCHELOR**  
**BATH CLUB REVUE**

**WABC**

Sunday, 9 P. M., E. S. T.

## LOU KATZMAN

And His LINIT ORCHESTRA

**SOCIETY'S CHOICE**

## EMIL COLEMAN

AND HIS ORCHESTRA  
NOW APPEARING  
**CARLTON CLUB**  
150 WEST 44TH ST., NEW YORK

"The Best in Music"

## BILLY ARTZT

EXCEPTIONAL MUSIC  
(AND DIRECTION FOR  
PARTICULAR CLIENTS)

TUNE IN! D. W. GRIFFITH  
HOLLYWOOD TALES

Hind's Honey & Almond Cream

WJZ N.B.C. Wed., 10 P.M.

**THE GREEK AMBASSADOR**  
OF GOOD-WILL

## GEORGE GIVOT

OLD GOLD  
WABC EVERY WEDNESDAY,  
10-14.30 P. M., COAST TO COAST

Sole Direction  
**HERMAN BERNIE**  
1619 Broadway, New York

**DON HALL TRIO**  
WJZ WEAF  
Daily 7:30 A.M. Sunday 7:45 P.M.

**VERNA BURKE**  
Hotel Cecil Grand Grill  
NBC Network

**SOUTHERN SINGERS**  
NBC Network

Management  
M. GALE, 151 West 40th Street

## Renewals

Lady Esther Co. extends contract for a Sunday matinee stanza on NBC for 52 weeks. Wayne King contract retained. Chevrolet has added six weeks to its present NBC contract May 19, the new climax. Program continues with same talent lineup.

John F. Royal, V.-P. on Programs.  
Roy C. Witmer, V.-P. on Sales.  
Earl Hanson, V.-P. on Public Relations.  
Lewis MacDonach, Secretary.  
Mark J. Woods, Secretary.  
F. McKeon, Auditor.  
H. P. Kelly, Asst. Auditor.  
G. E. Horn, Chief Engineer.  
Frank Mullin, Agricultural Dir.  
J. Robert Almond, Evening Operations.  
Bertha Brainerd, Program Mgr.  
G. W. Payne, Operations.  
R. J. Folscher, Asst. to Treas.

**Department Heads**  
Donald G. Shaw, Eastern Sales Mgr.  
Thos. H. Belvino, Music Library.  
W. L. Blocham, Purchasing Agent.  
John L. Carey, Service Supervisor.  
O. B. Hanson, Mgr., Plant Operation and Engineering Dept.  
Ruth Keeler, Personnel Supervisor.  
Donald Withler, Mgr., Sta. Relations.  
Paul F. Peter, Mgr., Statistical Dept.  
G. W. Johnson, Mgr., Press Relations Dept.  
D. S. Thallin, Sales Mgr., Artists Service.  
Quinton Adams, Mgr., Electrical Transmission Dept.  
T. G. Sablin, Eastern Service Mgr.  
Mrs. Frances Rockefeller King, Mgr. private entertainers.

**CBS**  
(Station WABC)

482 Madison Ave.  
Wicksorham 2-2009  
William S. Paley, President.  
Edward Kleban, Executive V.-P.  
Sam Dickard, V.-P.  
Hugh Kendall Blane, V.-P. in Charge of Sales.  
Lawrence W. Lowman, V.-P. on Operations and General Mgr.  
H. R. Runyon, Treasurer.  
Karl Kolpe, Sales Mgr.  
Quinton Adams, Eastern Asst. Sales Mgr.  
Julius S. Seebach, Program Operations.  
Paul W. White, Publicity.  
Edwin K. Cohen, Technical Dir.  
Paul W. Keenan, Sales Research.  
John J. Karol, Market Research.  
Bernie Carlisle, Production Mgr.  
Frederic P. Willis, Educational Dir.  
Julio Labaree, Studio Laboratory.  
Hugh Cowan, Commercial Engineer.  
Ruth Fraser, Editor, Continuity.  
Marion R. Karsonetz, Dramatic Dir.  
Herbert E. Glover, News Broadcasting.  
Ralph J. Wonders, Mgr., Artists Bureau.

**WOR**

Bamberger Broadcasting Service, Inc.  
1446 Broadway  
Pennsylvania 4-8388

Alfred J. McCosker, Station Mgr.  
A. A. Cormier, Sales Mgr.  
Walter J. Neff, Asst. Sales Mgr.  
Lewis Reid, Program Dir.  
Robert I. Wilder, Press.  
J. R. Foppela, Chief Engineer.

**WINS**

American Radio News Corp.  
114 E. 83th St.  
Edorado 5-0109  
Bradley Kelly, Station Mgr.  
J. Walter Martin, Sales Mgr.  
John McCormick, Program Dir.  
Arnold Shubert, Production Mgr.  
Bernard Lovlow, Musical Dir.  
George Winda, Press.

**WMCA-WPCH**

Knickerbocker Broadcasting Co.  
Broadway at 45 St.  
Columbus 5-5680  
Donald Plamm, President.  
William Wolman, V.-P. and General Counsel.  
John Adams, V.-P. on Artists Service.  
Sidney Plamm, Commercial Director.  
Robert J. Press, Press.  
Jack Ricker, Studio Director.  
Fred W. Dyson, Business Mgr.  
Harry Carlson, Program Director WMCA.  
W. C. Bill Williams, Program Director WPCH.  
Arthur Barton, Educational Programs.  
F. L. Alexander, Chief Announcer.  
Elmo Russ and Irving Seizer, Musical Director.  
Frank Marx, Chief Engineer.  
Frederic Passco, Continuity.  
Blue Dudley, Dramatic Critic.  
Sam Taub, Booking.  
Robert Fink, Hockey, Sports.  
Charles Martin, Dramatic Presentations.

**WLWL**

Universal Broadcasting Corp.  
415 W. 50th St.  
Columbia 3-1039  
H. F. Riley, Dir.  
F. P. Kieren, Business Mgr.  
R. W. Horton, Sales Mgr.  
George O'Brien, Program Dir.  
Bridget Forest, Musical Dir.  
Joseph Deppa, Chief Engineer.

**Chicago**

**NBC**  
Merchandise Mgr.  
Superior 3100

(Stations WGN-WMAQ)

Nites Trammel, V.-P. in Charge.  
F. G. Parker, Chief Gen. Mgr.  
Fred Weber, Station Relations Mgr.  
John Whalley, Office Mgr.  
Roy Shield, Chief Musical Dir.  
C. L. Menner, Production Dir.  
W. Kenez, Program Mgr.  
Alex Robb, Asst. Program Mgr.

Sidney Street, Artists Mgr.  
John Gibon, Continuity Editor.  
Frank Mullin, Dir. of Agriculture.  
Judith Walter, Educational Dir.  
Kenneth Carpenter, Sales Mgr.  
William Hodges, Local Sales Mgr.  
L. E. Showerman, Sales Service Mgr.  
E. C. Carlson, Sales Promotion Mgr.  
Howard Luuggen, Chief Engineer.  
W. M. Rice, Chief Production Mgr.  
H. B. Dwyer, Maintenance Mgr.  
Ben Emtin, Public Relations Counsel.  
Al Williamson, Publicity Mgr.

**CBS**  
Writier Bldg.  
Whitehall 0000  
(Station WBBM)

Leslie Adams, V.-P. in Charge.  
Leonard Erickson, Western Sales Mgr.  
Walter Preston, Program Dir.  
Bobby Brown, Chief Production Mgr.  
Jeff King, Traffic and Office Mgr.  
Harold Fair, Asst. Program Dir.  
Larry Fink, Chief Engineer.  
William Cooper, Continuity Editor.  
LARRY FINK, Chief Engineer.  
Kelly Smith, WBBM Sales Mgr.  
Steve Tamblak, Chief Publicity Mgr.  
Ruth Bels, WBBM Publicity Mgr.  
Harlow Wilcox, Chief Announcer.  
Richard Elmer, Sales Promotion Mgr.  
Arthur Wessner, Community Concert Mgr.  
McClure Bellows, Concert Secretary.

**KYW**

Grassus Bldg.  
Wabash 4040  
Homer Hogan, Gen. Mgr.  
Wheatley Production Mgr.  
Harold E. Bean, Asst. Production Mgr.  
Roy Maupin, Musical Director.  
H. E. Hamer, Chief Engineer.  
Umer Turner, Publicity Dir.

**WCFL**

Furniture Mart  
Delaware 360  
John Fitzpatrick, President.  
Edward N. Nockles, Gen. Mgr.  
Franklin Landon, Chief Engineer.  
Maurice Lynch, Treasurer.  
Phillip Friedlander, Production Dir.  
Edith Hanson, Musical Dir.  
Howard Keegan, Chief Announcer.  
Marward Marward, Chief Engineer.  
Pat Murphy, Publicity Dir.

**WJJD**

Palmer House  
State 5400  
C. A. Howell, Mgr.  
R. K. Sauer, Commercial Mgr.  
David Capp, Program Dir.  
David Bennett, Music Mgr.  
Joe Altobelli, Chief Announcer.

**WLS**

1230 W. Washington  
Haymarket 7000  
Burridge Butler, President.  
Glenn Snyder, Gen. Mgr.  
George Siggar, Program Mgr.  
D. R. McLaughlin, Chief Engineer.  
Tom Rowe, Chief Engineer.  
Clemantine Lusk, Asst. Mgr.  
Hal O'Halloran, Chief Announcer.  
Harry Steele, Publicity Dir.

**WGN**

Drake Hotel  
Superior 1100  
W. E. Macfarlane, Gen. Mgr.  
John Ryan, Station Mgr.  
George Isaacs, Commercial Mgr.  
Edward Barry, Production Mgr.  
Frank Myers, Chief Engineer.  
Carl Schreiber, Publicity Dir.

**WIBO**

Michigan-Walker Bldg.  
Ludlow 6600  
Albert E. Nelson, General Mgr.  
Lyond O. Harris, Production Mgr.  
Clemantine Lusk, Chief Engineer.  
James MacPherson, Sales Mgr.  
John C. Mackay, Chief Engineer.  
Aimee Tiplady, Publicity Dir.

**WGES**

128 N. Crawford  
Van Buren 8000  
Gene Dyer, Station Mgr.  
Charles Lupton, Production Mgr.  
Joseph Brubaker, Chief Engineer.  
John C. Mackay, Musical Dir.  
Don Crooner, Chief Announcer.

**Advertising Agencies**

Lord & Thomas-Henry Sellinger.  
John Walter Thompson-Tom Luckenbill.  
Erwin-Wesley-William G. McBride.  
McCann-Erickson-Fred Imbott.  
N. W. Ayres-W. G. McGuire.  
Ortchfield-Frank Soal.  
Blanchard-Loss Hornamas.  
Bridges-George May.  
Blanchard-Sampis-Edwin Ayleshire.  
Henry Best McDonald-Art Decker.  
Hayes McFarland, Don Bormard, Malaga Calde.

**Los Angeles**

**KHJ**  
(Columbia Don Lee Broadcasting System)  
Van Dyke 1111  
Don Lee, President.  
Leo B. Tyson, Gen. Mgr.  
C. Ellsworth, Chief Engineer.  
Raymond Patra, Musical and Program Dir.

Paul Richenbacher, Production Mgr.  
Kenneth Niles, Asst. Prod. Mgr.  
John C. Newkirk, Chief Engineer.  
Arthur J. Kemp, Asst. Adv. Mgr. (KHJ only)  
Lestie Mawhinney, publicity.

**KFI and KECA**  
(NBC outlets)  
Earle Lee, Station Mgr., Inc.  
1000 So. Hope Street  
Richmond 0111  
Earle C. Anthony, President.  
Arthur Kales, V.-P. and Gen. Mgr.  
Biden Doberg, Program Dir.  
Carl Haverill, Commercial Mgr.

**KFWB**

Warner Bros. Pictures Corp  
Warner Theatre Bldg.  
Hollywood 0315  
Gerald Kling, Gen. Mgr.  
Chester Mittenford, Commercial Mgr.  
Jack Joy, Program Dir.  
Johnnie Murray, Charge Vaude Programs.  
Guy Van Ripper, Charge Dramatic Programs.

**KNX**

Western Broadcasting Co.  
Patronage Studios, Hollywood  
Hempstead 4101  
Ray C. Egan, Gen. Mgr.  
Guy Rogers, V.-P. and Gen. Mgr.  
C. E. Nichols, Chief Engineer.  
Kenneth C. Ormiston, Technical Supervisor.  
Leary Lane, Program Mgr.  
Willard Hatch, Musical Dir.

## Contradicted

Hollywood, March 27.  
Gag men for the Mark Brothers were trying to convince Groucho that what the radio public wants is old gags dressed up.  
"What they want," contradicted Groucho, "is new gags undressed."

## McClelland in Charge of NBC Time Sales

NBC's New York sales department is undergoing further adjustment with George B. McClelland, who now holds the title of assistant to the president, taking active charge of the time selling. Roy Witmer, listed on the official roster as v.p. in charge of sales, assumes the title of eastern sales mgr.

Before the entry of Richard C. Patterson, Jr., last November, McClelland was executive v.p., rating next to M. E. Aylesworth, president. McClelland had recently been devoting himself to liaison duty between the network and its affiliated stations.

## NBC's Summer Special

NBC is planning a big variety hour as a full summer feature. Songwriters, including so far, Irving Berlin, Walter Donaldson, Jimmy McHugh, et al., have been approached by NBC to write a special tune for this program. Idea is to have the melodies introduced for the first time on this period.

## MARLBORO EXTENDS

Los Angeles, March 27.  
Marlboro Coast CBS program, which started on month's trial basis, has been continued for five more months. Sam Coslow and Roy Falgo's orchestra supply the vocal and musical bill which emanates from KHJ.  
Same setup is slated to start functioning nationally for this big account in June.

**KMTR**

KMTR Radio Corp.  
915 No. Formosa, Hollywood  
Elliott 1241  
Reed E. Callister, President.  
L. W. Ginn, Chief Engineer.  
Harold Horton, Prod. Mgr.  
Salvatore Santalucia, Musical Dir.

**KFGJ**

1417 So. Figueroa Street  
Prospect 7780  
Ben S. McLaughlin, owner.  
Dato Hancock, Mgr.  
Firebird Broadcasting Co.

**KRKO**

641 South Spring Street  
Madison 1170  
Frank Doherty, President.  
G. Freitag, Gen. Mgr.  
Del Lyon, Sales Mgr.

**KTM**

Pickwick Broadcasting Co.  
214 So. Vermont  
Karl Shullinger, Gen. Mgr.  
Richard Stanton 1341  
Charles Wren, Press.  
George Martinson, Manager.  
R. B. Rust, Sales Mgr.  
C. B. Juneau, Production Mgr.

**KFAC-KFVD**

Los Angeles Broadcasting Co.  
945 Mariposa Ave.  
Fitzroy 1231  
E. L. Crook, President.  
Tom Croneman, Gen. Mgr.

**San Francisco**

**NBC**  
(Stations KGO-KPO-KYA)

Pacific Coast Division  
111 Sutter Street  
San Francisco 4  
Don E. Gilman, V. P. of NBC and Pac. Coast Div.  
C. L. McCarty, Asst. Gen. Mgr.  
Harry Anderson, Sales Mgr.  
A. H. Saxton, Chief Engineer.  
H. W. Maxwell, Office Mgr.  
Lloyd B. Yoder, Publicity Dir.  
Karl Shullinger, Chief Bureau.  
Jennings Pierce, Chief Announcer.  
Merleitt Willson, Program Dir.  
Ceil Underwood, Prod. Mgr.  
Roy Frothingham, Sales Promotion Mgr.

**KFAC**

988 Mission St.  
Prospect 3425  
Edward McCullum, Station Mgr.

**KFAC**

(Don Lee-Columbia outlets)  
1000 Van Ness  
Pilsbnet 0100  
Fred Faber, Don Lee Gen. Mgr.  
Robert Holway, Station Mgr.  
William Wright, Prod. Dir.  
Walter Keeler, Musical Dir.

**KJBS**

1340 Bush St.  
Orfway 4118  
Julius Brunton & Sons, Owners.  
Ralph Brunton, Mgr.  
Ralph Smith, Prod. Dir.

## RUPPERT'S AIR GROUCH HALTS BEER OVERTURES

Broadcasting negotiations with Ruppert brewery interests have stalled due to Jake Ruppert's personal antipathy toward radio. A principal owner of the N. Y. Yankees Ruppert has always opposed the intrusion of the mike into his baseball park, contending that the broadcasting of games has been responsible for part of the depreciation in gate receipts.  
Before the Ruppert advertising department can resume discussing radio programs it will have to talk Uncle Jake out of his hostility toward the medium.

## LEON BELASCO

N.B.C. Tues. 12:30 A.M.  
C.B.S. Sat. 11:30-12 M.  
NIGHTLY  
ST. MORITZ HOTEL, N. Y.  
Solo Director HERMAN BERNIE  
1619 Broadway, New York

## LEONARD HAYTON

and His  
**CHESTERFIELD ORCHESTRA**  
SIX NIGHTS WEEKLY  
(Except Sunday)  
via  
Entire Columbia Network  
9 P. M. (E.S.T.)

## VINCENT TRAVERS' and HIS ORCHESTRA

**COCOANUT-GROVE**  
HOTEL WALTON, PHILA., PA.  
Exclusive Management  
**COLUMBIA**  
Broadcasting System  
WCAU-WABC

## ROBERT BURNS PANTELA WABC

Every Wednesday  
at 3:30 P. M.  
**BURNS & ALLEN**  
Dir.: WM. MORRIS AGENCY

## THREE VI

Pearl X Jessie  
**SISTERS**  
NBC  
Mon., Wed., Fri.  
WJZ, 6:30 P.M.  
Personal Management E. WOLF

## DOLPHE MARTIN

And His  
**ORCHESTRA**

## TYDOL HOUR

7:30 P. M. Mon.-Wed.-Fri.  
C.B.S. Network  
A Ben Rocke Production

# RADIO CHATTER

## East

The Sizzlers' debut for Listerine on WJZ has been postponed to April 1.

White Star Reporter starts this week on the Michigan network out of WXYZ, Detroit. Harold T. True is down for the new commentating role and White Star Refining for the check-writing.

Eddie Miller is guesting on Phil Spitalny's Nestle stanza.

Standard Brands' recording of the Frank Merrill well series has been held up. It's still in the audition stage.

Harold Bergh has taken Charles Schenck's spot in the Lenon & Mitchell agency's radio department.

Harry Donenfeld is furnishing Phil Baker with material for his Armour programs.

Jesse Butcher, former CBS press chief, has set himself up in business as a general radio rep with Barrat-Dawson Productions.

Arlene Jackson is back doing a single over NBC Wednesday nights.

## Mid-West

Emergency fast-thinking by a staff engineer saved Arthur Koch, staff pianist, from electrocution at WFLP, Chicago. Pianist's hands were burned when he accidentally touched high tension wires.

Jay Filipsen, general mailer, aforesaid, broadcast for RKO over WENR, Chicago, two days ahead of Phil Baker's WMAQ debut for Armour and as a result Baker had to change a lot of his gags thereby rendered second hand.

Charles Hughes' novelty program, "Talking Picture Time" reported a hot prospect for a Chicago beer account.

World Ensemble being heard on WJRN, Journal-Times station, Racine, Wis., Mondays. String trio and studio orch.

Eusty Elings back on WHBY.

## It Takes Nerve

Hollywood, March 27. Earthquake didn't shake the nerve of Hollywood producers' agents. Although trying to crash the air for free blubs has been a losing fight for a long time, the boys kept at it.

One of the best letters so far to reach the stations here was from a theatre p. a. and read:

"We would greatly appreciate your bootlegging the enclosed announcements wherever you have a spot on your program. We will be glad to reciprocate with passes to the show when the first mad throngs subside sufficiently so as not to interfere with cash revenue."

Green Bay, Wis. So is Mike Yindra and band.

WISN Players, the Wisconsin News and Sentinel station, Milwaukee, put "The Lone Wolf" on the air. Directed by Eleanor Mercein. Cast included Charles Mercein, Ted Kvatt, Mary Ann, LeMay, John Harrington and Wm. Hill.

Helene and her guests, WTMJ, Milwaukee Journal station feature, celebrated first anniversary on air with a personal at the Wisconsin theatre.

Wisconsin Players in "The Duke" on WTMJ, were Marjorie Neal, Fernan Charles, Berenger, Ethel Owen, Glenn Black, Arnold Kasbuske, Larry Nicholson and Don Albert. Dr. Harold Freeman directs. Group heard once weekly.

Virginia Hackett and Mary King are doing "Johnnie" weekly seen for kids over WCFB, Chicago. Girls are new to radio.

Ed East being remodeled by Chicago dentist.

## West

Irving Fogel and Hal Ayres flew to New Orleans to dicker with the Bonwill crew on CBS program.

Clyde D. Smith and R. W. Lautzenheiser, doing business as the Vegas Broadcasting Co., Los Vegas, Nev., may lose the license of KGVV if the FRC acts on an application before it.

Dietrich Dicks of Lincoln, Neb., seeking facilities of KFOR of the same place.

Frank Hull, former manager of KMTR, has returned to that station. Will handle the feature program.

Radio continues to attract film players. Lionel Belmore and Nigel de Bruiler go into the "Chandu" cast at KHL, Los Angeles.

S. S. Fox, KDYL prez, to Denver for a few days.

KSL finds opposian's \$30 a. m. Ramon may lose the license of KGVV if the FRC acts on an application at 7. They get up early in Utah.

Peter Spraynozzle resigns from KSL.

KLO, Ogden, synchronizing with KSL as CBS program.

KDYL trades decaory programs with WIOD, Miami Beach, Fla.

FRC has received an application for a television license from Visual Broadcasting Labs. of Kansas City, Mo.

License of KGDX, Wolf Point, Mont., switched from First State Bank of Vida to E. E. Krebsbach, Gian and Phoebe Brasham, formerly of the Whiz Bang Revue, auditioned for CKY, Winnipek.

Herb Rader, CKY head announcer, clicked in calling the Junior hockey championships.

Ken, would make western headquarters here.

Somebody posted a bulletin to that effect at the musicians' union, but it was news to the Don Lee and CBS crowds.

Roberts' Commercial San Francisco, March 27. Folger coffee company returns to radio after a long absence with a daily program on NBC featuring Lee Roberts, songwriter.

Starts April 3, and goes to KGO, here, and KFI, Los Angeles, only.

Changing Taps Standard Brands' Wednesday night NBC show (Fanny Brice and George Olsen) gives up its Royal Gelatine tag April 12 and becomes a plug for Chase & Sanborn tea.

It will remain that way for at least 13 weeks.

Camera! for Jane Froman Radio Pictures is making screen tests of Jane Froman this week.

The radio singer is currently doubling at the Radio City Music Hall.

Raffetto's Drama Producing San Francisco, March 27. Mike Raffetto is NBC's new drama producer in a pair of changes effected in the network's production department.

Raffetto steps up from an artists' job to succeed Tom Kelly who is out. Former is also writing Road Show, weekly variety program previously done by Jennison Parker who went to KFRC.

Other out in producers' ranks is Marilynn Olney.

## 3 L. A. Stations Cut Bands to 10 Men for Economy

Los Angeles, March 27.

All local major air sources have served notice on the musicians' local that they are cutting the number of staff musicians to a minimum of 10. Under this minimum they retain their band remote controls through union agreement.

First to take the step was KPWB which two weeks ago gave notice to all its musicians. Orchestra of 10 is now assembled into units for various programs and Station will have no band music hereafter with the exception of the remotes.

KFI-KECA, combined, will retain 20 men and jump this aggregation between them. So far KNX and KEJ have not given notice to their men, but the other stations are in negotiation for a lowered scale.

Warners will engage an outside orchestra weekly for its vaude program, the Sunday night Hi-inks, and has dropped its Wednesday "Big Show" which was of the same type.

Local viewpoint is that orchestras alone are now almost impossible to sell, the town being nuts on vaude programs, serials and novelty periods.

So far the only new program to grow out of the change is the institution of KPWB of the nightly "Dugan and Daley," a comedy back-and-forth between two Irish cops, Johnnie and Daley, by C. Kendall handling the dialog. Same station has added Harold Zwieler to arrange new musical programs.

## SCHNOZ ON L. S. HOUR IF METRO WILL OK.

Schnozello Durante may succeed Jack Pearl on the Lucky Strike Thursday night session. Everything depends on whether the Schnoz can obtain permission from Metro to take the air assignment. Thing hasn't got around to the coin discussing stage as yet. Durante is figuring on asking for five grand, although he expects to get seven.

It's a matter of a few days role they're talking about for his elgic connection and if it goes through it'll have to be done from the coast. Pearl pulls out of the stanza June 29.

## Jenkins Sale Halted

Williaming, March 27. U. S. District Judge J. P. Neils, handed down an opinion vacating the order for the sale of the assets of the Jenkins Television Corp., in receivership, holding he was not sufficiently advised of the value of the assets and necessity for the sale.

Petition of DeForest Radio Co. receivers to sell the assets of that company into the Jenkins Television sets to RCA went under advisement when counsel for Jenkins Television entered objections, claiming the \$500,000 RCA bid in settlement, Jenkins Television is a DeForest subsidiary, and is reputed to hold basic patents.

## 'Tis False

San Francisco, March 27. Town was filled with rumors during the week that CBS had taken over the Don Lee network and would make western headquarters here.

Somebody posted a bulletin to that effect at the musicians' union, but it was news to the Don Lee and CBS crowds.

Roberts' Commercial San Francisco, March 27. Folger coffee company returns to radio after a long absence with a daily program on NBC featuring Lee Roberts, songwriter.

Starts April 3, and goes to KGO, here, and KFI, Los Angeles, only.

Changing Taps Standard Brands' Wednesday night NBC show (Fanny Brice and George Olsen) gives up its Royal Gelatine tag April 12 and becomes a plug for Chase & Sanborn tea.

It will remain that way for at least 13 weeks.

Camera! for Jane Froman Radio Pictures is making screen tests of Jane Froman this week.

The radio singer is currently doubling at the Radio City Music Hall.

## Late Rebroadcast

Advent of daylight saving will introduce the oddity of a commercial program broadcasting out of the New York NBC studios at an hour when the rest of the continent is shut down for the night and both local transmitters, WJZ and WEAF, are silent. Situation will apply to the repeat broadcast of Maxwell House's Showboat to the Pacific link Thursday nights, the cast doing this bit for Coast listeners from 1 to 2 P.M. eastern daylight time. Coast will get it 9 to 10 P.M. Pacific standard time.

Both WJZ and WEAF call it a day at 1 A.M. It will mark the first time that a local studio has been kept in operation after being officially closed for the night.

## SYNCING OF WBBM-KFAB CBS' 1ST SUCH EFFORT

Washington, March 27.

Federal Radio Commission's reputed opposition to the extension of synchronization experiments was tossed aside in a decision last week to permit WBBM, Chicago, and KFAB, Lincoln, Neb., to broadcast the same programs simultaneously on the same frequency.

Decision marks the first entry of Columbia stations into synchronization. NBC has been operating WJZ and WBAL, Baltimore, on a synchronization basis for nearly a year.

Practice is usually attempted in cases involving part-time stations. WBBM and KFAB at present share time on 770 kilocycles. WBBM, only Columbia outlet in Chicago, is off the air from 10 P. M. to midnight. New arrangement would enable it to run full time, the late hours being broadcast in synchronization with KFAB.

Commission held that stations were far enough apart to obviate any practical interference in event of lack of perfect synchronization. They are separated by 475 miles.

## Hudson's \$500,000

Hudson Motor Car has obligated itself for a 52-car run on NBC. Contract handed the network last week extends the present time agreement to June 28. Estimated expenditure over that period runs around \$500,000.

Car maker's Saturday night hook-up extends from coast to coast and takes in 42 stations. Current talent setup, centered around E. A. Rolfe, remains intact.

## 'AMERICA VICTORIOUS' SERIES

Los Angeles, March 27. Western Auto Supply has bought time from KEJ for a weekly Sunday night program, "America-Victorious."

Dramatic sketches will relate how the country rode through previous crises.

Cast comprises staff artists with Ray Paige's orchestra background.

## 'CORONETS' FOR AUSTRALIA

Hollywood, March 27. The series of English Coronets, which have been going on KPWB, will be produced by radio stations in Australia.

Script rights to this dramatic series have been entered the general station by Vogue Broadcasting Co., of Sydney, for full Australian coverage.

## Miss Ziegfeld in Radio

Chicago, March 27. Edith V. Ziegfeld, niece of the late Flo Ziegfeld, has entered the general station representative field.

She will be associated with Girard Ellis in Commercial Broadcasting Service.

## Writers Find N.Y. Station Copping Submitted Scripts

Freelance continuity writers are taking that 'pull over, light' from a minor outlet in New York, but so far none have elected to do anything about it. The writers who have been bitten are loath to resort to legal redress, even if they had the coin to spare, and New York, they find, hasn't a local association of broadcasters for complaints.

Station in question has been accepting scripts with the understanding that an attempt would be made to find a commercial for them. After several weeks the outlet returns the original continuity to the writer with the statement that obtaining a client to do the backlogging seems hopeless. Not long afterwards the authors, to their dismay, find their brain child getting an airing over this transmitter as a sustaining feature.

In several instances the freelancers haven't become aware of what was going on until the serial script was into its third or fourth episode. In each case, however, the outlet when faced with a protest has desisted from any further broadcasting of the story. But this time the writers happens after the damage has been done. In peddling their script around they can't help but admit that it has had a local airing.

One writer, a femme, had this coincidence happen to a kid serial of hers and took her complaint to the head of an organization with which the writers are affiliated. As a result she obtained a hearing from the president of the company operating the station. So she drew an apology and a promise it wouldn't happen again.

## ABE LYMAN

AND HIS CALIFORNIA ORCHESTRA  
Columbia Broadcasting System  
PHILLIP'S DENTAL MAGNESA  
Tues., Wed., Thurs., 8:45 to 9 P.M. E.S.T.

## COAST-TO-COAST

## W A B C

## GUS VAN

OLDSMOBILE PROGRAM  
WEAF "Red" Network  
Saturday 8:30 to 10 P. M.  
Now Appearing  
710 Ave. 122nd St.,  
New York City

## ALVIN BROTHERS

1 Boy and a Guitar  
COLUMBIA BROADCASTING SYSTEM  
Special Presentation  
Thomas G. Hawes  
Alvin Brothers  
779 Seventh Ave. New York  
9:15 P.M. Mon-Thurs

## RUTHERFORD CHESTERFIELD Program

COLUMBIA-COAST-TO-COAST NETWORK  
MONDAY AND THURSDAY, 9 P. M. E.S.T.

**KIT-CAT**  
LONDON  
**ROY FOX**  
BAND  
E.B.C. Network Decca Records

**Morton A. Milman**  
circle 7-2525  
-2650

**CHARLES ALTHOFF**  
Variety, New York

**SIGMUND SCHATZ**  
and His Castle Harbour Orchestra  
Second Successful Season at the  
Finest Resort Hotel in the  
Western Hemisphere  
**Castle Harbour, Bermuda**  
Open for Engagements from May 1

**IMMERMAN & SON, Inc.**  
156 WEST 44th ST., NEW YORK  
SUPERIOR COLORED TALENT  
For Radio and Stage, Building Acts, Re-  
cording, Orchestrating and Arranging, Lessons in  
Music, Piano, Voice, Distribution, Diction  
"Unique Vocal Culture Method"  
STUDIO AVAILABLE FOR THE HOUR  
BRYANT 9-5638

**THURSTON**  
Sponsored by  
SWIFT & CO.  
On Renewed Contract  
Thursdays and Fridays, 8:45 P.M. (EST)  
N.B.C. Coast to Coast

**Wanted Immediately**  
Bookings and publicity agent for large  
dance orchestra, Permanent, State all,  
Box 10, Variety, New York

**JOE COOK**  
"The Inside Story"  
Comedy, Music  
COMMERCIAL  
WABC, New York

To Joe Cook goes the credit of raising this Sunday series, for at least one program to the level of first-class popular entertainment. Instead of loading down with the usual clutter of a program, the stanzza last Friday night (24) put the mike at the almost exclusive disposal of Cook and his old vaude routine. And Cook dished it up in a manner that was not only distinctive in freshening, but served to establish himself as a bet for a regular commercial connection. Old Gold auditioned Cook a couple of months ago but put him back in the basket for John P. Medbury.

What started the Cook session off favorably was the quickness with which Edwin C. Hill skinned over the comic's background. For the time the series had an entertainer who could take the mike, and with his glib flow of looney anecdotes held attention. Those concerned with the preparation of the program obviously realized this and assigned to Hill the minor role of occasionally coming in to say "How about that would start the comic off on his next verbal whirl. Major part of Hill's role was to go around why the comedian refused to imitate four Hawaiians. The oft-heard Cook dodge, but deftly adapted for mike purposes.

In addition the program included a dramatized excerpt from the musical, "Fine and Dandy," in which Cook starred a couple of seasons ago. A suave piece of production, this Cook's tour. *Odeco.*

**KMTR MINSTRELS**

After a week of half hour nightly broadcasts this program can still stand confidently on its feet before emerging as a bill to cause attention. Material is there but as yet the tempo is slow, and there is too much orchestra and not enough of the minstrel features on which it is hoped to sell it to the listener.

Attempt is being made to get the flavor of the old time black face semi-circle into this air novelty and with the evident resources at hand, it shouldn't prove difficult. Station makes no bones about the same being old. In fact, in a public it prides itself on reaching back a long way to get the type of material that is to be a favorite in the Dockstader and Parsons days. Nine out of 10 of the puns were lost to the air audience through this tardy delivery.

Rusty Giddens and Lee Collins, both of the old Georgia minstrel, handled the major part of the dialog stuff with the former out over an excellent Bert Williams imitation. Bill Starbent accepted acceptably and a couple of good stanzas in numbers were put over by the Dixieland Four. Outside of the too lengthy orchestra intermissions and the faulty diction, the program is passable. When properly balanced it should get into the worthwhile column. Program continued by Harold Horton, who is on the bill as interlocutor. *Stin.*

**SYNAGOGUE MELODIES**  
With Nathan Gorenberg  
Songs and Talk  
COMMERCIAL  
WEVD, New York

For the circumcised class to which this commercial is directing its appeal no more attention-pulling program could be devised. As an example of finely-balanced harmony this assembly of male voices can reach far beyond the confines for the appreciative ear. Its melodic sweep alone gives it a choral quality rarely heard on the air.

But to a Goodman & Sons, the baking firm behind this session, this extra-racial interest is no in-particular. Element is strictly after is composed of the Jewish householders who are in the market for their Passover matzo, and matzo products. Same commercial is responsible for the "Bronx Marriage Bureau" serial on WOR with the objective there is less orthodox strata. The contrast in quality entertainment is all in favor of WEVD.

Gathered for these Wednesday night muscled are the top cantors available in the metropolitan area. Joseph Ruzanski, one of the best composers of Yiddish musical comedy and folk songs, is in charge of the direction. It's a fifteen piece cantors' each week, with programs made up of a mixture of religious and secular music, Ruzanski's folk ditties take frequent mocking in the latter department.

Besides the solo and choral singing there's a lot of vocal solo testimony to the proper preparation and grade of the Goodman product, and to append a sermon on some topic of current interest. Last Wednesday's (22) occasion the rabbi discussed the Nazi persecutions and appealed to his listeners to let their protests be heard.

Tied up with the program is a direct sales angle, in a giveaway stunt. *Odeco.*

**BAMBERGER SPRING SALE**  
COMMERCIAL  
WOR, Newark

A 15-minute morning panel from the department store controlling this station. Microphones are heralded as being in the field of the announcer's descriptions as to what's going on it seems as though nothing less than the Marines can save the sales staff.

For women within possible reach of the store this broadcast may be sufficiently exciting to make them drop a broom and run to get in on the basement frolic. For those ladies who can't get for there, the rain of what's on sale, and the price quotations, are probably of interest. For disinterested listeners there's a snicker or two and there should be more.

It's all background against the babble of the bargain-hunting through with the broadcast testing from department to department for close-up conversations between customer and sales attaché. These sound very much like the usual impromptu bits which have been carefully rehearsed, and if on the level are too stilted to ring as genuine. How many times, one Ann Stevens comes in to take charge, and with the mike attack the scene of action she starts calling shoppers over to tell the other public what they've bought. It was a shy bunch present this morning, and (25) though some spoke their little piece, Miss Stevens gives this part of the program the most interesting names and having the customer answer. This seems a perfect spot for the store to take the theatrical device of slipping in a couple of plants for comedy to color the event for listeners.

In picking promiscuously among the scenes could also be said to be taking something of a chance, for some story with a grouch against Bamberger could be used to ruin the sale. Once happened on the Coast when, at another company's premiere, somebody advised Bamberger: "If it's a Paramount picture, it's the best show in town."

The microphone is constantly say throughout this quarter hour. If the customer won't talk, members of the staff will, and gladly. So you hear from department manager to the buyers and even Mr. Bamberger. It's all a build-up for the girls to drop everything, hop their youngster's kiddie cart, and get the stock room short. Miss Stevens declares that even she isn't going to be left out, and she has a few frocks which used to get \$5 or better.

Meanwhile, there's a contest as well as the selling. \$15 prizes, with a \$25 top, for the best letter to the Bamberger basement. Like the theatre contests, entrants must reach the contest before the judges announce the winners.

It's all rather hectic with the announcer, other than Miss Stevens, fumbling and anxiety to cover the field. But it's Bamberger's store and Bamberger's station to do with as they will. *Sid.*

**SOLLY WARD**  
Five-Star Theatre Series  
With Barbara Blair, Johnny Hart  
and a cast of interesting  
Comedy, Songs, Band  
COMMERCIAL  
WABC, New York

Entertained by concert names of first and second rank, and a 45-piece symphony orchestra, this old regular is a comedy and dance unit mixture. It was an inauspicious start, principally due to a dearth of suitable material for Solly Ward and an all-around slovenly production.

At best the period was a patchwork. It set out to create a Dutch eccentric character in Solly Ward, and after establishing for him the title of "Papa Fussenfunder," and the background of a showman dizzily named Solly, the variety act with which to keep the show going, the program soon ceased to be make believe and assumed this very slight respect for the audience. Ward has been armed with little that made for amusement, either as to situation or as to character. His high-pitched dialect and plaintive personality has possibilities on the air, but the commercial will have to find him an audience for two or three weeks. In this broadcast an apt idea was carried out successfully.

After the warbling there was the Men-About-Town Trio and a flemish soloist unlimbering pop and novelty numbers in a way that at least made the period melodiously intriguing. The Bonime's playing of the band passed muster on syncope, but his symphonic readings gave him a higher rating. *Odeco.*

**Radio Protective Material Dept.**

As previously detailed, "Variety's" Protective Material Dept. is being extended to embrace radio scripts.

The abundance of manuscript material for registration compels "Variety" to place a limitation on this free service for radio continuities: (1), that they be limited to 500 words; and (2), that only material from established and known radio, vaudeville, screen or stage authors be accepted.

From unknown sources are rejected for free registration with "Variety." "Variety" cannot undertake to return postpaid any scripts that are rejected, and will only hold them for a limited time, if not called for in person. The purposes and advantages of this registration service are previously outlined at length.

**WHAT IS AMERICA THINKING?**  
Sidewalk Interviews  
30 Min.  
WABC, New York

Enterprising CBS on a Monday afternoon (27) half hour whirl of what is called, and will only hold them for a limited time, if not called for in person. The purposes and advantages of this registration service are previously outlined at length.

Some of the announcers were evidently taking no chances and had a couple of men lined up in advance to start off their part of the program. General routine was to ask for volunteers, name and address, and then to give a question which let the person briefly express himself. In the general satisfaction and top-notch reaction to the reaction to beer was the dominating note. Only one warning on the broadcast was given, and that was that from a Chicago hotel man. Some comedy in the naive answers of the women and from one or two men was amusing. In New York, suspected a frame in the person of a boy with an impediment in speaking.

In toto, of sufficient interest to rate an early evening spot, when most of the other spots are ordinarily good enough for a repeat if the announcers can figure some way for more air time. The program is a good one. It that necessitates a couple of plants in each sector that should be right. The most amusing is the showman's opinion, as is also the nature of this broadcast whether in relation to the Government or CBS or Sid.

**NORTHWESTERN CHRONICLE**  
With Billy Barth, Merrill Fugitt,  
and a cast of interesting  
Comedy, Songs, Band  
COMMERCIAL  
KWV, Chicago

A program that fulfills the optimism of its sponsors in affixing their seal to a 52-week non-cancellable contract. "Northwestern Chronicle" is a revival after a three-year lapse of the old "Keystone Chronicle". Present sponsor is the "Northwestern Chronicle" until recently, sponsored Charles Agnew's orchestra. This is therefore a radical change of program for the station.

While Barth is entitled to full praise, the lion's portion of glory is properly owing to Paul Rhymer, the actor. Rhymer has developed a smooth and buoyant writing style that will carry him places. He is a former Bloomington, and has been situated to NBC's continuity staff for several years. He is also author of "Vic and Sade", the number one seller better among the Chicago sustaining programs from NBC.

For purposes of convenience in classification, "Northwestern Chronicle" may be described as Booth Tarkingtonian. It deals with adolescence and the complexities thereof. The hero is pouty-voiced Billy Barth, an ideal gawk, who is office boy and apprentice reporter on the staff of a newspaper. The mouthpiece of a semi-bick community just like the Bloomington from which author is taken. The character of Rhymer (Bernardine Flynn) causes the lad much trouble, first by giving him her offspring, and second by denying him the lead in the church.

**Inside Stuff—Radio**

Before Armour & Co. had a chance to unload its newspaper campaign on "Whose Is the Mysterious Radio Voice Which Interrupts Phil Baker?" the cat had been let out of the bag by New York radio columnists and deep was the blush of NBC execs in Chicago. They had been pledged to keep the secret.

When the secret was no more the commercial turned with its burn to the Loop. Network boys were innocent of what had happened but what the execs and commercial hadn't figured on was the contact that the New York columnists had with vaude booked sources. It was the latter which quickly recognized the "mystery" voice as belonging to James Mufson, Baker's recent stage annover.

Even though its punch was nullified by the advance revelation, the spotlight campaign conducted by Armour was an innovation of its kind. Ad was framed as a news story and under the caption, "Mystery Radio Voice Baffles Phil Baker," it read, "Whose Is the Mysterious Radio Voice Which Interrupts Phil Baker Every Friday Night? Over the National Broadcasting Company's Coast-to-Coast Network?"

Yankee network ran into a jam with the musicians' union when it arranged to have a commercial program broadcast out of Boston picked up by wire and stoncelled on wax in a New York recording studio. The Boston local advised the web that the plan was out unless the musicians in the program's originating studio were paid an additional 60% above the Hub district's scale.

Commercial's idea was to use the recordings for placement on other stations around the country. Union decreed that the pickup necessitated a separate recording job and that the men would have to be compensated accordingly.

Both NBC and Columbia have been permitting clients to make waxing pickups without being subjected to additional rate taps from the New York musicians' local.

Radio advertising on beer will be quite a problem, state the broadcasting people, because of the sundry local option ramifications in each state. Even the smallest powered stations have some inter-state coverage, and that the immediate headache is in Beer's local option. Being last week mentioned "brew" and not "beer," an example of the necessary conservatism.

When Canada Dry returns to the air in May its sales verbiage will not only make mention of ginger ale, but also imported beer and wine brands. Through a recent merger this soft drink firm acquired an importing and distributing company once engaged in the harder beverage business.

Radio expectancy on beer programs has several comedians stalling other commercial profers.

play and giving the role to his rival for Alice (Dolores Gitten).

These simple, unadorned everyday incidents are spun into a narrative well supplied with giggles and comical situations in human interest. To make the half hour program (Sunday) even more delectable, Yeast-foam is commendably brief. In its composition, the humor is not excessive in either length or effusion. Smartly put together, adroitly interpreted, easy to follow and easy to like, Northwestern Chronicle should have an open boulevard and nice going. *Leads.*

**FRANK AND GENE**  
Songs  
Sustaining  
WGY, Schenectady

WGY, Schenectady, has a new 15-minute program one night a week here. The "Voice" neither great in range or power, are of the type best described as "pleasing." Duo warble pleasantly, aiming at an intimate effect.

Piano accompaniment is subdued, too. Occasionally there is too much repetition, and the material is crisper material can be wheeled in.

On the whole an agreeable harmony turn—the only one presented by a male duo on a WGY 15-minute spot. *Jaco.*

**JOHNNY JOHNSON ORCHESTRA**  
Sustaining  
WJZ, New York

Smooth dappanation by Johnny Johnson's jazzists, long favorites with the collegiate bunch around Westchester, where he was something of an institution at the Post Lodge. He's now back at the Hotel Pennsylvania, under that Station hostelry's plan of rotating dance bands.

Johnson's dance style has always been his forte, giving out compelling rhythmation. Back in New York after several years, his music is as good as ever, proper punctuation by vocal interludes by Al Jennings, et al.

Johnson is on at midnight over WJZ and picks his stuff canny for the time and quality of the station. *Abel.*

**DAVE MEYERHOFF'S BAND**  
Sustaining  
WGY, Schenectady

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**Behind the Keys**

(Continued from page 17)

Springfield, to the State and Lyric, Manchester, Mass. Bill Gleason, manager, Palace, Worcester, replaces Sam Maurice, Capitol, Hartford, April 1. Stan Fingers acquired an importing and distributing company once engaged in the harder beverage business.

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# Percentage as the Solution?

Never has the time been so ripe as it is right now for those acts who think they are entitled to, to prove it. This is the perfect psychological moment for a laboratorist, and those who do not fear the consequences might take advantage of it.

Percentage booking has always seemed the one sure way to the true answer. Now, after what has happened in the past few weeks, it looks sure than ever that it would end once and for all the theatre's desperate, frequently unwarranted, and, above all, ruinous boosting of salaries for vaudeville and picture house stage names. And it might prevent another salary cut for all stage acts, such as the one now in effect, in which the small act may be taking the severest slap because of the big salaried attractions.

Percentage playing for the high salaried ones might be the much needed ounce of prevention. The present salary cuts are, at best, merely the w.r. pound of cure, and but temporary. The old salaries, say the circuits, will be restored on or about Sept. 1—if conditions improve. That means a temporary respite. And then what?

If conditions do improve, there is no reason why the theatres should revert to their foolish salary ways. Even in boom times, when through their own lack of restraint and judgment, and then later through desperation when the grosses commenced to slip, the theatre, boosted salaries to suicidal heights, there never was a sound reason for the \$10,000 Chevaliers that brought \$15,000 losses to a theatre in a week, nor for the many \$5,000 names that could not directly attract \$5,000 to the box office.

Few fears are being shed over the \$5,000 names that must struggle along on \$3,000 salaries for the next few months. The real sympathy within this vaudeville trade is extended to the small fellows who never saw those \$5,000 pay envelopes, nor any part of them, and to whom the 25% cut is nothing compared to the cuts they've been taking all year.

The income of the average vaudevillean has dropped 80% in the past year as a result of an 80% decline in playing time. That is in addition to cuts which have averaged 40% for the non-name turn, prior to the new 25% cut now generally in force. Meanwhile the salaries for names, instead of declining proportionately, mounted still higher. The money for a stage bill was poured into one act.

While overestimating the importance of the name act in a salary and other ways, the stage bookers and booking offices have overlooked or forgotten the importance of the non-name act. A theatre playing five acts and specializing in a headline name weekly, if it can get one, still must have four other acts. It can't play five big names every week. But it develops the name act as the headliner, and which headline is available next week, and thinks not at all of the small act, without which neither the headliner nor the vaudeville policy can exist.

The small act, taking the slap right along, is still taking it, although this new salary cut is ostensibly aimed at the names. The blow for the small act is a blow at the very foundation of variety entertainment.

But there is a solution—percentage playing for the names and an equitable wage for the small act. Pay the big act what it's worth, and no more, and paying the small act what it's worth—but no less. The percentage will take care of the headliner, if he has box office worth.

Objections to percentage bookings are made by theatres as well as by some acts. The theatres resent chiefly the inevitable partnership angle. A new headline on a weekly would mean a new partner every week. The necessity of opening the books to strangers does not appeal to the theatre. Yet this seems a feeble argument in view of the facts. In view of the \$10,000 Chevaliers that cost a theatre \$15,000 in a week, would it not be better to pay the Chevaliers by what they draw, and no more, and make money on the week rather than lose it? Are the inconveniences of a seven-day partnership with actors sufficient to offset the advantages of a profitable week, rather than a losing one?

Most percentage bookings of the present time are gags. The name acts ask the theatre to gamble, but will not gamble himself. He'll play on percentage, but insists on a guarantee. He's convinced that he's worth \$10,000 to the theatre for a week's engagement, but won't gamble on it. And his first question, always, is "What is the picture?"

The average \$5,000 name, if analyzed as to act and salary, is probably \$1,000 worth of entertainment and \$4,000 worth of draw. There are numerous \$500 and \$1,000 acts that possess far more entertainment quality than many \$4,000 and \$5,000 names, but the difference in salaries is not based on an act's worth. It's measured by the box office yardstick.

Standard values and uniform wages cannot be set when you are dealing with actors. Each is distinct, unique and an individual proposition. But each has its own value, and that value can be correctly gauged. Anything overpaid by an act is not a business loss, but a business it attracts. Acts that really draw would not suffer under such an arrangement. Acts that entertain well enough, but do not draw, would not be overpaid, but paid only for what they deliver. Theatres would not go into the red for foolish reasons. And the small acts would not be hurt as they are now being hurt, and as they have been for too long.

Percentage bookings may have their petty drawbacks, but they are unimportant compared to the bankruptcy, chaos and suffering brought on by unwarranted salaries. Facts are facts and they cannot be disputed. The Chicago, Chicago, paid Chevalier \$12,000 and lost \$15,000 on the week. The Capitol lost money with Ed Wynn at \$20,000, and Jack Pearl at \$8,500. The Par paid Winchell \$7,000, and Bernie \$5,500 last week and lost a few hundred dollars on the week. And then they give a loss the following week to those who sell show without the Chevaliers, the Wynns and the Pearls, for the same price of admission.

Adjustment is needed, and percentage booking may be part of that adjustment. If actors' salaries are to come down, so must the rest of the theatre overhead. Facts are facts and they cannot be disputed. There are the stagehands, the musicians, the operators, the rents, the film costs and the rest of the murderous theatre overhead, born in the days of prosperity but out of place in these days of depression. That the theatres are palvering with the crafts on this phase is manifestation enough that they're on the right track.

A name that accepts a salary that is out of line with his or her true value, cannot be blamed for accepting it. The theatre were responsible for the raises in the first place, and it is their fault if it is not the problem of those who never accepted it. It is time for the theatre to determine if their names are the draws they're supposed to be, and how much, if at all. And it is time for the names to find out for themselves, also.

Better that way than the old way of paying them all regardless of the results. Better percentage playing for such acts as can afford to take the risk, than undeserved fancy salaries for non-draws. If not, there wouldn't be any theatres left for the really drawing names to play on percentage or otherwise.

# JUNE KNIGHT HALTS GIRL'S USE OF NAME

Jack Holland stands restrained from using the name June Knight, in his act pending the actual trial of the injunction proceedings brought against him by his former partner, June Knight, of "Take a Chance" at Broadway musical. Appellate Division so ruled in refusing to set aside a temporary injunction granted the latter Knight by Supreme Court Justice Hatting. The "Take a Chance" act is suing to prevent Holland from changing the name of his latest partner, June Hart, also known as June Lloyd, to June Knight. After the break-up of her partnership with Holland, the "Take a Chance" Knight, who was born Marie Vaill-kette, legally adopted the stage name she's now using. She now contends that not only does this entitle her to the exclusive use of the moniker, but that the reputation and good will she has built up with it gives her protection against its use by another act.

In arguing before the Appellate Division the "Take a Chance" Knight's lawyers agreed that she had obtained no assignment or transfer of the name from Holland; nor, they claimed, had her former partner received a property right through any assignment from her. The contention, declared the plaintiff's lawyers, that she will not be affected by the use of the name in the Holland act, because the former had garnered a reputation as an actress and singer, whereas Holland's act never restricts herself to dancing, was irrelevant to the issue.

Justice Hatting had agreed that the complaint indicated sufficient cause for a temporary injunction to justify an injunction pending trial, but later Holland obtained an order staying the injunction while the case went to the Appellate Division. Holland's lawyers are still in affirming the Justice Hatting injunction vacated the stay order.

# Tab 'Scandals,' \$27,000

Indianapolis, March 27. Willie Howard in the tab "Scandals," three shows a day at the Indiana, pic spot, proved a sensation here and drew around \$27,000, a new top at the spot, to a 40c scale all over.

The show went to Dayton from here, Cincinnati, Columbus and Cleveland to follow.

# Barnstorming Vaude Troupes on Coast Hitting Stage Hungry Towns

Hollywood, March 27. With Fanchon and Marco units, and RKO vaude out of coast houses, excepting Los Angeles and San Francisco, the barnstorming troupes, in the formation, headed by recognized vaude names.

Mike Newman is framing a unit headed by "Sunset" Eddie Nelson, Val Harris, Bill Dooley and Francis Lee. They will carry a 12-piece girls' band and a harmony trio. Band will also play dances. Pat West and Del Chain are also organizing a unit composed of a 12-piece line of girls. Both companies will travel in buses.

Troupes will play F-WC and independent houses. Both have several weeks booked out of Los Angeles and are lining up time in the north.

**Nut Guaranteed**  
Terms are a guarantee and percentage with the guarantee taking the risk, but the Players figure that they might as well be taking a chance on the road as cooling their heels around L. A.

Greater part of the territory to be played has been without stage shows since last fall. Both troupes and others now in the making plan to cover some territory in Washington, D. C. and New York. L. A. has not had stage entertainment of any kind for two years.

Figured that there are around 200 former vaude players in L. A. willing to go to the barnstorming troupe if they can get an even break for their work. With recognized players heading the units, actors feel that they'll get a run for their money.

# Four Big Circuits Trim \$35,000 From Total Stage Costs in Initial Out Week; Most Acts Accept

## Literary Note

Los Angeles, March 27. After doing 30 shows in a week for Fanchon & Marco at the Paramount here, a radio performer says she now understands the meaning of "Marco's Millions."

# Eddie Dowling ABA President; NVA Grab Nixed

Eddie Dowling was elected president of the Actors' Benefit Association at the new organization's mass meeting Saturday night (25). At the same session a constitution drawn up by a committee earlier in the week was adopted.

The purpose is to curb the benefit evil, with all members pledged to refuse to play all non-pay-performance at which admission is charged, without consent of the ABA's board of governors. The association proposes to collect 25% of the proceeds from all benefit shows in which its members participate, these funds to be turned over to the various theatrical charities for distribution to ill and needy members of the profession.

The other officers are George Price, Arthur Tracy, Sophie Tucker, Ben Bernie, vice-presidents; Ralph Whitehead, secretary; Harry Hershfield, treasurer. Board of governors comprises Pat Rooney, Dave Vine, Billy Glason, Jack McAllen, Bob Murphy, Lester Allen and Charlie Mosconi.

An alleged attempt by Henry Chesterfield to swing the new organization over to NVA control, was stifled at the Saturday night session.

Another meeting is scheduled for next Saturday night (April 1).

Cuts were generally accepted by vaudeville acts all down the line as last week progressed, with most of the earlier dissenters changing their minds. With a 25% slash applying in most cases, the cuts will last until Sept. 1, with the circuits reserving the right to extend it if conditions fail to improve.

With the cuts effective this week, the four major circuits participating in the salary agreement chop about \$35,000 out of their stage show costs on the week. They have been spending on an average of \$140,000 thereabouts weekly on stage talent for the 30 weeks of playing time they control.

Ed Schiller of Loew's, appointed spokesman for the four circuits, stated the results have been gratifying, and that all acts approached, including names, have agreed to the reductions.

## Adjustments Made

In some instances adjustments were made from salaries set in the original salary agreement. In other cases, while the salaries are officially cut for the record, the bookers have been making up the differences in railroad fares. Whether the sums paid in addition to the net salary are with mutual consent of all the booking heads, isn't known, but the railroad fare inducement is now general in all the offices. Especially at RKO where the jumps are long and the fares costly for acts, many of whom couldn't operate under the cut salaries if the traveling expenses were not provided.

It was understood RKO during the week had reconsidered its earlier intention of walking out on the agreement. RKO was reported to have felt that the mutual cutting (Continued on page 40)

# All Radio Name Show to Follow Cantor-Jessel

Jack Pearl will head an all-radiob percentage straight variety bill for one-nite, with which the William Morris office intends to follow up the Eddie Cantor-Jessel team. The company's current southern and midwestern tour, Pearl has applied to his radio employer, Lucky Strike, for permission to broadcast from out of town.

Show will get under way if and when the permission is granted. Morris office expects to open it on or about April 17.

With Pearl in the all-ether line-up will be five or six other turns and a band. Tentatively set are the Boswell Sisters, Arthur Tracy (Street Singer) and Stoopnagle and Budd.

Cantor-Jessel troupe resumed its trip for two more weeks of one-nites Sunday (26) at New Orleans. Gross there for the two performances at \$1 day top was \$6,500.

# M. C. Goes Gold Mining; Layoff Time Anyway

Ted Claire, vaude m. c.; his brother-in-law, an electrical engineer; and two friends—An M. D. and an Attorney—showed off this week for some place mining in Arizona. It's a combination lark and business proposition, as Julius Kandler, theatrical attorney, drew up legal papers calling for a four-way split in the event gold is discovered.

The foursome are cutting their throats for the legal fees. In exchange for which any mines or veins of gold will be called the Kandler Mines, and when anything happens...

# COSMO'S VAUDE OUT, GODFREY TOO, ALL PIX

Zit's Cosmopolitan did a fadeout to straight pictures Saturday (25). Also fading out was George Godfrey, who became the Cosmo's book-er after RKO let him out.

House had been playing five-act bills on a split week with a \$600 weekly budget. Even a no-rent deal made by the landlord, Hearst, couldn't keep it going.

The Brants, who played the house the first half last week, drew a bounce for their time. Up to Sunday (26) it was still bouncing.

# Johnson Out of Roxy; One Week as Producer

Albert F. Johnson, scenic designer who was engaged by RKO as stage producer for the RKO Roxy in Radio City, quit Friday (24), as a result of deletions and changes made by the house in his initial production.

Johnson, from legit, was added to the Radio City staff last week as the RKO Roxy producer under Leon Leonidoff. He was succeeded by a name-act, with Leonidoff again handling the shows himself.

## HEALY & CO.'S MG SHORT

Hollywood, March 27. Ted Healy and his stooges, Howard, Pine and Howard, engaged by Metro to do a short entitled "Menu"



# An Angel Scrams

## But in the Wrong Direction—Balto Vaud Try Goes Busto

Baltimore, March 27. Indic vaudifin venture at the local Auditorium folded on the opening Sunday (25), 11 days after starting. It was another one of those things, a guy without any coin getting somebody to angel in the hope of cleaning up. Angel walked out after losing some coin (not much).

Bust up came Friday after the first show, with the stagehands and operators walking out due to overdue bills for help. Operators had three-fourths salary in their hands, but the stagehands had nothing. They both walked. Musicians had been paid in full and stuck.

House closed at 2:30 in the afternoon and reopened that night about nine o'clock under commonwealth. This was the work of Leonard B. McLaughlin, who directs the Auditorium and Maryland for the Penn Mutual Insurance Co. interests. The eight acts came to McLaughlin, wanting to know how they were going to get back to New York. McLaughlin turned the house over to him and let them open Friday night and all day Saturday.

**Full Payoff**  
By McLaughlin's quick rescue not only were the performers paid off in full, but every other person working around the house. Non-union men filled in backstage and in the booth. Jack Levine, who had had a similar bust at the Walnut in Philadelphia when he left vaude booker Eddie Sherman in the lurch, was behind this venture, with Dave Shapiro, N. Y. attorney, supplying money until the coin started moving too fast.

Show was booked by A. & B. Low office on a split week attempt, the idea being a lot of vaude for two bits top.

Acts listed on the show for the last half were Frank and Alma, Holt and Turl, Morian Sisters, Moore and Hines, Yessatie Revue, Sid White, Frank Donia and Co., Rexola Bros.

## Warfield Frisco's Only Flesh, RKO Goes Pix

San Francisco, March 27. Cliff Work has handed orchestra and crew of the RKO Golden Gate two weeks notice, after which time stage shows go out in favor of straight pix, 'King Kong' starting for run.

Isn't yet known whether the Gate will resume vaude after the 'Kong' run. Meanwhile Fox Warfield across the street with Fanchon & Marco revues has the only flesh entertainment in town.

**Mitzi Mayfair Shorts**  
Warners has signed Mitzi Mayfair, the dance singer, for two shorts.

# Marcus Loew BOOKING AGENCY

## General Executive Offices

# LOEW BUILDING

# ANNEX

## 160 WEST 46<sup>TH</sup> ST.

BRyant 9-7800 NEW YORK CITY

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# J. H. LUBIN

GENERAL MANAGER

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# MARVIN H. SCHENCK

BOOKING MANAGER

## 15 HOUSES IN CHICAGO PLAYING SUNDAY VAUDE

Chicago, March 27. Encouraging to local vaudeville advocates is the current perking up of Sunday vaudeville within Chicago itself. This is taken to imply more than out-of-town cordiality toward vaude as the Chicago unions are about the toughest in the country. It is reasoned that if houses want vaudeville that much it's a favorable omen.

Fifteen Chicago neighborhood houses advertised three to five vaudeville acts at present. These are: Atlantic-Roseland-State, Ritz, Berwyn, Commercial, Stratford, Belmont, Teatro del Lago, Congress, Beipark, Crystal, Biltmore, Portage, Patio, Senate and Wilson.

## Cut or Fold! So Unit Takes 10 P. C. Slash

Effective this week, while playing the Earle, Philadelphia, for Warner Bros., the 'Desert Song' unit takes a 10% cut in salaries. Before opening in Philadelphia Friday (24), Fanchon & Marco in New York called the company together and explained that if a cut wasn't taken the show would have to fold. Following the Philly date, the 'Desert Song' show plays a half dozen weeks or more on its return to the Coast. Unit has been on the road eight months.

## Detroit's One and Only

Detroit, March 27. For the first time in years there is only one first-run stage show house in town. With the change of the Downtown from vaude to straight pictures this week the Michigan is left alone with the shows. Fox dropped talent about four weeks ago.

## Mercedes Retires

Indianapolis, March 27. Indianapolis is the beginning and the end of a career in the theatre for Mercedes, who played at the Circle last week. Twenty-five years ago the act was broken in here. Last week Mercedes announced he was motoring to Minocqua, Wis., to take part in developing a resort. As a partner, Mercedes and his partner, Mile, Stanton, put on their act over station WGB. Walter Hickman, 'Times' critic, aided in the experiment.

## Stooges to Rescue

Name comedian was offered a California engagement recently, but his New York hotel wouldn't let him take his trunks because of the bill he had accrued and couldn't pay. So the comic called a meeting of his stooges, brought them all up to the room, each of them put on a couple or three suits, one on top of another, and walked out.

## Stagehands Walk At Marco Houses, Return Later On

Los Angeles, March 27. Stagehands walked out of the Paramount and the Manchester, operated by Marco, and from the Fanchon and Marco studio, Thursday (25), when they demanded that an additional man be employed for the current show was refused. They returned two days later.

Later a committee consisting of Rigard Greene, IATSE Coast representative; Ernest Apperson, business manager of projectionists, and Fred Whyte, business manager of musicians, decided that Fanchon & Marco not employ an extra man to handle movable stairs in current show at Paramount. Johnny Riley, of Musicians Union, ordered men back for Saturday night show but directed them to return to the Manchester and F. & M.'s studio from where they had also been pulled. This committee was appointed at request of Marco, by the Musicians' Federation which did not want stagehands to call on other musicians' allies for walk-out. Unions on Sunday night put man on RKO dance stairway, paying him themselves.

Dispute arose over the question of whether portable stairs, three steps high and extending across stage in current show, were dangerous props or scenery. Local 33 officials contended they were scenery, and that one man should be added to the house crew of four deckhands and an electrician. Marco countered by having the line girls roll the stairs on stage at the first show Thursday, with the stage crew immediately walking. One man was pulled from the Manchester, where F&M units had just been set in, and two from the producing studio. Shows at both houses were uninterrupted.

Albert Stetson, Par house manager, jumped in as an emergency electrician there, while Max Shane, press agent, and the line girls handled the stairs.

Marco wired the New York headquarters of the IATSE, outlining the situation, and contacted representatives of the musicians and operators, both of which promised to go along with him. Under the agreement between Marco and stagehands local 33, former was to employ four deckhands and an electrician at the Par, providing there were no scenery changes during any week's show. In case of shifts, two more additional men were to be employed. Marco insisted the portable stairs were props, and the union said scenery.

This is the first controversy in years resulting in an open break between stagehands and a deluxe management. Stage crew went in on the Par nut at around \$400.

## New Des Moines Orph Control Suit's Result

Des Moines, March 27. The Orpheum, operated by the Des Moines Orpheum Co., subsidiary of RKO, closed March 25. The house reopened March 24 under management of the Des Moines Consolidated Theatre, a new firm. Action to force surrender of the theatre was started recently in municipal court by leaseholders on the property. Box office receipts totaling more than \$500 were attached March 19 as result of another action brought in the Linn county district court, Cedar Rapids. The judgment was returned in the Cedar Rapids court against the management of the Linn theatre in Cedar Rapids, with which the Des Moines Orpheum Co. is connected, in favor of the Security Realty Co., Cedar Rapids.

## Cleve. Vaude Try Blows When Acts Tell Customers About No Payoff

## FRAMING 5-WK. TOUR IN WASH. WITH BUS JUMPS

Tacoma, Wash., March 27. Reported Jensen & Von Herzberg Royce is going into vaudeville and Hamricks' Music Box for stage presentations.

Locals are hungry for this kind of show and the firm will cash in. Reported also that J. & V. are now arranging bookings in southwest Washington so that they may give acts a four or five-week route with bus jumps. With Hamrick opening vaude at his Rex in Seattle, it is possible this northwest showman will book acts here instead of stage presentations.

## Vancouver, Oakland Drop F and M Units

Hollywood, March 27. Fanchon & Marco stage units are out of Oakland, Calif., and Vancouver, B. C., currently, leaving only the Warfield (F-WC), San Francisco, and the Paramount and Manchester (Marco operated) here, where F&M shows are now showing on the coast. Ada Broadbent, who has been staging the units in Vancouver, reported that the house was built during production activity ceasing north of 'Frisco.

## Vaudless New Haven Has Plenty Promises

Hartford, Conn., March 27. After playing vaudeville or presentations since the house was built 20 years ago, Fanchon-Marco presentations, on the boards for more than two years, is out and double feature films will be offered at the Fox Arthur Capitol. This leaves Hartford without vaudeville. Other theatres, however, promise flesh entertainment.

With the change in policy at the Capitol, Palace, another Arthur house, is slated to be closed until fall. According to Louis Schaeffer, Public-Allyn will open shortly with vaudeville, the first bill headed by Baby Rose Marie. It is planned to follow up with radio stars and other name attractions. It is also possible that the Warner may turn in vaudeville at the State theatre, with a seating capacity of 4,400 at a low scale.

## No Dice

Stanley Zukor of Cleveland hit New York last week with a fat idea but a slim bankroll. Due to the latter, he got no further than the idea stage. It was the Cleveland promoter's plan to take advantage of his town's present showless situation and put on a big bill in the Auditorium. He lined up Harry Richman as m. c. and was working on the rest of the show when the whole thing collapsed. Zukor's inability to show financial backing. Zukor was one of the group that promoted the \$2 Cantor-Jessel smash engagement at the Cleveland Auditorium last year.

## NBC Sigs Picon, Howard

Of 12 vaude turns that auditioned for the NBC program board last week two were accepted. They are Joseph E. Howard and Molly Picon. Both go sustaining on the network.

## GARRICK'S ONE WEEK

Chicago, March 27. Garrick's combination 'Television' vaude policy lasted one week. House is now dark. Show included stage band presentation with Henry Santrey and a feature picture.

**Berie Playing Around**  
With 16 weeks to go on his 20-week Loew contract, Milton Berie goes to Washington next week for one and then returns to the New York for four weeks at the Metropolitan. The m.c. laying off this week after three weeks at the Capitol.

## Cleveland, March 28. Co-operative vaude company with the B. of L. E. Auditorium, with Kenneth Harlan topping bill, went busto when half a dozen vaudevilleans stopped plans for a zero hour benefit show by walking out on the stage and squawking to the waiting audience that they hadn't been paid out for two weeks.

Public rebellion of actors, the first time anything like it has ever happened in these parts, came to a head after a bitter three-hour backstage fight between the actors, theatre manager and promoters, with the union musicians and stagehands also involved when the ghost failed to show up.

Twelve-act vaude show was first promoted on a shoe string by H. L. Booth, Pat McInerney and E. F. Cross. Three hoped to clean up on the fact that closing of all town's vaudeville houses during the union-actors controversy would give them the breaks.

## Hired a Lawyer

Lack of exploitation, poor weather and poor showmanship in booking accounts for the failure of a bad start. Promoters tried to build up show by weeding out half the dancing acts and booking in Freddie Dale & Co., an amateur quartet, whose unit was laying off in Columbus. Unpaid actors, however, hired a lawyer and forced the company to go co-op but move came too late.

Eighteen-act vaude show, although (25) drew only about 200 customers and around \$78 at the box office. Against that the cost was \$100 for day's rent, \$20 for stagehands and \$40 to Dan Tranger's union and leaving performers nothing but the possibility of making coffee and cakes on an extra midnight show. Half the troupe tried to book another show, but the manager balked, but changed their minds when the manager agreed to waive the rent, paying off \$60 to stagehands and musicians who offered to work for a Battle of Acton's show, although they were already missing two days' pay. Balance of \$18 and proceeds from final performance was to be divided among 36 performers.

Actors and promoters split into two factions, one of which, including Harlan and Freddie Dale, was ready to go on with a show for cash customers who had patiently waited an hour for the curtain to go up.

## Acrobats Talk

Others still held out and burned up still more when one of the original promoters came backstage. Just before curtain was to go, a Battle of Acton's show, although they were already missing two days' pay. Balance of \$18 and proceeds from final performance was to be divided among 36 performers.

Blow-off wrecked Harlan's plans to open a new show of his own Sunday, including a 10-piece girl band, with Jack Bedford as booker. He expects to reopen sometime, but this week as soon as the excitement blows over.

Always Working

## 'WHITEY' ROBERTS

Week March 31, Baltimore, Md.

PLEASE TAKE NOTICE

OF THE SCENERY, FIXTURES AND STORAGE EMPLOYED BY MISS WEST 4th St. New York, will dispose of said fixtures, furniture, etc. at Philadelphia stored with them for Un-Anybody having property in this storeroom please call to claim same.

**WANTED**

Girl 5 ft., 95 lbs., ballet training, experienced adagio, waltz, Davis School Marching Band, 43rd St. New York. Medallion 3-8961.

STATE, N. Y.

Aside from a letdown in one spot, there were more than a few good ones...

Dancing alone is the main reason in sight for the West and Stanton revue turn, spotted fourth, because it is the only act in the company...

James Evans, foot juggler with a mean and snappy act, is the State's proverbial dumb opener, and as good as they come...

There was the newswear, a cartoon short, rain outside, pretty good name for the manager's name is Al Rosen.

ACADEMY, N. Y.

The depression is over. Now it can be said, shortly, wistfully or written. Saturday night at the Academy the house was a virtual...

Things get started in a lively fashion with the Honey Pammy, a comedy and a girl who is handled very nicely by this sextet...

Crillo Brothers, number two, are distinguished, wistfully their talents. Three youths and a girl, all good dancers...

Adelaide Hall in the center groove with her usual gag and a mob. Miss Hall is appearing with two men, one at a piano and one...

Mel Litz, next to shut, is another good turn for this type of house. The customers either never heard his name or forgot it...

Big sheet is being used for 'Child of Manhattan' (Col) and a 'Fox novel'. Saturday night was so good the house mildly upped the prices...

LOEW'S, MONTREAL

Best bill in many weeks at Canada's only vaudeville house. If Loew's maintains this clip it will be a great big place of main-stem top-notchers.

Eddie Sanborn is handing out a great big bill, wanting his favorite tune has only to request it for any night and within limits he can have it.

In the troy Charlie Foy headlined, with four stooges and girl, Mary O'Donnell, talked his way through 10 minutes. Despite a lot on one, but that doesn't mean so much in this town...

HIPPODROME, N. Y.

Bargain days at the Hippodrome, at least for the women. For five in the afternoon and a quarter in the evening they can see a feature...

Business was a little Saturday afternoon. Possibly because it's Lent. A large proportion of the standbys are Irish, and it can't be...

REX, SEATTLE

Five acts of straight vaude here, measuring up to average standard acts, but with flash, big act or name...

First act is a tap pair, with the man doing pedal balance of a ladder with a 'techele. Woman does a couple of tricks on a trapeze...

Two spot goes to four colored hoofers and a girl. The boys open with an ordinary bunch of steps and a girl who goes without a hand. Black stage and the five are back for a routine with luminous...

Being advertised as return of 'big time' vaude to Seattle. Five-piece band in 'twit' with a 'twit' leader. Old-fashioned music for oil-fashioned variety values.

back rows, for which they should be grateful. Small, fat tone that was lost in this huge barn. The man used a saxophone, flute, piccolo and a trumpet.

Shutter-up was a comedy sketch which called for a special drop with practical effects. The drop, for want of room up front, is hung back of the band drop, which is fixed for any stage, but the drop is not a tough boy and a cop, with the girl also a tough character.

PALACE, CHICAGO

The day of \$7,000-\$8,000 vaudeville bills is over at this theatre. Henceforth not only will the bills be smaller, but the acts will be better.

Right now there's a nice rowdy entertainment in the form of a comedy, who forgot to get a Ken Murray in advance on Bob Hope, who played the part of a comedian.

It was also a comedy, who forgot to get a Ken Murray in advance on Bob Hope, who played the part of a comedian.

Ates did extremely well and got lots of laughs. His stately blonde straight woman, Miss King, is a regular and a very good one.

Added to Milton and Helen Charleston is an elongated rail-like eccentric who brought Murray to his knees session to a riotous conclusion.

NEW ACTS

GREENLEE and ROGERS (1) Series Day, One (Special) 12 Mins.; One (Special) Loew's Orpheum, New York

Looks like the former Greenlee and Rogers, who have been billed Greenlee and Williams. Former listing had only two in the act, whereas present turn has three.

Not in the files, although looked familiar. Tall, stout girl, work okay enough to fit in the minor bill. The taller supports the singing and dancing. The girl looks like a girl about with mostly familiar material which catches for light laughs.

Not in the files, although looked familiar. Tall, stout girl, work okay enough to fit in the minor bill. The taller supports the singing and dancing. The girl looks like a girl about with mostly familiar material which catches for light laughs.

Al Lantz and his Beau Brummels will do a short with Hal Skelly for Standard. Columbia release.

NEW ACTS

PALM and DAY REVUE (6) Series Day, One (Special) 15 Mins.; One and Full (Special) G.O.H., New York

Blonde acrobatic dancer and a male singer, who are the group doing a tap roll against the sound screen with a moving train trailer recommends this act for good reason. When caught, slightly too slow paced, but that kind of kink can be easily worked out.

Blonde has limbs that will attract on any stage, more support body and dancing swing that makes her an okay solo performer worth watching.

Opens in 'one' with entire group singing an intro and then falling back for a full stage with special hangings that allow whatever the act wants to do until the finishing number. Here done in 'one', but might look better if the scenery were further back and where the stage allows that kind of perspective.

COOK and IRVING Song, Chatter 9 Mins.; One G. O. H., New York

Not in the files, although looked familiar. Tall, stout girl, work okay enough to fit in the minor bill. The taller supports the singing and dancing. The girl looks like a girl about with mostly familiar material which catches for light laughs.

VARIETY, PITTSBG

Pittsburgh, March 24.

Vaude's crying need for young faces was never more apparent than it is here this week, where total ages of the performers, both male and female, would make the German war debt look like an example in simple multiplication.

Current bill is, with perhaps a single exception, strictly full time, and audience reaction virtually negligible. Looks now like it was a mistake to have the line of local girls.

It's telling too, in the grosses, which have been falling off considerably of late. Starting originally at an average of about \$4,000 and \$5,000, with an excellent chance of building due to the fact that this is the time of the year when the stage shows, takings have dropped to half that, and bank holidays and general conditions can't be blamed entirely.

Opening has Campbell and Brady, obviously a veteran man-woman team, in some ordinary juggling that winds up in a stunt that might have been better had it been Pastor's day. Fellow has a couple of fair-to-remaining tricks, but registers his fault with the indifference of remainder of material.

Manfred and Madeline, also mixed in that. Costume is a fine one. Tip-off is one of their gags, the one that goes, 'When you were in Spain, did you see the Pyrenees?' with the answer 'No, the girls wear long dresses in Spain.' Ouch!

Douglas Wright Co., a triek-horse outfit, not to be mentioned. Only act to reveal a semblance of pep and youth is Healy and Garnella, news-columner, with some fairly decent patter. Man is an A-1 hooper and gal, while not overly talented, has an excellent personality and registers his fault with the indifference of remainder of material.

Closing is Geddes trio, swinging-bar artists and another turn that's listed as that of a man any way looks like it was plucked from the wardrobe of one of those still-life jugglers back in the good old days. But the answer 'No, the girls wear long dresses in Spain.' Ouch!

Mo' Glanz'll have to do better than this for the Variety or (FD) feature. 'Slightly Married' (FD), with talking newswear and two-heel comedy short.

Lentz in 'Kelly Short' Al Lentz and his Beau Brummels will do a short with Hal Skelly for Standard. Columbia release.

GREENLEE and ROGERS (1) Series Day, One (Special) 12 Mins.; One (Special) Loew's Orpheum, New York

Looks like the former Greenlee and Rogers, who have been billed Greenlee and Williams. Former listing had only two in the act, whereas present turn has three.

Girl out singing and joined by boy in evening clothes, fade into some kind of dance, and then later a second boy, who comes in for a solo, with all coming in on the finale. Some chatter stuff and the singing is just singing.

Girl and boy also try some brief German, French and Yiddish chatter for a comedy moment. Shan.

MANGINI BROS. 6 Mins.; Four Orpheum

Hand-to-hand endurance routine by two men of the physique of a display as much of that 'hygiene as possible, working only in brief trunks. It's sturdy material for opening shows.

Neatly performing a series of hand-to-hand feats in which endurance fitness and stamina bring out the few slants that are work slowly, building up certain audience appreciation of their effort.

Close with the usual setup from floor supporting topmover with one arm, but done with a slickness just out of the ordinary. So good, very good for an act of this kind. Char.

G. O. H., N. Y.

It was nearly half a century ago that the first Bosworth first trod the boards at the Grand Opera House. That was in 1888. He was on again in 1900, and nearly a year later, after nearly a quarter of a century spent in pictures he is one of four acts that comprise the stage half of the bill at the Grand Opera House.

That's stage history, and Bosworth, his white hair giving him a patriarchal look, his tone a conversational, makes a most friendly appearance in a lecture act with slides as he chronologizes a complete highlights in his picture career.

As a neighbor catering to a particular clientele in a particular district, like this one, the show that's offered, comprising two features and four acts, allows the management plenty of place for the stage trade at a two-bit-top matinee business was good. That's the barometer which states that there's a place for the stage shows, even Hayne and Beck. This mixed team comes on in June again, but the act is in the hands of the drop and a wicker sofa that could stand a sweeper.

Woman is on for rough comedy, and another act, the one that might spotlight wouldn't strike a tremor in other spots of a metropolitan nature, is a very good one.

Ahead of Hayne and Beck are the Six Franklins, who still are indicated as a next although numberless in acts, but the act is a good one or four dogs in the act. The dogs are great, but the act as a whole is one of the best of the kind of things that will fit along anywhere. Here it's over, big and deservingly.

Newswear, trailers and two features are on for the act that's what the customers want here. Screen carried 'Midnight Mystery' (M-G) with the secret of Madame Blanche' (M-G). Shan.

Loew's Boston Vaude will revive vaudeville at the Orpheum, March 31, with short act on a full week. The stage shows have been out of season. Stage budget will be \$1,900.



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15 YEARS AGO

(From 'Variety' and 'Clippor')

Secret Service men were tabbing vaude actors whose talk indicated pro-Germanism.

Orsham Bernhardt, playing the Orsham time, demanded her pay each night. Then she paid off her support. Always cleaned up each night when touring America.

Some one hung a pedometer on Eva Tanguay and found she did about three and a half miles during her act. Only did two-a-day.

Booking office was after agents who put acts under contract and sold at a higher figure. They would pay the act \$100 and ask \$150.

Ringlings got a lot of kicks over a clown bit in the Barnum show. Joy in English costume staggered around the track, waving an empty bottle and tagged the act in action. Felt to be a slam at our British allies, and so out.

Wm. Morris went to Washington to try and get a battleship convoy for the boat on which Harry Lauder was to sail for home. Wanted escort all the way over instead of just off the coast.

Loew's had built up its southern route to 20 towns.

Daylight saving in effect for the first time and not popular with managers, who were losing business.

Ringlings dropped the big daredevil feature of their plans. It was figured that some year a sensational act might not be forthcoming and hurt business.

Dupont company was reported to be considering the making of film, the base being a by-product of their explosives process. They put it over.

Musicians decided to call off their salary raises for the time being.

50 YEARS AGO

(From 'Clippor')

Lithograph company was advertising a set of six chromo cards to combat prohibition. Urged on brewers and distillers as propaganda. Fighting state laws.

Under the head of sport 50 men paid \$1 apiece to watch a man pick up 100 rats and place them in a barrel for a bet of \$200. Pit eight feet square was built and the rodents turned loose at a time. He was bitten 12 times, including a nasty puncture of his lip, and lost so much time staunching the bleeding that he lost the match.

Manager was bringing a novelty dance outfit from Cuba to do the 'Papelote,' described as imitating a man fighting a tiger with the girl playing the latter. Dance was 'entirely free from immodesty,' but they did a tango, too.

Gustave and Charles Frohman went to Boston successfully to defend their sole rights to the title of 'Calender's colored minstrel.'

Forepaugh and Barnum shows followed each other in Philadelphia. Played the same tent. Shared the cost of putting up and folding.

Barnum & Bailey show opened the season in Mad. Sq. garden. Edith Kingdon was on tour with a melodrama. She quit the stage to marry George J. Gould.

Barnum show opened with a torchlight parade. Forepaugh countered with a 'broad daylight, sunlit parade.' Latter in Phila.

Western manager advertised for a company to tour near Yellowstone. Offered to take companies through the park for half price and was willing to sell them silver mines or ranch claims. Ran a theatre on the side.

Inside Stuff—Pictures

RKO officially states unit production is cold; in another breath it has been given out that while the bulk of the RKO pictures will be made under Merian C. Cooper's supervision, the company may arrange additional for producers on a unit basis, if the said producers can provide suitably story properties, personalities and financing.

So far as known it is Cooper's expressed intention to allow his association in the RKO lot every leeway to do their own stuff, which may be another way of stating that the RKO unit production will be of the kind which the company will finance itself.

The only indie unit films being made for RKO presently is by Joe Schnitzer who has one more film to make through RKO and then that unit production will be over.

For the future, RKO will only King Vidor who will work independently on the RKO lot, without any top supervision whatever. Vidor's contract is among the most unusual known. He has agreed to produce one film for RKO and not to draw any salary until a certain figure above the negative costs has been reached, when he and RKO will split 50-50. He also has put up \$50,000 as a binder on his agreement.

Fox-West Coast six houses closed by the quake in Long Beach include Imperial, Egyptian, West Coast, United Artists; in Inglewood, the Inglewood, Granada, United Artists; Huntington Park, California, Lyric; Santa Ana, Ercowitch; West Coast, Bell, Alcazar; Florence, Fox Florence; Anaheim, Fox; Fullerton, Fox Mission; Hermosa Beach, Hermosa Beach. Last six and the Inglewood houses have since reopened.

Of the Indies, the following closed: Long Beach, Belmont Shore, Brighton, California, Capitol, Dale, Metro Ebell, Home, Laughlin, Lee's, Loyton, Lyndon, Palace, Pike, Ritz, Stanley, State, Strand, Family, Oriental (No. Long Beach); in Los Angeles proper, Florentina, Florence, Florence Mills, Sunbeam, Cairo, Circle, American, Astor, Moneta, Savoy; Huntington Park, Park, Lyric, Warners, Huntington; Inglewood, Seville; Downey, Downey; Nadeau Station, Nadeau; Compton, Symphony; Lynn-Lynn, Lynnwood; Long Beach, Seaside; Redondo, Belmont; Graham Station, Kinema; Huntington Beach, Seaside; Santa Ana, Warners; Pasadena, Tower; Laguna Beach, Lynn; Balboa, Ritz; Orange, Orange. Pasadena house reopened since.

Price cutting to lure clients from other rental studios, and tactics regarded as generally unethical, among some of the independent rental studios are being pronounced by the general press. Several of the small studios are preparing to bring the chiselling practices to the attention of the Independent Producers' Assoc. They hope, thereby, to get definite policy set on renting of space.

With far more space available than producers to use it, Hollywood rental lots have been going the limit to acquire customers. Every kind of inducement is offered a producer who may have only one or two days' shooting to do, and rental prices are never stabilized, but always made a shade lower than that of a rival studio. Result is that none of the rental lots is making enough to meet the overhead.

Story investments also, to date, are placed at around \$250,000, with Lewin forced to go abroad in the midst of plans, hoping it would get under way so that, upon his return, he'd be in position to resume tackling it. Instead, it was completely halted. Upon his return to Hollywood, Lewin will again press the matter for its resumption as he favors the theme, although he will be guided principally by the coast studios' confabs.

Great Britain's general diplomatic disapproval of the Soviet regime figures in the holding up of 'Soviet,' Metro's screen treatment, on the Stalin underground. Metro, who has been producing a health expert abroad, sat in with the London film censor authorities on the matter and believes he has sufficient reassurance for Metro to resume shooting on 'Soviet' which, next to 'March of Time,' holds the lot's record for on-and-off-again change in plans.

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Lack of interest in the opposite sex displayed by a femme player who is being groomed for stardom on a major lot has gone so far that it is now being used as a diversionary device to put her money in the bank and stay home nights with her mother and read. Exces admit they have hinted to her that she ought to make a date one in a while, but the actress, who is in her 20's, doesn't take heed. Peculiarly, on the screen she plays women of sophistication and experience.

Reviews on the girl's last picture point out that she is too cold and lackadaisical. With a lot of money already spent in building her up, exes think that a little association with men ought to pep the gal up and improve her screen personality.

Independent producer is renting his last three pictures on a no-profit basis to exhibs in 11 states in the south in an effort to come out from under his financial guarantees to lithograph companies that printed the paper.

Indie guarantees \$1,200 per feature to the lithograph company for 24 cards, etc., but only around \$600 of it has been disposed of on each picture so far.

Considering the south a heavy user of paper, he has been visiting the exchanges in that territory with his pictures and giving the distributors what he thought were favorable rental deals so they might use up the remainder of the paper.

Wera Engels, dissatisfied with her part in Radio's 'Maiden Cruise,' laid her right hand in front of a palmist who told her that she shouldn't go through with her present plans and that in six months she would be near the top of the celeb list. Two hours later her contract at Radio was in the waste basket.

Miss Engels thought the 'Cruise' part too small. Exces were insistent that she do it under her contract, but the actress asked for her release which was granted on condition she return her last check and forfeit the three weeks' guarantee, which she did. Player's contract called for five pictures.

The theatres of Hartford during the past 14 weeks have contributed a total of around \$12,000 to the charity department of that city of which around \$7,000 came from the Capitol. Some months ago when Sam Maurice, manager of the Capitol, approached the city fathers and asked permission to hold vaudeville shows, the idea was looked upon with amazement but with the suggestion that a substantial amount would be given from the proceeds each week, a 24-year precedent was broken. With the demise of vaudeville from the Capitol this weekly contribution is over and the city will have to look elsewhere for its weekly check from the theatres.

Presence in Sacramento, Calif., of a lobby allegedly working for the pari-mutuel horse racing bill, which passed the state assembly 10 days ago, has prompted newspapers in the capital to editorialize in a move to stamp out what they term a pernicious evil. Papers charge that the horse race betting measure is in reality allied with dog racing, and claim that through legalization of horse racing and pari-mutuels the way will be paved for the dog tracks to operate.

Placing two directors on a picture to speed up production is being given a thorough tryout at Metro with Nick Grinde as the No. 2 megger.

Inside Stuff—Vaude

Looks as though the suit for defamation of character Benjamin S. Kerin, private detective brought against RKO and the Palace, N. Y., will eventually go to trial. Supreme Court Justice Valentine not only ruled that the lobby display the sleuth burned about constituted a good cause for action, but allowed Kerin, on a motion last week, to amend his complaint. Operates the Kerin Detective Service, claims that his job was damaged when the theatre, in bullhounding the Peggy Rich-Jack de Ruyter act recently, used alleged reproductions of newspaper stories rapping him.

Justice Valentine advised Kerin's attorney that it was amenable with the court for the plaintiff to revise his complaint, and that Kerin should show the part taken by RKO and the Palace in the alleged illegal use of his name. Also with regard to the identity of the defendant which, it is claimed, intends to go on displaying the Kerin name for advertising purposes. Kerin is seeking \$100,000.

Agent Harry Romm states that on the face of it, it would be silly for him to commit himself to any statement such as was ascribed to him in last week's 'Variety,' that no act is worth more than \$1,000. Romm avers that none could voice such opinion knowing that band acts and 30-piece flash acts and the like are worth more; also that as representative for Buddy Rogers and his orchestra and other such type of 'big' acts he'd be foolish to advocate anything as radical as that.

Romm would like to be quoted correctly that in his opinion 'no single man or woman, or team, and that goes for some trios, are worth more than \$1,000 on their own; but a team of three or more, and above that they must have boxoffice value and pull money into the theatre.'

Grinde, who worked with Gregory La Cava in getting 'Gabriel Over the White House' out in 144 days, is now with Jack Conway on 'The Chaser,' Underwood the No. 1 megger gets no screen credit. Studio, however, figures a regular megger on the job better than one rated only as an assistant.

Although Hollywood cameramen getting the union scale are protected from taking the emergency wage cut through the agreement to await arbitration on the International pact, many of this craft getting above the scale are accepting salary slashes for the eight week period. Scale for first cameramen is \$225 a week, with many star photos at the majors getting twice this figure and more. All of those at Metro, above the scale, have taken cuts above the \$225. Slash deals were made individually and without uniformity as to all cameramen on that lot. Similar deals are expected to be worked out at the other majors.

Hollywood theatre men point to business done at four houses on Hollywood boulevard last week as indication that the public can easily be weaned away from dual features, providing screen fare is meritorious. Running simultaneously were '42nd Street' at Warners' Hollywood; 'She Done Him Wrong' at the Isis; 'Farewell to Arms,' the Studio, and 'State Fair,' Egyptian. All four houses played to turnaway business with a single feature on each screen. While all attractions are above par in quality, this hasn't figured in a community such as Hollywood where the double value standard has been so common.

Paramount is not permitting Marlene Dietrich to look at rushes of her current picture, 'Song of Songs,' and has also asked the actress to refrain from making suggestions on lighting while on the set. On the advice of Rouben Mamoulian, directing the picture, Miss Dietrich is to have no more worries about production than have other players on the lot.

While working with Josef von Sternberg, actress was accorded many privileges, including permission to look at rushes, arranging her own lighting, and making other production suggestions.

Arthur F. Mullen, Public attorney at Omaha for the chain's interests in Nebraska for many years, was one from the show field slated for an important appointment by the new Roosevelt administration, when formally offered the post of federal circuit judge in Nebraska. Fredson Mullen's name had come up as a possibility for the attorney generalship. During the past summer, Mullen obtained leave from his Public duties to act as national committeeman from Nebraska in the Roosevelt campaign.

The dream that every photographer hopes for came true to Ernest Whitley, Metro preview projectionist, who never travels without his camera.

When Whitley picked himself up off the floor of the California theatre at Long Beach after the quake he rescued the print of 'Hell Below,' which was to have been previewed, and then rushed to the street to photograph things while they were happening.

The Catholic Church in Arizona and Mexico has shown a disinclination toward supporting 'The Sign of the Cross,' claiming the title is misleading. Father Pons of the Nogales church preached a sermon along those lines.

Also ill liked by the officials in the Mexican territory is 'Kid From Spain,' claiming that the bullfight scene is too burlesque and shows disrespect to the Mexican artists.

Reorganization of story departments to fit into the editorial block scheme at the major studios has practically eliminated the out-and-out rewriter from these units. The class type has been replaced almost everywhere by people who have had writing experience, either in films or for the stage or for books. Particularly is this true of Paramount where every reader does answer to the title of 'author.'

Fox newswire on the Coast decided to lay off one crew while the latter was on location. When efforts were made to get the sound truck they were using back to the studio, if it became necessary to have the police radio car come out to round up the truck. The boys for two days had been parking the truck around various Los Angeles and Hollywood speakeas.

Purported holdout of product on the old Roxy, New York, has reached a ludicrous stage among the distributors, especially the indie firms who are riding along on the stated fear that by selling to the old Roxy they couldn't sell circuits because of the old Roxy's b.o. scale. Recently the old Roxy offered as much as \$3,000 to Tiffany for 'Race Track,' but TIFF figured better to shove it into the Mayfair, Broadway, on 15%, which it did. The week's gross ran only \$4,000 so that TIFF lost \$2,600 by the move as the distrib got only \$600 on the percentage deal for the week's run.

Indications in the east are that New Mexico exhibs will get the freeze on new season's product and pictures thereafter, or until the state is brought to realize that its conception of the picture auction block can't work.

Distributors, after several sessions of their council, are careful not to use the word 'embargo' directly. But they sympathize with the salesmen. (Continued on page 50)



# Equity Studies Setting Minimum Legit Salary; Also Emergency Cuts

The recent moratorium and financial distress that slowed business down to a walk has given Equity's leaders something to think about. The result is likely to be the fixing of a modified minimum wage for legit actors.

Equity proposes to regulate minimums when salaries are cut, as at the start of the emergency or when operating costs are lowered to prolong engagements. Equity officials explain that if an actor sells himself for \$75, \$50 weekly, or less, he should not be cut at all, and whenever slicing is resorted to it should apply to higher priced members of the cast. This is in line with the recent drastic salary cuts in the picture industry, under which the 50% reductions do not apply to people earning \$75 or less.

Equity really has talks with managers during the emergency that some members were compelled through necessity to accept salaries lower than the fixed minimum of \$100 a week, or \$50 weekly, \$5 more on tour. It is true that a majority of record low legit salaries go to bit players, but experienced actors who went broke had to accept such a minimum, not knowing that grips and clearers (\$50 minimum) were getting double what the managers offered.

**Protection in Emergency**

Leaders in the actors' organization are not rushing the matter in setting the minimum salary for the idea of protecting members when cuts are made. The fixing of a minimum for actors is no easy problem because of the varying types of productions, but eventually Equity may be forced to come around to that viewpoint.

Frank Gillmore stated: "To say that we propose to establish a minimum salary for the legitimate stage would be premature. If it was a matter of one set, limited cast shows—which are increasing these days so that operating costs can be held down—it would be a simple matter. But we must consider the more ambitious productions, which require numbers of small part players. To tell the manager of such productions that he cannot have actors for less than \$75 or \$50 weekly would in effect eliminate that class of show because the manager would be unable to carry the load."

During the first week of the emergency, Equity permitted a 50% salary cut. That regulation was rescinded and actors were ordered not to cut unless the stage hands and musicians made concessions, and then only in the same proportion. Last week Equity announced that restriction also and the situation is the same as previously. If an actor consents to cutting, Equity does not object.

What gave Equity concern was the realization that when salaries were cut in half, small salaried people did not receive enough to subsist on. That is the principal fault that Equity wants to correct at this time.

## Mormons Check Up Play Dealing with Church

Omaha, March 27.

Mormon church officials are coming to Omaha next week to conduct the annual meeting of the University dramatics, and Bernard Seld, director of the Omaha Playhouse, co-authors of the play "Brighton Young" to open world premiere at Omaha April 2.

Theme is the Mormon pioneer migration from Illinois to Utah via Omaha and contains matter regarding trading of the Mormon polygamous practices which Mormon officials believe has been overdone.

**Show Girl Leaves Prison**

Albany, March 27.

Mrs. Evelyn Faris-Gill-Merritt-Bennett-Boell, former New York show girl has been released from Auburn prison under an agreement that she remain outside as owner of a confectionery store.

She served one and a half years of a term of two to four years for perjury. She had appeared in "Irene, Soldier Boy" and "Rock-a-Bye."

## Hat Check Gal's Book Shipman Play Subject

Sam Shipman is doing a dramatization of "In Your Hat", Renee Carroll's book. Renee is the Sardi hat-check girl and the book is an observation. It was ghosted by Al Gottlieb and will be published by Macaulay on April 3.

Shippy wants to make a play of it, the idea being to employ several well known Broadway characters to wander through the piece, with Renee acting her own part as the hat receiver maybe.

## Mgrs. and Equity Argue Scrapping Basic Agreement

Whether the Minimum Basic agreement between the Managers Protective Association and Equity will be decided through arbitration, slated to be held tomorrow (Wed.). Both Equity and the managers (Shuberts and some affiliates) charge the contract has been breached.

Equity contends the managers failed to live up to the agreement and asks for annulment. Principal grounds are based on the failure of the M. P. A. to pay off claims, money being owed for some time. Provision of the agreement guarantees to Equity the payment of verified and allowable claims against any and all of its members.

The M. P. A. charges that Equity slipped up also, principal argument being that as good or better conditions were accorded managers not in the M. P. A. Latter's members are not required to post bonds guaranteeing salaries, but Equity has never imposed the requirement on producers of recognized standing and with clear records.

Equity now concedes the agreement is no longer of any benefit to the organization, also that it has caused many controversies. If the agreement is voided, an Equity official said, there was no intention to treat with the managers arbitrarily, but that some new working arrangement would be sought if necessary.

Likewise there is little or no benefit to the M. P. A. managers feel, they do not want the Equity would not walk out in any sympathetic strike if the stage hands and musicians walked. Agreement, dated May, 1924, has but one year to go. M. P. A. membership is very small, said to have less than 12 managers, several of whom are Shubert employees.

Another feature, once regarded as important, was the 50/20 provision—M. P. A. having the privilege of engagement two non-Equity members to eight Equity members. That concerned the Actors Fidelity League, long out of the legit picture.

## Frisco Loser Sticks

San Francisco, March 27.

Despite an approximate \$4,000 loss two weeks, Johnnie Patrick (Cecil) has over his Cecil and Sally show at the President for another stanza that brought his loss up several hundred dollars.

Radio duo's show finally folded, leaving the President dark.

## JIG SAWS FOR FRISCO

San Francisco, March 27.

Eddie Lambert and John T. Murray will bring their revue "Jig Saws" into the Curran about April 3 under production name of "The Strollers, Inc."

Yvlen Oakland, Ruth Gillette, and Karl Hajois, musical director, are included in the personnel.

## After Peggy Wood

Hollywood, March 27.

Belasco & Curran are trying to get Peggy Wood to do a production of "Music in the Air," current in New York until week or so ago.

Negotiations are being handled by Walter Herzbrun of the Al Rosen office.

## Hospitality

Buffalo, March 27.

While playing the Clarence Jacobson, manager of "Green Pastures" company received a special delivery invitation from the Forest Park Zoological department at Dayton, Ohio, to exhibit "Pastures" under canvas there, "rent free."

## 'CENTURY' AGAIN; ALSO 'MUSIC' DUE THIS WEEK

With "20th Century" resuming at the Broadhurst last Saturday night (25) and "Music in the Air" announced to relight late on Friday (31), all danger of Broadway casualties due to the moratorium emergency is over.

"Century" was dark for 12 days, being yanked off when its producers, Abbott & Dunning charged a split in the Theatre League had stopped a general folding in retaliation against the stand of the stage hands' and musicians unions who refused to cut during the bank holiday slump.

"Century" restarted to capacity business.

"Music in the Air" is relighting at the 44th Street, moving from the Alvin. The opera will have been dark three weeks. The Leblang office has guaranteed the show against "Music" for eight weeks. Understood a similar deal concerns "Century."

Reported the casts of both shows have agreed to salary cuts, with the "Century" showing the grosses attain the normal, full salaries are to be paid.

## Paramount

(Continued from page 9)

Zuker and Hillis by reappointment of equity receivers. He claimed that this would mean duplication of commissions and probable ancillary receipts should the grosses attain the normal, full salaries are to be paid.

One attorney for bondholders asked the court to reserve decision on discharging of present equity receivers until a hearing could be held to determine whether P-P was insolvent, in a receivership or bankruptcy sense, meanwhile suspending operations in the voluntary petition and staying election of trustee or trustees.

The court did not indicate at the Friday (24) hearing, whether it would consider this proposal, but more than likely it will be brought up for further argument tomorrow.

Under a new order Zuker and Hillis were temporarily continued as equity receivers from yesterday (Monday) on, pending additional arguments on the 24th stateship.

Going into another court, Saul Rogers, as attorney for majority bondholders, Friday (24) argued before Judge Patterson a motion for a perpetual injunction on Paramount-Public's voluntary petition in bankruptcy. Rogers represents Adele F. Goodman, wife of Maurice A. Goodman, theatrical attorney, former Sen. Henry Walters and others, attorney of the Summit Co. He brought his plea before Judge Patterson last week following efforts the previous Friday (March 17) to gain headway before Judge Bondy, who was hearing motions to remove Adolph Zuker and Charles D. Hillis as equity receivers and give an involuntary petition in bankruptcy precedence over all other issues in insolvency.

The case before Judge Patterson was suddenly called on filing of affidavits by Rogers and decision reserved.

Request at the same time for postponement of creditor meetings in the P-P bankruptcy proceedings set for April 3, was also taken under advisement.

Judge Patterson indicated, however, that he did not believe the best interests of the creditors would be served by adjudication on the involuntary rather than the voluntary petition. It is contended by bondholder counsel that P-P's voluntary petition was illegals obtained. La7 was quoted to the effect that a voluntary petition cannot be adjudicated, while an involuntary petition exists, without notice to creditors.

# Show Window Group Schedule Four; Premiere Setback by Equity Ruling

## CAN THEY TAKE IT?

Workers' Theatre Will Invite Audience to Criticize

Chicago, March 27.

Workers' Theatre just founded here and preparing to present "Precedent" April 8-9 at the Goodman theatre, expects to have open forums after its performances during which the audience can analyze, discuss, and criticize the production.

It will confine itself to plays with a social message as the sponsors have nothing but contempt for plays dealing only with individual characters and their personal problems apart from the social scene.

## Stage Relief Fund Looks to 15G from Show

Highlight of the week in the progress of the Stage Relief Fund was the benefit performance at the Metropolitan (Sunday 26). Under the auspices of New York's social registries, Show was studied with stage names, and the fashionables also participated. Proceeds constituted the largest single contributory item to the Fund. The committee anticipated a net of \$15,000, which would send the Fund's total to the \$50,000 mark, but the final count on the takings was incomplete on Monday.

In the first 14 weeks of the Fund's existence \$26,000 was disbursed or loaned to distressed temples of the theatre. In addition to money devoted to meals, rent, food, medicine and other necessities, the Fund's clothing department reports the distribution of donated clothing as follows: Men—211 suits, 113 overcoats, 289 shirts, 174 pairs of shoes, 263 pairs of socks, 99 hats, 277 neckties, 142 collars, besides underwear and miscellaneous articles.

Women applicants received 334 dresses, 134 coats, 36 suits, 254 pairs of shoes, 248 pieces of underwear, 137 pairs of hose, 108 hats. In addition, a number of children were outfitted and such articles as baby carriages and wheel chairs were given away.

Daniel Frohman, head of the Actors' Fund, surveyed the work of the Stage Relief and made the comment: "I find in looking over this organization, a splendid ally to the 'The Fund America'."

Contributions up to Friday, March 24:

Previous contributions	...\$31,573.42
Way the first night	... 1,000.00
Forsaking All Other Dependents	... 976.87
Anonymous	... 600.00
J. J. Fanshawe Biltmore Party	... 112.75
Other contributions	... 83.13
	\$34,246.03

## Coast Tourney Tie

Winnipeg, Can., March 27.

In the contest for the Manitoba championship, the winners to go to Ottawa for the final of the Dominion Drama festival on April 24, two plays tie for first place. Dr. Lawrence Mason, dramatic editor of the "Toronto Globe," adjudicator of the contest, declared "The Man Born to Be Hanged," produced by the Managers Club of Winnipeg, and "The Spite Fence," written and directed by Lillian Beynon Thomas, Winnipeg authoress, recommended that both go to Ottawa for the final. The winner in Saskatchewan was the Saskatoon Little Theatre club, who staged Barrie's "Twelve-Pound Look."

## Inches' Summer Rep.

Peterboro, N. H., March 27.

Howard V. H. Inches has leased Mrs. Guy Currier's theatre property here known as Marjandean—and-includes the "Theater Club" to develop a repertory theatre.

He plans to stage summer shows. Project also calls for the company, after the Peterboro season closes, to play Boston and then other cities.

The Stage Society, one of the newer groups of aspiring theatrical enthusiasts, has announced four plays to be shown in several Broadway theatres for three performances each. The Society is a strictly subscription, no tickets being sold at the box office.

General plan of the group is to provide a sort of "show window" for commercial managers on the chance they may purchase the production rights. It also provides an opportunity to authors to have their plays enacted, likewise an opportunity for stage directors. Actors going on in the Society's representation will receive no salary, appearing with the expectation that they may remain in the cast should the show be taken over by a Broadway manager. Society's shows rated on the same footing as summer community theatres which have considerably increased in number during the past several seasons. Only costs appear to be theatre expenses and stage hands, executive office expense being held to a minimum.

**Plays by Number**

The Stage Society was formed last season. Instead of titles the plays were given numbers. "Number One" was put on for a single performance for subscribers who paid \$5 for membership. This entitles the holder to one ticket for each of the regular period. "Number Two" will be given tickets for the four plays presently to be shown without additional cost. About 1,000 subscribers are on the books. The regular members are being sought, terms calling for a ticket for each of the four shows listed and for the first show next season.

Each of the quartet of plays was to go on last night (27) at the Biltmore and listed as play "number two" is known to be "Champagne Supper" which Peggy Fears proposed to open at the Biltmore but cancelled. Miss Fears figured the showing as a dress rehearsal but Equity ruled the proposed performances called for salary to the actors who had resigned the regular period. "Supper" was thereupon withdrawn and the Society's delayed spring start is now dated for next Monday (3) at the 14th Street. The others include "The Waiting For You" (probably "play number three") which Jed Harris and others considered producing, while "number four" or "number five" will be "The Girl Who Came to Supper" for production some time ago.

The Society is named after London's Stage Society and with the same "show window" idea. The difference is the regular period. "The Young Group" aims its plays for Broadway, while the British group is more concerned in circumventing the censor than getting its shows on the stage.

Heading the Society are Philip Cary Jones and Robert F. Ross, the latter having been identified with Eva Le Gallienne's Civic Repertory theatre. On the executive board in addition are John Krinsky, Burgess Meredith, Theodora Douglas and F. Cowles Strickland. Later was concerned with the Berkshire Playhouse, and the Metropolitan. The second and third plays set scheduled for the 14th street (Civic Rep) April 3 and 10, the final show of the Society's season going on at the Plymouth April 17.

## 'Fixing 'Pressburg'

Shuberts have called in "Trip to Pressburg" and are fixing it all the way down the line. Sherwood Anderson was assigned to do the script over.

Francine Larrimore is being talked of for the lead role, with no decision as yet.

When the German importation was tried in Philadelphia for two weeks with fairly good reaction, but found in need of doctoring.

## SHAW WRITES BRIEFLY!

San Francisco, March 27.

Pete Conroy called George Bernard Shaw when bawled Irishman was away to Frisco from Hollywood, offering him \$2,000 for an afternoon or night public lecture.

"Not interested. Thanks," returned G. B. S., thereby squelching the deal in record time.

# CABARET LEADS, BROWN 2D

## Dramatic Critics' Box Score

AS OF MARCH 18

Key to abbreviations: SR (shows reviewed), R (right), W, (wrong), O (no opinion expressed), Pct. (percentage).

	SR.	R.	W.	O.	Pct.
GABRIEL ('American') .....	59	53	5	1	.898
BROWN ('Post') .....	49	44	4	1	.897
ANDERSON ('World-Telegram') .....	47	41	4	1	.895
WINCHELL ('Mirror') .....	42	37	4	1	.881
ATKINSON ('Times') .....	52	45	3	4	.865
HAMMOND ('Herald Tribune') .....	52	40	9	3	.789
LOCKRIDGE ('Sun') .....	58	41	11	6	.707
GAILAND ('World-Telegram') .....	45	28	11	6	.638
MANTLE ('News') .....	56	32	24	...	.571
'VARIETY' (combined) .....	71	61	10	...	.859

(This score based on failures only since August, 1932)

## ANDERSON 3D, WINCHELL 4TH

**New York Drama Critics' Standing at Three-Quarter Point of '32-'33 Legit Season—Score Based on Failures Only—71 of 99 Shows Since August—'No Opinion' Epidemic Again—'Variety' .859**

PRODUCERS HIT .161

As the '32-'33 legit season eases into the final quarter, Gilbert Gabriel, of the 'American,' winner in the box score last year, maintains his lead with a percentage of .898. Second, and less than a percentage point behind, is Brown, of the 'Post,' whose batting average at the far turn is .87 and 47/48.

As per custom, the season's three-quarter score is based on failures, or flop shows, only. These are definite box office busts, all having closed. While there are several more pretty sure to be classified as failures in the season's final count-up, they are still going, most of them being recent entrants, hence omitted from this score.

Thus far, of the 99 that have opened since commencement of the season last August, 72 have been definite flops. That's an exceedingly high number. The producers' professional batting average is down to .161, and might be lower since a few of the 17 shows not rated as failures in this score, may eventually be so regarded. According to these figures, the odds against a successful Broadway legit production are now better than five to one. In recent years the price has been four to one.

In addition to taking the percentage lead at this stage of the race, Gabriel was the most prolific catcher of flop shows among the metropolitan reviewers. He saw 63 of the 71 brodie and therefore took the most punishment. Lockridge of the 'Sun,' who stands seventh at .707, witnessed only one less.

**Evasions Epidemic**  
In the past two months the critics as a group reverted to the old 'no opinion' days. An epidemic of evasions started in January and by the end of February many of the notices called for a combined Hawshaw and Charlie Chan to locate an opinion. Lockridge is at the bottom in this respect, having ducked the black count eight times.

Garland of the 'World-Telegram,' eighth in the standing, has the next most, five, against his record. Only Anderson of the 'Journal,' third, and Mantle of the 'News,' last, said yes or no every time, and no maybe. A definite opinion in the 'News' reviews is necessitated by the star system, adopted for legit reviewing this season by Mantle for the first time.

The first five in the batting averages are closely grouped in this respect. The 'News' has percentage points separating Gabriel and Atkinson, and all up in the high .800's. 'Variety' at .859 is slightly a bit the Cherry Sisters, but the mugs return it on the depress or on the weather when it's raining.

## Hart East in 3 Weeks For Harris-Berlin Revue

Culver City, March 27. Under his contract agreement with Metro, Moss Hart leaves for the east in three weeks to work on the Sam Harris revue, Berlin revue, 'As Thousands Cheer,' which goes into the Music Box, New York. Hart has a year to go on his Metro writing contract, and will return to the bulk after the east-run show. He is now finishing 'I Married an Angel.'

## Expo Two Months Off, No Legit Set, But Prospects for Chi Multiply

### Honest John Public

Los Angeles, Mar. 27. Less than \$50 was lost to the Biltmore area of the 'Of These I Sing' company in accepting \$13,121 in checks during the bank holiday. Checks of \$145 marked N.S.F. have mostly been made good. Total of \$34.65 was drawn on banks still closed, and \$49.50 was returned marked 'no account.'

### 'SUPPER' FOR LONDON, NOT BROADWAY FIRST

After discarding several plans to present 'Champagne Supper' (first known as 'Peep Show') Peggy Fearn now proposes to ship the production to London for debut there Easter Monday. 'Supper' had variously been penciled in at the Biltmore and both. Chances a click in height of London season are anticipated to be better than Broadway, while transportation cost is no difficulty with the British Equity is expected because all but two of the supporting cast are said to be English players. Before the London date is consummated, however, the play must be passed by the British stage censor. Understood the script is now in his hands.

## Rent \$35, Royalty \$50, Even Divvy All Around, Runs 38 Weeks at 35c

Chicago, March 27. Dramatic stock company at the Majestic, Waukegan, Illinois, about 20 miles from Chicago, is in its 38th week with everybody from Manager Oscar O. Shea to the actors and stagehands on a share-and-share-alike basis. They average \$32.50, or thereabouts, a week each figure, that in Waukegan that's a lot better than laying off. During the bank holiday each member got around \$17. Company pays \$50 a week rent for the theatre, \$10 royalty for the play as 'Peg O' My Heart' and 'Eternal Magdalene' and grosses \$300, or a little better, weekly at 35 cents top with reserve seats and 25 cents in the balcony.

## Musical Comedy Medley Another Expo. Project

Combination show of most successful Howard Dietz bits is being put together for the Chicago Fair. The project is being handled by George Jessel and Norma Talmadge. Other names may be sought. Idea is to piece the show together from 'Bandwagon,' 'Three's a Crowd' and 'Pico Coloso.' Dietz doing the assembling himself.

**Lamb's Gambol April 23**  
Lamb's club will hold its annual public 'Gambol' performance at the New Amsterdam, April 23. Ticket scale has been greatly modified over a year and a half. Last season's scale will be \$10 top. Last season front row seats brought as high as \$50.

## TO EASE PATROCK LAW

Albany, March 27. A bill, liberating the theatre from the law of 1927, was introduced in the Legislature by Senator Kleinfelder, Coney Island Democrat. It would exempt theatre owners and managers from the provisions of the licensing board the names and addresses of producers putting on shows in their theatres.

Chicago, March 27. Now that only two months intervene between the present moment and the actual opening of the Century of Progress Exposition on June 1, it is possible to gain a rather clear impression as to what the legitimate stage has made no acclime preparations to cash in. There may, of course, be some division of opinion as to the value of the opportunity and whether old-time owners exhausted from sight-seeing are, or are not, practically legit customers.

At any event it's practically impossible to discover a single attraction positively booked and set for a summer engagement.

**Medley Musical**  
Prospects include a revue combining parts of 'American' and 'Ballyho' with Fannie Brice and Harry Richman as a summer possibility. Future bookings for Chicago comprise 'Autumn Crocus,' 'Gay Divorcee' and 'The Merry Widow,' but whether they will arrive before, during or after World's Fair is not known.

Walter Hampden in classic repertoire has a busy possibility. Expo time, but nothing further has been heard. Frank Reilly's '1893,' the only really big undertaking specially designed as a Chicago World's Fair legit, is apparently no further than discussions. Auditorium is the contemplated home. John Alden from Los Angeles is in town and season work has a busy possibility. A play called 'Argentine' in June had there's a radio revue at \$150, which Pat Barnes and East and Dumkie may launch. Vague as all these possibilities are, they add up to the sum total at the present writing.

## 'YOSHE KALB' SUMMERS IN CHI, BACK IN FALL

'Yoshe Kalb' leaves New York for the summer, after completing a full season, April 16. Piece which will turn the same theatre with the same cast Sept. 21, new season date for Yiddish theatricals.

Four days after closing in New York, 'Yoshe' opens at the Apollo, Chicago, where it will attempt to stay through the summer months. Soon after returning to New York in the fall, Maurice Schwartz will begin casting second and third companies for the play, one to go on the road in the U. S. and the other to replace the present company at the Madison Art Theatre. He will take his present cohorts across for a London run.

## Irish Players Going Home

Chicago, March 27. Abbey Players open at the Hollis, Boston, April 9, for two, possibly three, weeks. A week in Providence is also possible. The actors are Dublin repertory troupe must call for Ireland. Their permit over here expires May 1.

Chicago country, since September, Irish actors have had possibly the greatest triumph of their tour in Chicago, where they will chalk up seven weeks instead of the two originally booked.

## MILLHOLLAND BUSY

Hamilton, Bermuda, March 27. Charley Millholland is working on a series of one-acters for radio this fall.

He's also putting the finishing touches to '20th Century's' successor, a play on international relations.

## K. C. A WAY STOP

Kansas City, March 27. The Eddie Cantor-George Jessel (found billing) show breaks the jump from Tulsa, Oklahoma, to Des Moines, Iowa, by making this town a one-night stand April 1. Two shows will be given at the 3,200-seat Mainstreet.

## Chi Shopkeepers' Sun. Matinee Big Success; First Time in 26 Yrs.

Chicago, March 27. Sunday matinees have been revived for legit here by 'The Family Upstairs' at the Curt theatre. With the exception of a benefit performance of 'Barrett's of Wimpole Street' given by Katharine Cornell, there hasn't been a Sunday matinee in Chicago in 26 years.

Horace Sistrup, press representative for Leonard Doyle, argued in favor of the Sunday matinee on the theory that there are tens of thousands of shopkeepers, working people, and others whose early rising hour and confining work makes their attendance upon a legit attraction impossible. Sunday afternoon is presumably ideal for shopkeepers to attend the drama.

'Family' operates under a stock contract which permits 10 performances so that the extra cost of the Sunday matinee is small. Despite rainy weather first Sunday matinee better than \$300 at cut rates and is expected to do better.

## Chicago Critics Move Rocky Mountains East

Chicago, March 27. Much comment has since been heard around the loop concerning the amazing and composite 'no opinion' given by the local reviewing brigade on the recently produced 'Red Robin' opera at the Grand. What it was perhaps not difficult to read between the lines the fact remained that the critics ducked, sidestepped, and avoided the question of the show's quality and detouring most of their space to irrelevant details.

Public wasn't mislead as 'Red Robin' did a brodie of classic proportions in two weeks. That made the critical ambiguity the more pointed and presently brought forth explanations.

Critics as a group didn't have the heart to pan the show for a multiplicity of reasons which included hard times and a wish to avoid discouraging production enterprise. Point seems to be that with almost no shows coming through from New York in the way of all possible seasons the critics are developing self-consciousness about pointing on the occasional visitor that does brave the western winds.

This creates a situation in Chicago comparable to the viewpoint of dramatic critics in Los Angeles and San Francisco, where the worst turned for reviews have been assured of kindly treatment simply because the reviewers felt guilty if they slammed an attraction resolute enough to get that far.

## Not Interested

Chicago, March 27. Katherine Krug, in private life the wife of Ashton Stevens, was offered the lead in Lester Bryant's contemplated production here of 'On the Mule.'

Understood that the Hearst critic frowned upon his wife appearing in the play because of its nature and theme. Mrs. Krug, it is said, has apparently spurned the offer.

## 'MERCURY' ARTICLE ON LEGIT NOT QUITE SO

Arthur Mann, formerly of the drama department of the New York 'World Telegram,' has a statistical article in the current (April) 'American Mercury' captioned 'The American Theatre Broke.' A principal contention, in explanation of the decrease in legit production and patronage, is the neglect of the galleries by managers. Mann points out that most of Broadway's theatres built in the past 10 years have no galleries. That shuts out youthful theatregoers and 'the boy in the gallery' yesterday is in the balcony today, and tomorrow he may be in the orchestra with his girl. He figures the progression from the top left to the main floor takes about five years.

The author includes a table which purports to be based on the weekly boxoffice estimates in 'Variety,' setting forth the decreasing number of attractions in New York, Chicago, Philadelphia and Boston from 1927 until now, and stresses the decline in the estimated grosses.

The statistics, however, are wrong. In January, 1932, the table has 44 shows on Broadway, whereas the records reveal there were 63 attractions current in the middle of the month, with little deviation during other weeks and not counting several special attractions (as, for instance, Ruth Draper). Same period in 1928 there were 62 shows on Broadway whereas the table has a count of 45.

Similar woe in January, 1929, there were 63 shows, not including four or five special attractions and Village shows. The fact that the 18 shows had been taken off within a week, mostly because they were flops, but Mann's table gives a total of 42 shows.

The listing for 1930 is not so widely off from the records, table totaling 43 shows as against 48, which were running with the depression in 1930.

In 1931 the 'American Mercury' table lists 29 shows, but there were 35, and there were as many in 1932.

There are two listings for last January (1933), one giving the total of 24 shows before a downward trend in admission prices, and 18 shows afterwards. Records for mid-January are that 29 shows were current. Included were several cheap revivals, but a though about 45% of legit show shops are dark, the winter average of attractions and shows in the legit show and not since early this season was the total down as low as Mann's table indicates.

Other trade inaccuracies occur in this article. It is stated that touring shows cannot secure bookings outside of the key stands, but it is well known that many small stand shows are available for shows and one has been touring one and two-nighters in the east and south for the past 18 weeks.

The writer estimates that there were 6,000 theatres dark throughout the country at the peak of the season and about half were abandoned legitimate houses which had been used for 'filling pictures.' These nearer were 3,000 legit houses in the country. Picture producers and the operation of film houses are blamed for eroding the legit field, with the falling off in picture theatre attendance indicated from 'Variety's' figures.

Plays Abroad

Inside Stuff—Legit

MARC-AUREL

Paris, March 14. The Marc-Aurel presented by M. L. de la Vigne theatre...

A certain amount of interest is always to be counted on for any new production in which the capable Pitoeffs appear...

The opening of the play fore-shadows a plea for kindness to animals, and the irony of it all is that by the end of the performance...

The play is mounted and staged with an artistic taste worthy of a big cause.

Hazassagall Kezdodik

Paris in three acts by Vaszy Vaszary, at the Boulevard theatre, Budapest, March 11, with Maria Laska, Antal Egry, Puffy, Huszar, Rezső Harsányi.

A burlesque comedy, set in an American background to make it look funnier. A sort of up-to-date version of the Shrew; but very funny.

AN INVESTMENT IN INDEPENDENCE

This is an all-around investment and retirement plan for the man, who, looking to the future, must make the most of his early earnings...

JOHN J. KEENE

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a terrible life and refuses to go away when they beg her to. The owners generally refuse to take her consent to a divorce...

BROADWAY REVIEW

FAR AWAY HORSES

Drama in three acts presented at the Martin Beck March 21 by Sidney Harmon production in the theatre (Beck) for four-week periods...

Billed as an Irish-American comedy-drama, it has a cast whose names are of old country origin.

With Henry Ford as the lead, Henry Duffy has given this Coast production of the play Paul Kruger, on loan from the MCG, where he is a contractor...

For 'Away Horses,' taken from an Irish legend which ends with 'have a long haul,' is enacted in the combination kitchen-dining room of the O'Haras...

Mary returns from Ireland, where she had come to find a new money that the O'Haras had expected would enable them to move back to their native land...

The household includes the maternal grandmother called Nancy, an adamant old crusader long the foe of Seumas, who returns after being absent for 400 years...

But Celia's hope of moving to the big city almost succeeds. She disposes of the furniture and sells the house to a building and loan association for \$400.

For France's Medaille Militaire, similar to America's Distinguished Service Cross, is the Russian Star. D. S. C. is worth \$6 at the pawnbroker's...

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OUT OF TOWN REVIEWS

TOO YOUNG TO KNOW

Hollywood, March 20. The play 'Too Young to Know' is a comedy by Lester Cole, staged by Edwin Maxwell...

It has been the usual rule for new shows to open on the coast with better players and direction than put. This time the order is reversed...

Of the 10 players, only two fit their parts. These are Zeffe Tilly and Barbara Sheldon, the ingenue.

Lester Cole has written an interesting soap-opera comedy with out any great depth, and lacking that finesse of dramatic joining that sends a story flying...

Show is short on length, running a total of an hour and a half actual playing time. Settings are shoddy, and there are also sufficient smart lines and situations to overbalance the other.

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COUNSELLOR-AT-LAW

San Francisco, March 21. With Andrew Keenan as the lead, Henry Duffy has given this Coast production of the play Paul Kruger...

With Henry Ford as the lead, Henry Duffy has given this Coast production of the play Paul Kruger, on loan from the MCG...

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The records will divulge occasional instances where shows opened and closed on the same night on Broadway but never until now did two products play but a single performance...

Both were maiden efforts by new managers. 'Affairs' was put on by a safe proprietor, John Patfairth. 'Faces' was offered by Paul E. Martin, recently sponsored by Samuel R. Golding and two other attorneys.

The Liberty which was dolled up to receive 'Faces' is owned by David Bernstein, an associate of Loew's, the corporation not being interested in the property.

'Show Boat' is definitely off the boards. Its revival was the final stage presentation of the late Flo Ziegfeld. 'Boat' was one of that showman's outstanding successes.

'Boat' made something of a revival record on Broadway, playing 23 weeks. It lasted nearly 11 months, having opened May 17 and closed March 8.

A trail of 60 bouncing checks issued by a Broadway ticket broker, resulted from the failure of the Mercantile Bank & Trust to open its doors at the termination of the bank holiday.

Thomas Chalmers in 'Far Away Horses' which opened at the Beck last week, first drew attention as a vocalist. He was in one of Milton Aborn's light operatic companies and later was signed for two seasons for opera at the Metropolitan.

Eastern company of 'Of Thee I Sing' held over three days in Pittsburgh last week. Gross was \$30,000 for the full week and \$12,000 for the half. Show played Broadway the last half, takings on the week being \$24,000.

Beer Boys Wait

(Continued from page 1) beer only the initial cost for the brewery only will amount to \$400 a week if allocated over a year.

That's in addition to operating expenses and actual cost of the beer. It is expected that the \$2.20 will be sold by brewers to retailers at \$15 a barrel.

They'll have to sell plenty of beer to make a lot of money at that rate, the wisens contend. Roughly, a beer parlor involving a \$20,000 initial investment with a weekly overhead, including the investment return, rent, taxes and other expenses, of around \$1,000, will have to sell 30 barrels or about 14,500 glass of beer a week to break even.

Another angle which prompts the wiseguy to adopt the caution attitude is competition, which may be able to stop it. From current talk it looks like there'll be six beer places to a block.

Terrific business will result from the enthusiasms of the first few months following beer's legalization. It is expected, but after that the results of rushing in where the legal saloons in the past days, they profit most from liquor sales.

From the theatre viewpoint, beer will surely be a help. Not only will it be a help to the beer gardens with stage entertainment, but the cozier, but for all theatres that may aim to operate bars on the side.

Restaurants and spots in vantage points that are hooked up with beer are the best bet, because the brewers right now have a piece of the food business and will see that their draft product is technique in the beer school of Manhattan.

Revue Opens Summer Season Pasadena, Cal., March 27. Summer season at the Community Playhouse opens May 16 with a revue, 'Low and Behold,' staged by Leonard Sillman.

Summer season at the Community Playhouse opens May 16 with a revue, 'Low and Behold,' staged by Leonard Sillman. Principals so far include the Marguerite, the Barbara, Lulu McConnell, the Itchy Twins, Leonard and June Sillman and William M. Griffith.

Sketches are by Griffith, John Lawton and Mindrot. Loew, New York bits by Warburton Gurbert, John Rox, George Grandee, June Sillman, Ralph Rainger, Annette Evans, Dorothy Rogers and Donald Horath, Leonard Sillman will direct.

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# All 4 B'way Musicals Showing Profit, List Recovers Further, 'Century' Big

Broadway's legit's further recovered from the moratorium slump and were virtually back to normal—considering the times. There are 27 attractions on the list, only recent closings being those of quick flops.

The tempo of the recovers is regarded as one of the most interesting signs in three years. Instead of blocking the average patron indicates a lighter frame of mind. That is reported not only by the brokers, but the box offices.

The result has been to encourage managers and several announced spring productions. Saturday trade again was big and despite rain more houses went to capacity than on the previous evening. Broadway is only 50% lighted, is benefiting a number of current attractions.

There are but four musicals in 'Strike Me and Al' are making money. 'Strike Me and Al' leads all and went \$2,000, selling out in the first two nights and the mid-week matinee. 'Take a Chance' advanced to about \$1,800. 'Meady' topped the list with \$1,500. 'Gay Divorce' took \$1,600. 'Music in the Air' will again join the list, due Friday at the 44th Street.

'Air' and '20th Century' were the sole shows to close during the emergency. 'Latter' resumed at the Shubert Saturday and sold out. Only one show opened last week, 'Far Away Horses', withdrawn from Broadway after a week's run.

Sudden stopping was 'Masks and Faces', which did not ring up Monday (last week) at the Liberty. Played one performance.

'Hat' Looks Good

'Three Corners' Hat at the Cort again to have a big week. Another week chance. First full week over \$6,000 with an agency call developing. 'Both Your Houses' will remain beyond the Guild subscription period. Dramatic leader remains 'Design for Living', which is doing a virtual capacity again at \$27,000. 'Dinner at Eight' is nearest to 'Design'. It got \$15,000 last week. 'A Rich', with a recently reduced top (\$3.30) is regarded big. No new productions were definite for Broadway next week.

**Estimates for Last Week**

'Alice in Wonderland', New Amsterdam (8th week) (C-1,702-\$2,200). With revival of 'The Cherry Orchard' splitting week business. Another week for Civic Repertory, moved upward: \$14,000 last week. 'The Corn' (Balcony) (8th week) (D-1,900-\$3.30). Hit despite entrance on eve of moratorium; up again with gross around \$15,000; virtual capacity.

'Autumn Crocus', Morosco (20th week) (C-893-\$3.30). Best week in time; sold out; business not big; topped \$6,000, which is enough; good through spring.

'Biography', Avon (16th week) (C-849.00). Moved up smartly again last week and approximated \$10,500; looks like Guild's leader this season.

'Both Your Houses', Royale (4th week) (D-1,118-\$3.30). Will extend beyond five-week subscription period; box office call; business not big; subscriptions and gross above \$10,000 last week.

'L'Impagnie Supper', Booth; cancelled; may be sent to London; house gets 'For Services Rendered' April.

'Dan'logues Corner', Fulton (23rd week) (D-913-\$3.30). One of the longest run shows in town, but all small money; amount \$4,000; apparently profitable.

'Design for Living', Barrymore (10th week) (D-1,030-\$4.40). Best musical drama since moratorium; 'Pink'; last week up again; virtual capacity at \$27,000.

'Dinner at Eight', Music Box (23rd week) (C-1,000-\$3.30). Misquoted, but jumped lustily last week to \$19,000; about \$3,000 more than previous week.

'Far Away Horses', Beck. Opened Tuesday last week; withdrawn Wednesday; mixed notices; three days late in Irish drama.

'Forsaking All Others', Times Square (5th week) (D-1,057-\$3.30). Fairly good press; but not big; attention to Bankhead show, which is doing well; estimated around \$7,000.

'Gay Divorce', Shubert (18th week) (M-1,395-\$3.30). Went to capacity Saturday, which was true of all small money; gross around \$16,000 and set through spring.

'Goodbye Again', Masque (14th week) (C-700-\$3.30). Business not big; climbed like most others, but still setting by around \$5,000; except two leads cast on percentage.

'Late Christies', Miller (22d week) (C-946-\$3.30). Picked up about \$1,500 last week and again small money; business not big; should last into warm weather.

'Masks and Faces', Liberty. Disappeared suddenly; weak notices;

## Molnar's 'Good Fairy' For Beverly Hills Group

Hollywood, March 27.

First western production of Molnar's 'Good Fairy' will be done by the Beverly Hills Little Theatre for their beginning April 3.

Directed by Oliver Hinedale, cast includes Marlon Clayton, J. Irving White, Kenneth Thomson, Richard Tucker, Harry Stubbs and Francesca Braggiotti. Letter is Mrs. John Davis Lodge of the Boston Lodge and the ghost voice for Greta Garbo in foreign film dubbings.

## IRISH PLAYERS \$12,000 IN CHIEF

Chicago, March 27.

Two more weeks will end the run, but not the sticking potentialities of the Irish Players here. Meanwhile, 'The Family Upstairs' has improvvised and may be in the Cort when June 1 rolls around on a basis of its recent \$10,000 weekly.

'Counselor at Law' is penciled for April 9 at the Apollo. Other bookings estimates for last week

Abbey Players—Harris (1,084; \$2.20) (6th week). Grooved near excellent \$12,000. Local engagement has been excellent. Irish repertory troupe must leave country by May 1. Here another fortnight, then jumps to Boston.

'Family Upstairs', Cort (C-1,100; \$2.20) (14th week). Long since hung up run record for this season. Cut-rate; has been Leonard Doyle-Gilbert Morgan actor-manager auspices nifty profit on small investment. Up a notch to practically \$5,000.

**Denver Gets Legits**

Denver, March 27.

Arthur M. Oberfelder has leased the Broadway theatre for stage attractions, and business not big. Booking franchise, and he booked 'Tattle Tales' with Barbara Stanwick and Frank Fay for four days starting April 1. Walter Hampden is booked for April 23 and 25.

opened March 18; failed to ring up Monday (20) last week.

'Saturday Night', Lyric (7th week) (O-2,156-\$3.00). Came back further, and definitely among better money-getters; last week's pace pointed out.

'Music in the Air', Slated to reopen, moving to 44th Street from Broadway; got about \$6,000 Friday (31); played 19 weeks.

'One Sunday Afternoon', 48th St. (6th week) (C-969-\$2.20). Lively play with comic overtones; Saturday afternoon; estimated over \$5,000; three matinees starting this week.

'Saturday Night', Playhouse (6th week) (C-963-\$3.30). Picked up somewhat further; modest money but better than even break indefinitely.

'Strike Me Pink', Majestic (4th week) (R-1,700-\$3.85). List leader week; got about \$6,000 over \$33,000; capacity after Tuesday; big in agencies.

'Take a Chance', Apollo (18th week) (C-1,720-\$4.40). Runner-up among musicals also materially improved with gross above \$18,000.

'Vanderbilt', Grand (15th week) (C-971-\$3.30). Presented independently (Gar Producing Co.) managed by Daniel Kusel; opened Monday.

'Three Corners Moon', Cort (3d week) (C-1,043-\$2.75). Developing business call; business not big; encouraging and may make stay; something over \$6,000.

'Twentieth Century', Broadhurst (13th week) (C-1,118-\$3.30). Reopened Saturday (24) and went encased; layed off two weeks in emergency mix-up; pace at resumption surprised.

**Other Attractions**

'Shakespearean' (Jolson's); Shakespearean revivals.

'Rasputin', Provincetown; panned.

'How Meads Go', Forrest; revival.

'Young Sinners' Ambassadors; revival.

'Riddle Me This', Hudson; revival.

'The Best People', Waldorf; revival.

## Shows in Rehearsal

'For Services Rendered' (Sam H. Harris), Plymouth.

'Little Old Boy' (John Hammond), Bryant Hall.

'The Comic Artist' (Arthur J. Beckhard), Masque.

'The Soldiers' (Scandalous Affair), 'Escapade', (Fred Rath), Longacre.

'Secret Among Four' (Kenneth Nash), Times Square.

'The Penny Opera' (Krimsky and Cochran), Empire.

'Tragedy of the Ages' (Classic Players, B. Gagliano), Mecca Temple.

## New Stock in Seattle Starts on \$3,100 Week

Seattle, March 27.

With Billy Van Emery and Alexander Campbell, American Players opened at Moore theatre, where Duffy took formerly housed. Capacity opening night, with stock-lovers taking a liking to the company. Town is full of opposition, with scales lower everywhere. Prices here brought down to 25 to 35, with good seats on main floor for 50 cents (15th row) and balcony seats 35 cents. First week estimated at \$3,100.

Moore has 1,500 seats. Opening attraction, 'The High Road.'

## Unions Consider Civic O. H. Liable for Tenant

Chicago, March 27.

Chicago Civic Opera Assn., the original operating company for the Civic Opera House, is going to be held responsible by the theatrical unions for unpaid salaries incurred by the recent tenant, Chicago Musical Opera Co. About \$9,000 is outstanding between stagehands and musicians.

While the stagehands and musicians take this view on the theatre's liability, Equity, whose members were leaders in the same \$1,500, may also rule that its members will not appear at the house until the obligation is met. However, as this is a question of policy, matter is being referred to New York for a decision and endorsement.

Funds of Chicago Municipal Operetta Assn. were removed from a local bank, unions declare, just one jump ahead of a judgment attachment obtained by Nat Burns to whom the rest of the actors assigned their claims. Attorney for Burns may contest the bank's answer to the judgment.

Union theory apparently is that the Civic Opera house was in effect a branch of the Municipal Operetta promotion since the whole promotion hinged upon the promoters having access to the Civic Opera's scenery, costumes, and props.

## Future Plays

'A Very Great Man', by A. E. Thomas and Jack Haugman, is in hand and will go to rehearsal in a week or two under Herbert Ransome.

'Shooting Star', dramatized life of Jeanne Eagels, due for early production by Crosby Galge. Written by Noel Pierce and Bernard Schoenfeld.

'Enchantment', play by Francine Larrimore, will be sponsored by Harry Moses, with the author in the role. In England.

'Best Seller', French drama about bookelling, being read by the Shuberts for immediate production.

'Bed and Board', by H. L. Green, is being rehearsed by Edw. Clarke Lilley. Story of divorce.

## Current Road Shows

**Week of March 27**

Abbey Players, Harris Chicago.

'An Amazing Career', Wilbur, Boston.

'Another Language', Forrest, Philadelphia.

'Broadway Rhapsody', Annilson, Ala. 27; Birmingham, 28; Tuscon, 29; Selma, 30; Montgomery, 31; Columbus, Ga., April 1; Erianger's, Atlanta, week April 3.

'Capone's Act' and 'Hamlet', Elliott, Los Angeles.

'Counselor-at-Law', Shubert, Kansas City.

'Family Upstairs', Cort, Chicago.

'Green Pastures', Nixon, Pittsburg.

'Of Thee I Sing', Lyceum, Rochester, March 27-28; Capitol, Albany, March 29; Shubert, New Haven, March 30; April 1.

'Of Thee I Sing', Auditorium, Portland, Ore., March 27; Metropolitan, Seattle, March 28-29-30; Fox, Yakima, March 31; Post Street, Spokane, April 1.

'Piccoli', Plymouth, Boston.

'Sings and People', National, Washington.

'When Ladies Meet', Chestnut, Philadelphia.

# 'Language' Builds in Philly, \$7,500, 'Ladies' \$7,000 with Subscriptions

## 'COUNSELLOR' AT \$6,500 FRISCO'S SOLE LEGIT

San Francisco, March 27.

Otto Kruger in 'Counselor-at-Law' built nicely at the Alcazar and Henry Duffy holding him for a third week when he'll have whole load to himself.

Show started mildly, but when mob caught on that it was one of Duffy's best productions, biz built, second week getting around \$6,500.

'Of Thee I Sing' did its second week at the Curran to good returns, hitting around \$24,000. Big money. House dark, but a revue 'Big Saw' with Wilson's 'Hand in Fog' slated for April.

Geary, Columbia and 'Tivoli' without anything. 'Ceil and Sally' held interest. Surprise, James drama, to the President only to drop more money than before and that house, too, is shuttered.

## NO PROFIT FOR THREE IN L. A.

Los Angeles, March 27.

Little more than rent money was gathered in for the three legit's here last week. Topper was 'Criminal-at-Large', at El Capitan, with Pauline Frederick starred. On its opening week piece got slightly over \$4,500, no rave for this house.

'Hedda Gabler', at the Music Box, did a weak \$1,800. Locals seem uninterested in the drama, which was a scorcher several years ago but is same now. 'Too Young to Know', a new play by Lester Cole, at the Hollywood Playhouse, did \$2,000 on the week.

Walter Hampden opening 27 at Elmore getting play for 'Hamlet' from schools. Sponsoch not so forte. Scaled at \$2.50 instead of previous \$3.

## Hurt in Stage Leap, Actor Wants \$50,000

Minneapolis, March 27.

A leap from a stage scaffold during a performance of 'Two Seconds' at the Shubert theatre here caused Kenneth Rowland, Eastridge stock juvenile to sustain a brain tumor, which will permanently prevent him from working, according to testimony at Rowland's suit for \$50,000 damages against the Western Casualty & Surety Co.

Rowland and his witnesses contended that stage hands had been delinquent in misplacing mattresses which were supposed to break the actor's plunge from the make-believe office building iron framework. Several physicians told the court that the severe fall to Rowland's body brought the brain tumor.

Philadelphia, March 27.

The two hour edition of 'The UBO' did fairly well. Nothing to write home about, but satisfaction in view of general conditions and recent biz here.

'Another Language' was nearly canceled before arriving here. Then was decided to bring it into the Forrest for a single week and decide after the Wednesday matinee whether a second week would be advisable.

The \$2,000 advance wasn't promising, but show got swell notices and started to gain at midweek. Thursday was off again, but Friday and the two Saturday performances were strong. It stays this week and in view of the healthy advance now and indications of a pickup after first week, it may hang on a third. In that case, after a Holy Week lay-off, tour may be resumed Easter Monday. Cast and management are working close.

'When Ladies Meet' had the advantage of the American Theatre second series at the Chestnut, amounts to almost \$3,000 a week. Second-starting men who caught the Crothers show liked but straggled enough, several of the regulars, writing for the Sunday second-matinee which was strong, about hit \$7,000.

Rehearsals today (Monday) and George Gads, a try-out. Scheduled for two weeks on a straight rental basis. Advance not so forte. The Chestnut Saturday night with another try-out, 'Three Penny Opera', which will run a week.

Next Monday, the Shubert, dark since Christmas, re-lights with George M. Cohan's 'Pigeons and People'. Cohan's hoodlum comedy his big musical comedy house. The Chestnut gets Ethel Barrymore's 'An American Tragedy' on same date. Both shows stay one week only.

'Strange Gods' holds for its second week. It will be the only show in town Holy Week. On Monday, April 17, the Piccol come to the Chestnut. Cohan's 'The Mask and Wig show', called 'Out of the Blues', comes to the Cort. This is also for one week only in contrast to the four week engagements played by this U. of P. club for years.

March and last subscription offering at the Chestnut will be uncertain, but 'Autumn Crocus' again prominently mentioned, with 'Barbara' and 'Hamlet'. The La Gallienne engagement of one week in 'Alice' is also being held in suspense.

**Estimates for Last Week**

'Another Language' (Forrest, first week) (D-1,000-\$3.30). Business not big. Finally beat \$7,500 and may get a third week.

'When Ladies Meet' (Chestnut, first week) (D-1,000-\$3.30). Business not big. Also extra matinee Wednesday. About \$7,000. Ethel Barrymore 'Career' in for one week on April 1.

## 'Sing's' Big \$11,000 on 3 Extra Pittsb'g Days

Pittsburgh, March 27.

Three extra days at Nixon for 'Of Thee I Sing' satisfactory at around \$11,000 and would have been a few hundred better without the snowstorm Tuesday and Wednesday. Second Monday night was better than the first, but out-of-town cancellations on succeeding two nights kept gross down. Wednesday matinee capacity, about 100 attendees. Every-body satisfied with rental, but could hardly have bettered an even break, anyway, on previously booked one-night run.

'Green Pastures' current at Nixon and looks from advance like optional second week. It will be exercised. House dark, but a dark for one night, reopening April 24 with Pitt Cap and Gown show, and winding up with 'The UBO' with extra subscription plays May 1 and 8, probably 'When Ladies Meet', and maybe a new Guild opening.

Everything considered, legit season here has been far from bad. Closing strong, too, for nice showing.

## Engagements

John Drew, Col. Edwin Phillips, Wm. Franklin, Hermit Murdoch, Tom Fiddler, Harold Gray, Chas. Powers, Ge. Lazarovic, Jack Howard, Frank Thomas, Aglio Vasser, 'The UBO', 'Little Old Boy' (complete cast).

## Cast Changes

Walter Dreker replaces Alfred Hesse in 'Young Sinners'.

Craig Ward takes Arthur Marretson in 'Saturday Night'.



# Alliance of Empires. H. & W. Ties Up 29 Provincial Legit Stands

London, March 27.  
Moss Empires has reached a working agreement with Howard & Wyndham whereby both concerns will book shows for the provinces jointly. M. E. controls 15 theatres on the road and H & W have 14. Head booked for the combination not named yet, but likely to be Henry Tennant, former Moss booker.  
New arrangement will do away with the necessity for giving of guarantees to provincial managers. West End successes will combat the current evil of playing two West End attractions in a provincial city simultaneously.

It will mean that some sort of arrangement will be necessitated for a hookup between the two concerns and Associated Theatre Properties, which controls eight West End theatres and which had arrangements with the best of the provincial managers, therefore, having the best productions available.

It's actually a prolongation and follow through of the Moss-Gaumont theatre merger, the new move taking care of the legit angle.

## South Africa

By H. Hanson

Cape Town, Feb. 24.  
Looks like the summer nearly over. No improvement in business to report.

February 17 saw a fatal crash to two members of Sir Alan Cobham's Air Circus at the Capetown Aerodrome, when Captain H. S. Lawson, stunt pilot, and E. Ross, radio expert and announcer, were killed.

"Strongly" featuring John Barrymore, failed to attract at a Capetown cinema, with announcements of withdrawal.

Charles Arthur Hadley, for many years popular sportsman in Johannesburg, died Feb. 19. In August last year he injured in motor crash.

The male impersonator, Hetty King, is due here from England about Feb. 28 or 29.

African Consolidated Theatres advertisements in local papers calling for vocalists for forthcoming musical production in Johannesburg.

English Silver at Face Value  
For the information of Americans visiting South Africa it is announced that the banks have received instructions to accept English silver at face value, due to the English pound now slightly higher than the South African pound.

## South Africa Radio

By H. HANSON

G. A. Shoyer, of Roubosbosch, Cape Town (Radio Station ZSIB), amateur radio experimenter, with self-made transmitter and receiver, put over Feb. 11 a two-way communication with radio workers in India, Australia, United States, Egypt, Brazil and England in a record time of 2 hours 2 mins. Wallie Gee (W6EGB), Ingleswood, Washington, is now holding a world record of 3 hours 7 mins. Shoyer secured contact with an Indian station, TULAA, and fifteen minutes later he was with A. S. Nather (call sign VK2JZ), Singleton, N. S. Wales, then E. J. Ruth (Station W8CWW), Washington, U. S. A., and finally with P. M. each night. Then he discussed the weather conditions with E. Cole (SU1EC), Abbotsia, Cadix, A Brazilian station (PY2BN) was the next call, finishing the tour of the world with Barbara Dunn (Station GY1L) of Peterborough, Cumberland, England, the only woman radio experimenter in that country. He has had contact with stations on the Hawaiian Islands. Shoyer works on 50 watts and considers the 20-watt wave-length the best for the time of the year.

## The Perfect Crime

Mexico City, March 23.

Operators of the Teas Collection here, a large legit house now playing vaude and revues were on the civic carpet on complaint of the amusements department inspectors and fined \$150 for selling more tickets than there is seatage in the house.  
Civic government points out that it will not stand for public being over crowded.

## Girl Jazz Band Added To Mexico City 'Aida'

Mexico City, March 23.  
Open air grand opera, again more or less the same as when Caruso sang here in 1913, with the bull ring as the pitch. Shows are spectacular, especially for 'Aida,' with cast of 260 and female classical jazz band thrown in for good measure.

And so are the prices, real de-dress ariffs, 30 cents for grandstands, and 15 cents for upper perches. Proceeds go to various public charities and for aiding repatriated nationals from the U. S. A. Capacity attendances.

## BERLIN SLOWLY CURING OLD TWO-FOR-ONE EVIL

Berlin, March 16.

Collapse of legit here is not all due to the depression. It's partly due to the preferred ticket system and partly to the high prices dictated by most of the other Berlin theatres and kept in vogue right up to the terrific crash of the Rotters, a few months ago, when they were still in control of nearly 700 seats Berlin theatres. The Rotters are now out for good but their system continues. Here's the idea of preferred tickets: people like to get something for nothing. That's why official 'b. o.' prices were kept high, whereas, at every tobaccoist's, in every drug store or barber shop, any quantity of 'preferred' tickets was available, authorizing the bearer to get a 50% reduction at the b. o. Result was that (apart from fools) hardly anyone paid the official 'b. o. admission.'

Here's the story of the foreigner showing a 20 Mark note across the counter and asking for a seat at the Berlin theatres, and even more (it happened to be pretty) socking him one for an insulting proposal.

Radio Angle

People who didn't care to collect 'preferred' tickets at a barber shop, could get reductions by owning a radio. A man by the name of Henshke organized some 50,000 Berlin Radio subscribers promising them 50% reduction at most of the Berlin theatres, and even more if they prepaid the price of six tickets. The Rotters and other Berlin theatres got more and more financially dependent upon Henshke's agency.

Henshke became their distributor, and on pay days, he would help out with some more cash advance, occasionally. In exchange he got half or more of the houses' capacity for less than half price. Whatever Henshke didn't take off their hands, theatres tried to sell through the tobaccoist and barber shops, with the result that, whenever a show happened to draw more than three quarter houses, there would be a hopeless middle at the box office. The Henshke clients clashing with those holding 'preferred' tickets, and most of them not getting what they had been promised.

It's a good thing that all this has been stopped, since the Rotter crash, theatres are making a point of advertising that prices have been officially reduced, but that no more seats are being what they were granted and no ticket can be obtained cheaper anywhere than at the box office.

Adolphe Coryn Dies

Brussels, March 16.

Adolphe Coryn, who, owing to ill-health, resigned recently directorship of Royal French theatre, Antwerp, after 17 years, died March 16. Before becoming manager of Coryn, possessed of a powerful baritone voice, had sung in opera in every country in Europe. His later years at Royal French theatre were made strenuous by the inter-colonial Flemish-French strife.

Young Sells Play

Paris, March 13.

Howard Irving Young, author of 'Hawk Island,' 'No Herber' and several other plays, has just sold 'Some People Live,' comedy-drama. Young is leaving Paris for London for the production, sailing soon after for New York.

## Pierre Meyer Dead in Bed, Autopsy Ordered

Paris, March 18.

Pierre Meyer, young French actor and former dancing partner of Josephine Baker, was found dead in his bedroom at the hotel de la Poste at Rouen, March 12.

Recently, Meyer had been undergoing treatments for a nervous disorder at a nursing home in the Paris suburbs and it is generally thought that his death was due to an overdose of sleeping draught.

Meyer motored to Rouen accompanied by Edward Martin and Mme Yvonne Benoit and all three occupied one room. On Saturday night they retired about 2 1/2 a. m. according to the hotel manager, after spending the evening dining and dancing. Meyer telephoned for breakfast for three about 2:30 p. m. on Sunday and none of the occupants was seen to leave the room until 11 o'clock that night when Martin and Mme Benoit called urgently for a doctor.

Dr. Pferson, the Hotel physician, declared that the young actor had been dead for at least two hours. Pierre Meyer was 33 and was known in London as well as Paris, having appeared in revues and reduced dance acts for both cities.

Pierre Meyer sued 'Variety' in Paris, losing his suit when the French courts didn't agree with his reactions to a review in 'Variety.'

## NEW LAWRENCE VEHICLE WEAK

London, March 27.

'This Inconstancy' at Wyndham's is still another weak vehicle for Gertrude Lawrence, who has been one too lucky in past couple weeks.

Piece was generally panned and looks like a quick fold. Even Miss Lawrence's popularity and the pull of the banks are not likely to be enough.

## Berlin Sees Limit of \$500 on Act's Salary

Berlin, March 17.

Actors' wage cutting is on in Germany as well as in the States.

Edward Dulberg (bookings manager for Scala, Germany's leading vaude house), has thumbs down on anything near the prices fetched by some of the big American acts, last year.

An American act like Barto and Mann for instance who, last year played a successful month at the Scala for real money, would be out of the question now, unless they came down considerably.

New policy does not mean that American acts are less welcome in this country. It's just a question of meeting the top prices that can and will be paid here.

As far as cutting down star prices, Berlin seems to see eye in eye with London. In fact, the Scala bookings manager is expected to London next week, to discuss matters with George Black of the Palladium, probably with a view to fix maximum prices for the West End. Big American acts as can't vary well be spared in the leading vaude houses here.

Anyway, it seems to be a cinch that the ceiling topping the \$500 a week limit, will be booked here—or anywhere in Europe—for a long time to come.

## London 'Buy' for 'Kid'

London, March 18.

'The Kid From Spain' at the Adelphi is voted as the funniest musical seen here since 'Whoopee.'

Picture is good for six to eight weeks, and Library deal of \$4,000 per week is pretty good.

Opening has been so successful that Associated Theatre Properties is already in negotiations with U. A. for the West End. U. A. has pre-release spot for their production. Discussions are already taking place between Arthur Kelly and Murray Silverstone and the heads of A.T.P. with the picture to be 'Merry Monarch,' French film, also titled 'Le Rol Paulsols,' starring Emil Jannings, with Jannings to do a personal for the opening.

# London Show World

London, March 18.  
Grosvenor House Ice Rink, in Grosvenor Gardens, Lane 2, is most fashionable location in the West End, is giving up the ice skating idea. Rink, which has a capacity of 1,000, was the only one of its kind in West End proper, and flourished. But lately there has been a distinct decline in ice skating. Management being forced to look for something else, has just contacted an arrangement with B. J. Baxter, head of the world's All-In Wrestling, Ltd., who control over 2,000 wrestlers from all over the world.

Rink will devote two nights a week for the rough and tumble sport, and can gross around \$500 per sitting. It figured that house will gross capacity, as sport has become very popular with all society's young blood who have been invading the Ring, in Blackfriars, a lowly locality. Arrangement is on a 50-50 basis.

John Parlier, an old-time newspaper man, has just issued through the Evening Standard Press, Ltd. seventh edition, revised and enlarged, of 'Who's Who in the Theatre.' It was first issued in 1912 and comprises 112 pages. It has now grown to 1,900 pages. There are nearly 3,000 biographical notices of which 1,000 are critics, 800 of which are American.

'Who's Who in the Theatre' offers a good deal of information that makes it invaluable for reference purposes.

After three weeks, the Hippodrome management announced a cut of 50% in the price of seats for the remainder of the run of J. L. Sachs' 'The Girl in the Red Velvet Gown.' The Hippodrome has been accepted a 50% cut. This will probably continue until the eight weeks' guarantee of \$7,000 per week has run its course.

At Pavilion

Only important newcomers at the London Pavilion are the two London 'Felix' brothers. In for two weeks with option, and canceled after Monday as too blue. Boys are not any better than most of the acts that have played around, but this is one of the houses in the West End the license authorities are being a sharp eye upon. Am. Suter rushed to replace.

Peggy, Moro and Naldi, although they are doing a new act, which is mainly a copy of Love, Berlinoff and Wensley. Moro and Naldi claim they have never done the other team. Act is about the best imitation of Love-Berlinoff that's been around. Six Las, springing a proboscis, with few original tricks.

Rest of the bill holdovers.

'Ball-in-Savoy' to succeed 'Wild Violets' at Drury Lane, will have two of the original Berlin cast—Oscar Denes and Rosie Barony.

The success of the old memo, 'The Streets of London,' may have encouraged the Melvilles to revive 'Oliver Twist' at the Lyceum March 11.

Plethora of shopping and changing among vaudeville agents, Zahl agency, established for 10 years, ceases to function, with Hyman Zehli, former manager of the Lyceum, replacing Stanley May. Alfred Zehli, formerly with Zahl, now managing Prince of Wales productions, handled by Bert Montague for many years, now handled by Michael Lyons.

Tom Cole, Cole brothers, fainting on Leicester Square theatre stage were elected and the needed close was to be suffering from pneumonia. Act was doubling at the Hackney Empire. Tommy now recovering at Charing Cross hospital.

Up in Dundee the Scots exhibitors held a meeting with a view to protesting against the new tax laws that they remit the entertainment tax when showing English pictures, on the ground that they are not American features, and when they must show 12 1/2% of native product, according to the quota enactment, their business suffers.

West End 2-a-Days

Advent of films of road-showing industry is possible for change of policy. The West End. Early on there was not one house in the West End playing pictures seen in all houses were doing continuous.

There are now three houses playing three-a-days. They are 'Engle the Cross,' 'Tivoli,' 'Cavalcade,' and 'Adelphi,' 'Kid from Spain.' Should there be a further influx of suppers from America, it is more likely that the three-a-day policy will dominate in the West End.

York's Back to Owner  
The Duke of York's theatre has once more reverted to Violet Mel-

note. She sold it five years ago to William Hutter for something like \$100,000, part of which remained on mortgage. The purchaser was an amateur in show business, and after dropping a packet, was content to broadcast his numbers and go through foreclose formalities.  
Miss Melnote, once a well-known actress, like Melnote, was 60 when it was sublet. She is close to 80 years of age, but as vigorous and active as a woman of 50, and declares she will remodel the house and run it again on her own, and she can do it.

Excited Over Plugging

The 'Daily Express' has discovered that music publishers have been paying bands and singers for broadcasting their numbers and regard it of such importance as to place a streamer across the top of the front page.

## FIRST STAGE VERSION OF RADIO PLAY FALS

Brussels, March 18.

'Le Solet de Minuit' ('Midnight Sun'), by M. The Fleischman, Belgian author, produced at the Theatre du Parc, Brussels, is the first play specially written for radio to be transferred to the legit stage, at least in Europe.

The experiment was interesting, but cannot be said to have been successful, because what could be safely left to the imagination of invisible and unseeing wireless listeners had to be presented in concrete form to a theatre audience. In the attempt the action became so rapid, eyes and ears were strained. Even as a talking film 'Le Solet de Minuit' might very possibly prove bewildering.

The story opens in a village where a young man, a dreamer or a visionary, swears he sees the sun rise at midnight. He is broadcasted. French, English, German and Italian stations. Speculators pay fabulous sums (in du shares) for land in the village; governments get excited there is riot in parliament; wars are declared.

The village is invaded by nationalities of differing morality and finally the individual inhabitants realize they have been duped, turn on the visionary and slaughter him.

The music by Marcel Poot and the scenery by Anton Carle were finally done in cooperation with the play, which, however, had nothing like the success it justly earned when first put on the air by Brussels' French broadcasting station. The success of the play is enough Fleischman has been accused of commercializing a case of religious hallucination which occurs rarely in Belgium. The play was first broadcasted on December 2, two months after its play had been written and produced.

## London Vic Studies Sale, in Red Last Year

London, March 18.

The annual meeting of the stockholders of the Victoria Palace, Ltd. proved a stormy one.

The chairman, Col. J. J. Gillespie, announced a loss for last year of approximately \$60,000, and on being quizzed, stated that during the four months of the new financial year, business has not improved.

A resolution to pass the accounts was rejected and the meeting closed with a vote to instruct the directors to investigate the possibility of selling and report at a resumed meeting three months hence.

The house, which has been booked by General Theatres Corp. which controls the Palladium circuit. If it closes, it will mark the seventh defection from the music hall policy since the war. Prior to that there were 11 big 'halls' in London.

The following day a meeting of Moss Dimpres was held, which par-took very much of the nature of a levee. The meeting resulted in the loss of about \$50,000 of the year. The report was unanimously passed, and the directorate re-elected.

'Elmi' is a Book  
Guss like E. Cummings are un-  
"They write important books in  
such a manner as to give unimpor-  
tant critics a chance to puff up and  
parade their ignorance. Cummings,  
who without a first two living  
pets of importance, has just an-  
nounced a book titled 'Elmi,' his sec-  
ond prose contribution to bookdom.  
His first, 'Enormous Slowly,' still  
the best war book ever written."  
'Elmi' is disturbing. It shows  
Cummings to have a command of  
English such as has always been  
suspected but never fully realized.  
It is one of the few books that will  
immediately get itself stamped 'im-  
portant' in many places. Also, it  
will call down on itself and on its  
author the wrath of most of the  
critics hard to read, and there  
are those who don't like to be  
given hard work to do. Especially  
among the dilettante intel-  
lectuals. "The word 'crank' will  
be bandied out. Also 'nut.' Even  
'Variety' has on occasion stamped  
Gertrude Stein a 'nut.' Which doesn't  
take away from the fact that all  
actually important writers of the  
modern age agree that no one person  
has ever influenced a language or a  
literature as much as has Miss  
Stein. James Joyce is another mat-  
ter. His importance is a larger  
question in intelligent circles.  
Cummings, who now definitely joins  
their ranks among the greats of all  
time in literature, seems to derive  
more from the Joyce tangent than  
from Stein, and yet traces of the  
other are there.  
Miss Stein is cold, mathematical.  
Joyce is emotional. Cummings  
combines the two, and adds a  
dash of humor. Which is an  
unfair analogy, possibly, because  
Cummings doesn't need to be meas-  
ured by the Joyce or Stein yard-  
stick. In spite of the 'crank' in-  
sultator and other critics of the exhibi-  
tionist school, 'Elmi' is a book that  
will live.

Book Exhibit  
The National Association of Book  
Publishers is looking with much  
favor upon the plan presented by B.  
W. Huebner, of the Viking Press,  
to realize the publishing business  
through a permanent book exhibi-  
tion at Rockefeller Center, in which  
all the latest books will be ex-  
hibited for six days or so, though  
none are to be sold.  
Fiction, non-fiction, history, psy-  
chology, each will have its section  
without partiality to any publisher.  
The books after the exhibit are to  
be moved to a permanent exhibit at  
the home office.  
Illustrations, manuscripts, dummies  
and window displays will be on  
the stage, the purpose of which is  
to stimulate the sale of books with-  
out any obligation on the part of the  
sightseer to purchase. However, a  
manager will take orders for deliv-  
ery by the neighborhood bookseller.  
Beside the idea of exhibit, here at  
Rockefeller Center will be a meet-  
ing place where the publisher and  
artists can hobnob and out-of-town  
buyers can make appointments for  
publishers' representatives to meet  
them at one central point of attack  
and surround.

Still Insult  
The New York 'Herald Tribune,'  
credited with being on the inside  
during the Hoover administration  
by reason of its staunch Republic-  
anism and the close friendship  
existing between Mr. Hoover and  
Mark Sullivan, the paper's syndi-  
cate writer, will not be wholly 'on  
the outside' under the new Demo-  
cratic regime. Its White House re-  
porter is now James H. Doolittle,  
former Albany correspondent for the  
New York 'World,' long the coun-  
try's leading Democratic organ.  
Doolittle 'covered' Franklin D.  
Roosevelt from the time he assumed  
the office of Governor on Jan. 7,  
1929, and became so intimate with  
him that he wrote a biography of  
New York's then Chief Executive.  
The book contained so much material  
obviously obtained from sources  
close to Mr. Roosevelt that it was  
considered the nearest thing to an  
'official' history that has ever been  
written among the many that hit the  
market last year.

Little Theatre Play  
In its report on the American lit-  
erature published yesterday (March  
27) in book form, the Department of  
Education of the Russell Sage  
Foundation reveals that the play-  
wright Shav is the most widely pro-  
duced dramatist in the so-called art  
theatres.  
Out of a total of 3,862 amateur  
play productions as reported by the  
producing groups themselves, 108  
were works by Shaw. A. A. Milne

was a close second with 103. Third  
place was held by the first American  
dramatist on the list, George Kelly,  
whose plays were produced 87 times.  
Kelly noted on Shakespeare, who  
has played some 80 times.  
According to the report, nearly  
one-quarter of all the productions  
listed were original plays, not pre-  
viously published. Also many pub-  
lished plays, never professionally  
produced.

Gravy for Papers  
Newspaper owners, who see so  
much in the radio, have been  
cheered by the announcement that  
the air-conditioning department of  
the General Electric Company will  
spend five times as much for press space  
this year as it did in 1932. The  
greater part of last year's adver-  
tising went to papers in the East,  
where a couponed ad. campaign for  
oil furnaces and air coolers has  
been carried on in co-operation with  
30 sectional dealers. Now the drive  
will be extended to the Middle  
West.

London Editors' War  
The London daily newspapers  
recently agreed not to have any  
more free advertising space. The  
'Daily Herald' announced 16 vol-  
umes of Dickens for \$2.  
There was a meeting of the News-  
papers Proprietors' Association,  
where the agreement was held to be  
a breach of the agreement. 'The  
Herald,' however, pointed out that  
after obtaining control of printing  
presses, the agreement was broken.  
They were able, by mass production,  
to produce the 16 volumes for \$139,  
this being not a gift, but a sale to  
its readers. One of the purchases  
under the agreement was a 16 weeks'  
subscription.

As the 'Daily Mail' sells the  
'Daily Mail Year Books' and the  
'Evening Standard' community singing  
books, and many newspaper sell-  
ings, this was regarded as a way  
round the agreement.  
Then the storm burst. Lord  
Beaverbrook, publisher of the 'Express,'  
said he would fight the 'Daily Her-  
ald.' Suddenly one day all three  
'Daily Mail,' 'Daily Mail,' 'Express'  
and the 'News Chronicle' announced  
a Dickens set for \$180.  
Two years ago they were all jeer-  
ing at the 'Herald,' but the truth  
was that in one week its circula-  
tion had risen to 99,000. It was  
though on its third birthday it an-  
nounced only 1,670,000, it is actually  
higher than the 'Daily Mail,' whose  
last figure was under 1,750,000.  
The press set will cost each of  
the big dailies not less than \$25,000  
a week while it lasts.

Sauerkraut and Sich  
Sauerkraut and chili con carne  
are among the currency foundations  
discovered by Wayne W. Parrish  
and Wayne W. Parrish, both of the  
'Herald Tribune,' while surveying  
the country for their material for  
'Men Without Money' which the  
Putnams will shortly issue at \$1-  
and a sauerkraut accepted.  
They find that 1,000,000 men, of  
the gold standard, have had to take  
recourse in barter since times grow  
tough and that the father of Col.  
Luther, publisher and sponsor of a  
script plan for his sector.  
Interesting reading for those who  
have the dollar and probably even  
more interested to those who have  
haven't. Historical value some day.  
It's dedicated to Stanley Walker,  
city ed. of the 'Trib.'

Famine 'Most Over'  
The barrels of stock magazine  
manuscripts which accumulated  
over the past three years are nearly  
depleted. This means the opening  
of a new market to sales.  
With the changing times has come a  
definite change in psychology. The  
general public standard is on the up-  
grade. It is reflected by the new  
seller lists. People are particularly  
interested in books of an economic  
and thinking nature. President  
Roosevelt's new opus is considered  
by the publisher as having a definite  
sign-post to public taste.

Hotel's Trade Accepting  
Maps of every kind, accepting  
trade orders these days, with space  
in anything from 'Time' to 'Vanity  
Fair' being exchanged for hotel and  
food bills. One border hotel is  
doing a good business in thousands dollars  
worth of space monthly, which is  
being paid for in orders on the house.

From Prints to Poetry  
Lawrence Dinyan, after 40 years'  
connection with the British Museum  
as Keeper of the Department of  
Prints and Drawings, has sailed for  
America in September to take up  
the professorship of poetry at Har-  
vard University.

### Best Sellers

Best Sellers for the week ending March 25, as reported by the  
American News Co., Inc.

Fiction	
'Ann Vickers' (\$2.50) .....	By Sinclair Lewis
'Walls of Gold' (\$2.00) .....	By Kathleen Norris
'Heart of Darkness' (\$2.00) .....	By M. K. Rowlands
'Hardy' (\$2.00) .....	By E. W. Fothergill
'Unfinished Symphony' (\$2.50) .....	By Sylvia Thompson
'Imitation of Life' (\$2.50) .....	By Fannie Hurst
Non-Fiction	
'Culbertson's Summary' (\$1.00) .....	By Ely Culbertson
'Looking Forward' (\$2.50) .....	By Franklin D. Roosevelt
'Contract Bridge Book of 1933' (\$2.00) .....	By Ely Culbertson
'Life Begins at Forty' (\$1.50) .....	By Walter B. Pitkin
'Years of the Locust' (\$3.00) .....	By Gilbert Selms
'March of Democracy,' Vol. 2 (\$3.50) .....	By James Truslow Adams

First-Hand Stories  
Not all great tales are between  
the covers of a book. H. T. Tsiang,  
author, publisher, bookseller, sales-  
man, secretary and treasurer of  
'China Red,' has with him an eveu  
more interesting yarn about him-  
self. Mention the word 'publisher'  
and you will hear of H. T. Tsiang, who  
like Upton Sinclair in the old days  
not so balmy, Tsiang is still look-  
ing for one. Sinclair, says Tsiang,  
was forced to publish his own works  
until he finally gained a world-wide  
hearing which set him up on top of  
the heap. Ditto marks for Tsiang.  
In order to write 'China Red,'  
Tsiang lives in a cold bedroom in a  
'cheap lodging' house. He washed  
his own shirts. He cooked his own  
rice. He solicited two hundred  
orders for his book. Then he went  
to a printer. To date, he has sold  
4,400 copies with no express charges  
in red upon his ledgers. 'China Red'  
was marketed from under the  
arm at literary clubs, cafes, eateries  
and Chinese restaurants. It has  
been reckoned with these dime days  
in publishing. The printed rejection  
slips are right on the back jacket  
for all to read and weep. There is  
one more thing about the book.  
From Alfred Knopf. In spite of which  
'China Red' keeps right on selling,  
literally—from head to mouth.

High Hopes  
Little, Brown & Co., are building  
hopes that they have another 'Good  
Earth' in 'The House of Exile,' a  
story of more modern China by  
Grove W. Van An 'Atlantic Monthly'  
Press book.  
Miss Wain is a Pennsylvanian and  
graduate of Swarthmore, but her  
family has Chinese commercial con-  
nections and a meeting with a  
husband and wife of the Lin family  
resulted in her spending 12 years  
with them in Hope, where 36 genera-  
tions of Lin had made their  
home in the same place.  
In furtherance of a sales, the pub-  
lishers have issued a 36-page book-  
let, reprinted in Chinese, to give  
to give a general idea of the work.

Beer Journal  
With beer practically here, 'Mod-  
ern Brewer' has been set up as  
one of the classiest trade mags yet.  
It's an old paper having previously  
been known as 'Brewer's Art' and  
managed to continue throughout the  
entire war. It's now being edited  
by a new lease on life and has  
spread out. With the new title ex-  
tra fine printing has been ordered  
and special articles. Magazine at-  
tempts to cover fully the engineer-  
ing and technical ends of beer  
brewing. It's a monthly, the cur-  
rent issue carrying seventy-odd  
pages of material. Editor, W.  
Barclay is the managing editor.

Marx-Levi on Bridge  
Book on the new system of bridge  
bidding devised by Chas. Marx and  
Larry L. Levi will probably be is-  
sued by Farrar and Rinehart. Pub-  
lishing house is dickering with the  
authors.  
Since Ely Culbertson walked out-  
on the Marx-Levi match here, pair  
has offered to play him for \$5,000,  
proceeds and winning to go to char-  
ity. Levi, head of the Concord  
Club of San Francisco, is recog-  
nized as one of the country's  
foremost bridge authorities.

Newest Goofy April 12  
Thorne Smith's newest goofy book,  
'Rain in the Doorway,' is set for  
April 12 publication by Doubleday-  
Doran. Smith, now working in  
Chicago, has been busy in be-  
coming picture conscious and in-  
tends to make an effort to get some  
of his books in celluloid.

All Honeymoon  
New pulp max bows in next  
issue of 'The U. S.' during a  
moon Tails.' Will carry fiction and  
features, with the lead-off article in  
the initial number to be the allegor-  
ically full inside on the Jimmy Walker  
case. Editor, W. Nicholas  
and Leonard C. Cocheau also inter-  
ested.

Pyle Won't Let  
Unusual activity at the Charles  
McAlpin Pyle office points to an ex-  
tension of his publishing activities,  
but Pyle won't reveal what they  
are. Known, however, that Pyle  
has formed a new organization  
called National Allied Publications,  
with Malcom of the U. S. during a  
court trial. He says that his state-  
ment was: 'The Constitution is be-  
ing used as a scrap of paper by  
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London 'Daily Express' recently  
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by them through competition. An  
indignation meeting was held March  
8 of the film section of the Critics'  
Circle, and the following resolution  
was passed: "In view of the offer of  
an advertising campaign, the offer of  
the 'Daily Express' to give a week's  
engagement as a 'guest' critic to  
the writer of the best notice of 'The  
Movie' is hereby rejected. The offer  
is, in the circumstances, would  
obviously be no guarantee of  
special and expert knowledge, is  
reduced to a mere publicity stunt  
as being against the best interests  
of journalism and of films."

Back in Sassy  
Evea Brown has given up the  
publicity work she was doing for  
the 'Woman's Weekly' and has joined  
the 'New York American.' She's on  
the society staff.  
Miss Brown was with the 'Ameri-  
can' for some years back, then going  
to Paris to become society editor  
of the 'New York Herald Tribune.'  
She returned from that about two  
years ago to work for the Waldorf.

'Futura' in the Bath  
Creditors with claims totaling  
\$12,000 closed down on Futura Pub-  
lication, Inc., which had filed for  
bankruptcy last week. U. S. Court  
here at the request of these same  
creditors appointed a receiver for  
the publishing outfit.

Shelton Off Balto 'Sun'  
After 14 years on the Baltimore  
'Sun' as an actor and sports and  
motion picture writer, Jacques  
Shelton goes off the payroll on  
April first. No reason given for  
the departure.  
Shelton has several side-lines in  
the theatre biz locally, doing pub-  
licity for the New theatre and  
handling correspondence for several  
trade papers, both regional and national.

Chatter  
Evelyn Nesbit Hawth, writing her  
memoirs, said to have received  
\$7,500 for the newspaper serial  
rights.  
James Beer's new novel won't be  
out next month. Isn't finished yet.  
Not a single Louisiana bookshop  
will take in a copy of that Huey P.  
Long bio. The Kingfisher.  
New word coined to describe Cor-  
nelia Penfield, the mystery story  
scribbler, is mysterialist.

Who's Who  
Another who's who of scribblers is  
being prepared by Robin Wilder, the  
Chicago publisher. It will be known  
as the 'American Authors' Who's  
Who, and intended as a companion-  
volume to the same publisher's  
'Who's Who in Radio.'  
Insisted by Wilder that it will be  
strictly on the up and up, with no  
listing or any other charges. Things  
like that, prevailing in other who's  
who's who's, have made scribblers  
wary.

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# 3,500 QUARTERS' TOP FOR DISCS

With rare exceptions, such as Leo Rosman's disc of 'Night and Day,' the best of the phonograph recordings are now down to a mere 3,500 sales a quarter. The goes for leaders on the Victor, Columbia and Brunswick lines.

Mixing two or three names on the same stencilling hasn't done much to stimulate the counter sale. Brunswick has stamped Guy Lombardo and Bing Crosby on the same platter, but sales continue to average around 3,500 for the first quarter and about 1,000 less for the subsequent three months.

Rudy Vallee, the regular topper for Columbia, wavers between 3,000 and 3,500 the first quarter.

Situation in the 25c field isn't much better than that in the 75c class. Disposing of 5,000 discs of one recording in the syndicate stores is regarded as a feat.

Rare is the orchestra, or singer, that nowadays is signed upon a royalty basis. It is no longer common with the fee in many instances just enough to cover the union scale for recording.

Maximum royalty this year is 2c a record. For the 25-centers the best they rate is 1 1/2c.

## Down to Cases

Hollywood, March 27. With the return of Eddie Janie, who took a round-the-world cruise for his health, Tubby Garron wound up his work for Famous Music on the Coast.

Garron's got a new job now—taking orders for beer.

## MPPA Will Again Inform 4A's Can't Merge Radio Fees

American Association of Advertising Agencies has repeated its request to the Music Publishers' Protective Assn. that something be done to merge the MPPA's tax on radio disc programs with the fees collected from air stations by the American Society. Previously the Four A's had suggested to the MPPA that they get together and bring a test suit so that the courts could determine the right of the publishers to collect through both sources.

Reply due to be sent to the advertising association this week will advise that the MPPA does not regard the two fees as in any way related and that nothing can be done to merge them for the convenience of the advertisers' rep.

Four A's first approached the publishers' body at the subject after member agencies complained that the dual billings for music, covering the mechanical tax for each copy and the fee for the use of the 3% commercial fee exacted from the station by the Society, was a source of embarrassing questions from clients. These accounts were derogatory to the subject after they had to pay twice for music.

View taken by the MPPA is that since there's nothing it can do to simplify matters it's up to the agencies to educate their clients as to the difference between mechanical and performing rights fees.

## Symphony Head Quits

San Francisco, March 27. J. B. Levison, wealthy insurance man, has bowed out as president of the Frisco Symphony. Insiders declare he is chagrined at the success of two afternoon concerts promoted by women members of the group in defiance of his advice.

Issay Dobrown conducted the concerts, served tea and cakes. No successor to Levison yet.

## COAST BAND SHIFTS

Hollywood, March 27. Jay Whidden's orchestra opened at the Roosevelt hotel Friday (24), but will have its official opening next Friday (31). By that time band will have left the hotel.

Miramar hotel, Santa Monica, where Whidden played previously, is expected to reopen its dinner room with a new two-piece band. Whidden a return possibility.

Bill Hogan's combo unvels at the Cotton Club Thursday (30), replacing Marvin George's band, which was in for two weeks.

## LEGAL POETRY

Pittsburgh, March 27. Mrs. William Porter, 28, wife of a sax player with Smith Balley's orchestra at the William Penn Hotel, was haled into court here last week. She took an overdose of sleeping tablets following an argument with her husband.

After spouting some poetry about 'Never despair when there is fog in the air,' Magistrate Leo Rothenberg, a poetical jurist, dismissed the case.

Mrs. Porter said she wouldn't try it again, and a reconciliation with the sax copter followed.

## GOODHART, HOFFMAN SPLIT

Hollywood, March 27. Song writing team of Al Goodhart and Al Hoffman has split, the former joining the Metro music staff.

Goodhart will write tunes to Gus Kahn's lyrics.

## Hardman on Visit

Richard Hardman, London manager for Shapiro, Bernstein Co., took an overseas visit with Bert Feldman, British music publisher.

Feldman is here on a deal for the European rights to the Witmark catalog.

## CAN EXHIBS ASK FOR C.P.R. SOCIETY INQUIRY

Ottawa, March 27. Catalogs of musical works of the Dominion, had received a petition from both circuit and independent exhibitors across the country for an investigation into the Canadian Performing Rights Society by a commission appointed for the purpose under the Inquiries Act. If the investigation shows that both the indie and the chain have been charging excessive fees for copyright royalties, the Governor-in-Council is authorized to draw up a schedule of fees deemed to be reasonable and appropriate under the Copyright Amendment Act of 1931.

It's the first time in the history of the film business in Canada that both the indie and the chain have united to ask the Government for anything.

Petition complains that the Canadian Performing Rights Society in filing whole catalogs of musical works and compositions has included some works which 'are in the public domain', but that copyright privilege is gained by reason of registration in the Society. It is also made that the Society demands free entry into theatres to inspect the private books and also demands free attendance at performances. The specific claim is made that theatres are charged excessive fees and that they are relatively more than those imposed against broadcast stations.

The Government has not yet made announcement regarding the appointment of a commissioner to conduct the inquiry.

## Chicago Opera Club Figuring Full Summer

Chicago, March 27. Opera Club, exclusively membership, will end its regular season April 29, but contemplates installing a cooling system and operating through the summer. Reason is the World's Fair biz. Harry Puck still ruling.

Public will be admitted if the deal goes through. Audiences also through from an adjacent empty lot, formerly a pee-wee golf course, with the thought of creating a beer garden. But that's very remote.

## Miller Joins MDS

Miller Music Co. has joined Music Dealers Service, Inc., and starts distributing through that central channel April 1. Entry into the combine is on an exclusive basis.

Publisher members of the MDS will be held in the future. It has been permitted to dig into the outlet's reserve fund for payroll and other relief.

## ROBBINS' INDIE FILM DITTY

Hollywood, March 27. First time from an indie picture to be published by a major film company music subsidiary is 'He's Mine,' torcher from Phil Goldstone's 'Sing, You Sinner.' Melody will be out by Robbins.

Howard Jackson and George Waggoner are the composers.

## CROSBY'S 3 SCREEN TUNES

Hollywood, March 27. There will be three songs sung by Bing Crosby in 'College Humor,' Par picture. They are 'Learn to Croon,' 'Sympathizing With Me,' and 'Moonstruck.'

Arthur Johnston and Sam Coslow did the numbers.

## Vermont Ballroom Opening

Burlington, March 27. Opening of Bayside, largest ballroom in the state, set for mid-April.

## Never Again

Tommy Rockwell, of Mille-Rockwell, after a tour of Michigan, one-nights and a stay with one of his colored bands, returned with no cash, but a flock of tick claims on 28 lots and two frame-houses.

The colored jazzie had quick-touched him in fives and tens so that they had to settle by deed over property, etc., to square matters. Somebody figured out the tax obligations to Rockwell, which he must now meet, and he vows never to travel with one of his native state agents, if they offer no economic self-protection.

## S'okay, Son

Hollywood, March 17. When Oscar Levant, pianist-composer, was married in New York some time ago, he telephoned his mother, Mrs. Pitts-burgh to break the news.

'Mamma,' he began, 'something has happened. I'm married.'

'That's alright, son,' was the reply. 'But are you still practicing?'

## Seek Dismissal of Freeman Bankruptcy On Solvency Claim

Los Angeles, March 27. Claiming the Freeman Music Co. is solvent, with assets of more than \$20,000, Leon L. Lewis, attorney for Morse Freeman, made a motion in Federal court Friday (24) for dismissal of the involuntary bankruptcy proceedings filed against the jobber by Boston Music Co., Willis Music Co., and Carl Fischer, Inc. These petitioners had claims of \$3,133 against the firm.

Although William H. Moore, Jr., had been appointed receiver by the court, he obtained permission to defer any action pending the hearing of the motion for dismissal, which comes up early this week. Moore never took possession of the Freeman store, which is continuing business as usual.

Following Freeman's telephonic conversation with John Paine of the Music Publishers' Protective Assn., Robert Bruce, the body's credit man, was asked to confer with Freeman and work out a satisfactory agreement without involving the jobber in bankruptcy.

According to Lewis, Ernest & Ernst made an audit of the Freeman establishment on Jan. 1 and found more than \$20,000 worth of net assets and the present condition of the firm is even better. Audit was made on behalf of the MPPA, which had extended a moratorium on Freeman's debts to member companies that were incurred before March 1, 1932.

Lewis claims the three petitioners in bankruptcy listed claims that were included in the moratorium. Freeman has been paying C.O.D. for his music since then.

The attorney states that unless Freeman is shoved into bankruptcy, he will be able to pay off 100% and that a reorganization of the company is now in progress.

## Healy Takes El Patio For a Hotcha Summer

Ramon and Rosita have bowed out of the El Patio and a Greenwich Village group are taking it over. Danny Healey will put in a floor show, probably headed by Jack White, Jimmie Durante's old band and Eddie Elkins are in line for the dasnapsion.

El Patio has been a swank room, but the policy being a departure for the atmosphere. It has an open-air roof and Healy is figuring on hotcha summer entertainment.

Rosita and Ramon's El Garron reopened recently.

## Cab's Tex. Doubles

Cab Calloway on April 22 starts a tour of major Texas towns for one week in the Public Theatre string. Spots to be covered over a four week span arc Dallas, San Antonio, Houston, Fort Worth and Galveston. All deals with the reseller for these houses are on a guarantee plus percentage.

Included in the Texas itinerary for Calloway will be a ballroom appearance in each city.

## Rebuilding Dancehall

Rensselaer, N. Y., March 27. Work of rebuilding Edgewood Inn, dancehall-restaurant on the Albany, New York road and recently destroyed by fire, has begun.

In addition to the dancehall, accommodating 50, it will have a grill room with bar, bowler alley, and private dining rooms. Howard Van Oostenbrugge the owner.

Al Katz and band, recently at the Hollywood Restaurant, New York, have succeeded Phil Romano's outfit at the DeWitt Clinton Hotel, Albany. Broadcasting over WGY.

## WEBER DENIES CONTROVERSY WITH 802

Editor 'Variety': 'Recently an article appeared in "Variety" under the caption "Out-of-Town Bands Start Home As AFM Affirms Stand Taken By 802."

The contents of this article are misleading and not in accordance with the facts. Local No. 802 cannot be the winner in its controversy with the international body, as it never had a controversy with anyone. The Local No. 802 out-of-town which fill engagements for less than union wages in the city of New York. The local always had the right to discipline such bands and the Federation has always agreed to this.

The further statement that the local had forced the Music Corporation of America into a position where it must engage New York bands to fill the hotel stands it books here is ridiculous, as under the laws of the Federation, any band that is not engaged anywhere providing it does so in accordance with union law, and hundreds of New York musicians are employed in other cities.

The statement that booking organizations are barred from bringing into New York out-of-town bands for commercial broadcasting is true. However, the local of the Federation and not a rule of Local No. 802. The law has for its purpose, to secure local employment for local men and if a band appears from outside of New York to play a commercial broadcasting engagement, then the same number of local musicians must be employed as the outside band consists of.

The statement that a clash between the American Federation of Musicians and Local No. 802 dates back to the Manhattan Hotel, which Ted Weems under the auspices of the Music Corporation of America is equally untrue. The local never opposed these bands stepping into the Manhattan Hotel. The local of Ted Weems under the auspices of the Music Corporation of America is equally untrue. The local never opposed these bands stepping into the Manhattan Hotel.

The statement that as a result of the intrusion of myself into the situation, members of local No. 802 elected a new set of directors whose campaign I declared. 'New York Jobs For New York Members,' is equally misleading as the Weems case did not develop until long after the local election was held.

As to the slogan 'New York Jobs For New York Members,' will say that more New York musicians work in other cities than musicians from other towns work in New York. The musicians of New York are protected by the Federation and the same policy will be followed by the Federation with musicians from other towns who work in New York if they fill their engagements in accordance with union laws.

The statement which the article carries that out-of-town bands will be run out of New York by Local No. 802 is mere bunk. We the

(Continued on page 54)

## Mills Takes Up Jerome

M. K. Jerome has quit the music publishing business on his own. His entire catalog has been taken over by Jerome Music, Inc., but with no money exchanged in the deal.

Transfer arrangement was okayed by the Jerome firm's creditors with understanding that Mills would pay them out of the royalties brought in by the catalog. Jerome started his own publishing about two years ago.

## NEW HARLEM SPOT

Johnny Carey reopened his 'Nest,' Harlem night club, Friday (24), with the floor show headed 'Underneath the Harlem Moon.'

Glady's Scott, at the Cotton Club a year ago, and Mabel Wayne, head the talent.

## Sammy Mysels, Pittsburgh

Smith, has placed 'Spring Weather' with Harry Bloom.

Eddie Lane replaces Guy Lombardo in the Roosevelt but with the latter makes his one-nighter tour.

## MEDICAL MISHAP ENDS LIFE OF EDDIE LANG

Eddie Lang, rated among America's top guitar players and for the past two years personal accompanist to Bing Crosby, died several hours after a tonsils operation in the Park West hospital, New York, Sunday (26). Doctors described the death as due to a blood clot which formed during the operation and wended its way through the blood stream into the heart.

Though only 32 years old, Lang had gathered a rep with the guitar second to none in the country, with his contacts including seven years with Paul Whiteman and a considerable stretch as a separate act with Joe Venuti. In the recording studios and on the air his mastery of the instrument made itself evident by what was considered as the perfect reproduction of its welter of tones and overtones. Lang's earning powers as a single rated between \$700 and \$1,000 a week.

Lang was due to leave for Hollywood with Crosby this Thursday (30), to work on a picture on his production for Paramount and the guitarist had decided upon the operation as preparatory to the trip.

Born in Philadelphia, Lang's father, brother and two sisters survive there. He also leaves a wife, known in the profession as Kitty Rasch. Crosby accompanied the body to Philadelphia, where the funeral will be held Wednesday (29). Delegation from the Friars, of which he was a member, is slated to attend.

## Bowl Going Pop

Hollywood, March 27. Hollywood Bowl management has indicated it will go more pop in appeal than heretofore during the coming summer through employing Raymond Paige as conductor, for the Don Lee-CBS chain.

Paige will baton two of the symphony programs.

## SEALED VERDICT

Albany, March 27. Bettye Leo Taylor, theatre and church organist, fainted in court here when her suit for \$10,000 was begun against this city and the New York Central Railroad. An automobile she was driving skidded on ice under an underpass over which the road travelled and crashed into an iron pillar.

Trial lasted several days and the jury returned a sealed verdict which is to be opened this week.

## Nitery's Bankruptcy Petition

Petrushka restaurant, Russian nitery, had a petition in bankruptcy filed against it in the U. S. Court, New York, last week.

Action taken by three food purveying firms with an aggregate claim of \$1,286.



East

Vera Murray, for 17 years set to Chas. Dillingham, hit by an auto Monday (20)—broken leg.

Owing to changes, Loews will not open the Ziegfeld theatre until the middle of April.

Last week Equity elected a nominating committee to prepare a slate for the May elections. Death of Hoff the Anglo makes necessary the naming of 11 for the board instead of the usual 10.

Return of her revived interest in the Coney Island boat trade, Iron Steamboat Co. failed last year because of bad biz. Now three firms are bidding for landing rights at Steeplechase Pier. No profit in the ride but plenty in the bar.

Members of the Newspaper Club dropping out in wrangle over high-pressure methods used to sell tickets to a benefit.

Jack Haskell, dance coach, beaten and robbed of \$500 in his hotel room last Wed. (22). Had to cancel his intended passage to Europe Sat.

Constance Bennett back from Europe, steamer 16 hours late due to heavy weather. Says she's going to live in France when she returns.

Harry Moses has Laurette Taylor and a play so he's going ahead while he thinks up a title. She wrote the play.

Old Roy to admit the kids for a dime and a jit any old time, which includes Sat. and Sun.

'Escapade' now changed to 'Tin Soldier' because of prior use of other title.

Dorothy Barron, dancer, out of a job and in a row with her boy friend attempted suicide by poison Wed. (22). She changed her mind, called medical aid. Out of danger.

Nell Roy Buck, musical comedy and radio, wins \$60,000 from Terminal Cab corp. for an accident Aug. 28, 1931, in which she alleged her voice was permanently injured.

Gertrude Tonkonyk, who authored 'Three Cornered Moon', married Tuesday (21). Groom is Dr. Chas. K. Friedberg.

Bill and Ed N. Y. state censorship of films killed in committee.

Indie theatre concerns in New England combine to sue Boston amusement co's for alleged violations of the anti-trust laws. De-

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

fendant co's are Publix, Olympia, Operating Co., Olympia Realty Co., Inc., City Theatres Co. and Godman S. Theatre Corp. All are Publix operated. Plaintiffs are Dorchester Theatre, C. J. Gardner Investment Co. of Lynn, and E. M. Lowe corporations.

Ray Henderson has gone to Bermuda, where Lew Brown will join him shortly to go into a huddle over a new production.

'Masks and Faces' at the Liberty ties the record for a one-night run.

Salvation Army poll for the 10 men most deserving of the highest honor awarded Joe E. Brown. Only got three votes, but that beat out Jimmy Walker and Arthur Brisbane.

Mac Murray a witness in her own behalf in her suit against the Fox Theatre Corp., for injuries sustained while playing the Fox Brook in 1928. Her heel caught in a crack and broke some of the small bones in her foot, necessitating a layoff. She received \$5,000 a week and a cut on the gross over \$46,000. Jury gave her \$30,000.

Eleven received subpoenas last week to appear before the Westchester County Supervisors tomorrow (Wed.) for investigation of the Playland, county-owned amusement center at Rye. John Macri, former concessionaire, charges mismanagement.

France slaps an import duty on radio receiving sets that kills all trade chances.

Woman and three men invaded the Palace Thursday (23) with anti-Fascist circulars to offer the patrons entering to see 'Mussolini Speaks'. Arrested for disorderly conduct.

Paramount adds 'Design for Living' to its recent purchases of material. Lately bought 'One Sunday Afternoon.'

Concert managers had a luncheon Thursday (23) tendered by Robt. E. Simon, owner of Carnegie Hall. To avoid schedules and avoid conflicting dates.

Now it's all settled. Fashion Group at its luncheon last week decided that Hollywood can promote new fashions and can't create them. Says own ideas are too fantastic to get acceptance.

Janet Martine is switching from the stage to the screen. Opening credit circulars to offer the patrons and crepes suzette. Janet of France for a trade name.

Frank Winch will give the annual Shriners' circus at Springfield, Mass., against Joe Savoldi, wrestler and actor, for a trade name.

John Barrymore gets another cut, but this time his favor. Internal Revenue bureau hands back \$40,000 on his 1929 income tax.

Hal Le Roy will coach the boys of C. N. Y. in their college play.

Photocolor to produce a play, 'Hollywood Be Thy Name,' and then make it into a picture at the Tarrytown studios. 'Moll' O'Day will be featured.

Howard S. Cullman, receiver for the old Roxey, has been named by Atty. Gen. that film distributors discriminate against the Roxey by withholding film.

Albert R. Johnson, scenic designer, quits RKO Roxey when his first production had been completely changed. Only there one week.

All talk about book beer signs is honey. Book runs above 4.5% alcohol or it isn't back.

Sam Gumpertz, g.m. for Ringlings', Barnes' and Hagenbeck's' circuses, announces he will follow the picture trend and play up the wild beasts this year.

Kate Smith in Mt. Sinai hospital, N. Y., for an operation. Blood poisoning in one foot resulting from a pedicure. Will be unable to wear shoes for at least three months.

Courtney Burr may produce 'Hunky Dory.' Joe Cook show, it, when and as.

Justice Carewe gave Sam Kaplin 10 days (from March 25) in which

to purge himself of contempt. Ordered to return all property of 306 and alleged he failed to do so.

John Golden plans four plays for next season: 'The Divine Drude,' which he and Chet Baum made from her play, 'And Life Goes On'; 'Nobody but You,' which Golden and Charlotte A. Lewis shared with 'Tourists Accommodate'; and 'A Man with Silver.' Plays will be tried out this summer at Dennis, Mass.

Muscle Hall Programs, Inc., which says it had the program concession for the Radio City theatre, suing the R. C. Theatres Corp. for \$100,000 for alleged breach of contract, sets up that the defendant co. repudiated the contract Dec. 9.

Libby Holman given until April 25 to file her claims to share in the estate of her dead husband.

Playland, Westchester county's park, will have her coming season. Park commission signs concession. To receive 12% of the gross up to \$100,000, and 15% above that.

Claud Raines closed in 'American Dream' Sat. and goes into 'Best Seller' at once.

Louis Mouquin planning to put out 3.2 wines. Says he can do it, but California vintners scoff.

George Jessel thinking about a revue for the Cats. To be called 'High Times' and include Gertrude Lillie and Norma Talmadge. Max Gordon and Howard Dietz in.

Eddie Dowling pres of the Actors' Benefit Assn. George Price, Arthur Tracy, Sophie Tucker and Ben Bernie v. p.'s.

Coast

Octavia White Kemp, actress, divorced in L. A. Superior court from Vincent Carl Kemp.

L. A. Superior Judge Thomas White grants non-suit motion in favor of RKO studios and William LeBaron, defendants in a suit filed by Earl W. Bowman, writer, who alleges wrongful appropriation of the title 'High Stakes.'

Cliff 'Ukulele Ike' Edwards listed his liabilities at \$68,207.10 for his voluntary bankruptcy petition previously filed in L. A. Federal court.

Daisy Florence Savoldi filed suit for divorce in L. A. Superior court against Joe Savoldi, wrestler and former Notre Dame football player.

Bill proposing legalization of horse race betting in California has been placed before the state's assembly.

Glady's Biles, actress, sentenced to serve 100 days in jail by L. A. Superior Judge Elliot Craig, following her arrest on a driving while intoxicated charge.

Hollywood police arrested William Bystone on alleged intoxication charge after he, in her car, allegedly crashed his car into a light post.

Jackie Coogan, one of the players in the Santa Clara (Cal.) Passion Play. Annual performance by the students of the university there which Jackie attends.

Henry B. Warner, actor, filed suit for divorce against Rita Stanwood Warner in L. A. Superior court.

Charles Mayer, whose car assertedly ran over and killed the mother of Don Eddy, Hollywood publicity man, sentenced to nine months in jail by L. A. Superior Judge William Dora after a jury found him guilty of hit-and-run driving.

Doris Waite, former 'Follies' actress, filed suit for \$26,000 in L. A. Superior court against Dr. C. MacArthur. Annual performance by the students of the university there which Jackie attends.

Henry B. Warner, actor, filed suit for divorce against Rita Stanwood Warner in L. A. Superior court.

Jack Muhlath, actor, and his wife filed suit for \$97,000 in L. A. Superior court against George E. Reed and Kenneth Brainard, realtors, alleging in their complaint that they

were deceived as to the value of property involved in a trade which the defendants made for them.

Beatrice Patrick divorced from Howard E. Patrick, theatrical booking agent, in L. A. Superior court.

Marie Hocke-Caseltoli, opera singer, filed suit for divorce in L. A. Superior court against Cuido Hocke-Caseltoli. She charged cruelty.

Howard Higgins, film director, fined \$10 by Police Judge Charles Spencer, of Santa Monica, Calif., after he pleaded guilty to alleged intoxication charge.

Separation of Edna (Callahan) Toland, actress, and Gregg Toland was indicated when the film cameraman published a legal notice that he would be responsible only for his own debts.

A ring valued at \$5,000, which Carole Lombard has reported lost, was returned to the actress after being found in a gutter near the concrete of the Paramount studios, Hollywood.

Pauline Mielche divorced from Joe J. Mielche, film cameraman, in L. A. Superior court.

Eleanor (Boardman) Vidor, actress, filed suit for divorce against King Vidor, film director, in L. A. Superior court.

Paul Schofield, scenario writer, filed suit for \$2,100 against Pathe Studio, Inc., L. A. Superior court, alleging that amount is due for writing dialog for the film, 'The Crash.'

Frank & Dunlap, Ltd., agents, have taken action against Gene Raymond in L. A. Superior court to collect a 10% commission on 31 weeks' work at \$1,000 per week, which they allege they obtained for the actor. Agreement was said to have been verbal.

Eleanor Hunt, actress, filed suit for \$65,000 in L. A. Superior court against A. O. Slatar, alleging that injuries received when the defendant's car struck the one in which she was a passenger, have hampered her film career.

Jesse Lasky, Jr., son of the film producer, injured when his car collided with another at a Hollywood boulevard intersection.

Enriqueta (Mona Rica) Crofton, former actress, filed suit for \$2,000.

a month and separation against 'Jimmy' Crofton, in L. A. Superior court.

Mrs. Josephine Young filed suit for \$101,101 in L. A. Municipal court against Warner Bros., Inc., and Lloyd Bacon, director, alleging that she was awakened in the middle of the night by studios' shooting a picture from her room. Her motion picture assets people were brandishing guns and screaming, causing her to have a complete nervous breakdown.

Mrs. Charles Skouras, wife of Fox West Coast theatres executive, absolved by L. A. police of any blame in an auto accident which resulted in the death of Kathleen Maier.

Midwest

Bats will flap their wings in the silent campiness of the Ravinia, open-air opera house, undisturbed this summer. Anyhow sparrows. Opera is still too rich for the depleted Ravinia. Ravinia's north side, Louis Eckstein, who drained a good portion of his own fortune playing Santa Claus to Ravinia in season past, announced the failure of his efforts to get a guaranty fund. Eckstein refuses to allow Ravinia to be commercialized.

Fire department visited the Magie theatre, Omaha, during a performance, a fire started everybody out, disconnected the electric current and announced that the place would stay closed until the management retraced the fire department wasn't fooling. Theatre has failed to conform to ordinances on fire escapes and other safety provisions.

Four handits seeking to stick up the Brighton theatre, Chicago, had a gun-fight with Rubin Schoendast, the manager, who got a bullet in his arm. Bandits got \$320. Rubin Schoendast is a nephew of the owner of a group of Chicago theatres.

Annulment was granted in Chicago of the marriage between Virginia Miller Kimbark, hostess at 400 Club, and Donald Kimbark, football and wealthy. It was admitted that alcoholic drinks were heavy at the time the ceremony was performed.

Irene Castie McLoughlin, won in the case against her for false arrest brought by a pig farmer. She caused him to get a bullet in his arm. Brutality to his pigs. It happened in the Chicago suburbs.

Dick Ferris, former Omaha stock actor, was dead from heart disease, and Omaha, in addition to his addition to his stock company early in the century Ferris was a soldier of the Mexican revolution. He was on expedition into lower California (Mexico) in 1911 and had himself declared president. Bubble quickly burst, but he escaped serious consequences, although in jail for a time.

Inside Stuff—Pictures

(Continued from page 41)

saying that he does not want to run any risk with the state by selling product in New Mexico.

Dietrich, however, will continue to furnish N. M. with product as long as contracts, made before the law went into effect, continue.

Commentary on prices now being paid for story material was the buying by Metro of 'Gaby Deslys,' by Jack Kirkland and Melville Baker, for \$4,250. Yarn went for this comparatively low price despite the fact that two other studios, Radio and Paramount, were bidding for it. In that case, a three-way bid would have resulted in at least \$15,000 for the authors.

Film companies requiring fire fighting equipment for scenes have been hampered since the quake because most equipment not in use is now stationed in Long Beach, Calif., and other parts of the damaged area. Warners, with 'Mary Stevens, M. D.' and 'The Sign of the Cross,' has shifted the fire scenes to the end of the production.

One of the RKO execs was discussing expenses and pay cuts and things when he suddenly remarked that he would not turn in his expense account for fear that the company might give him the Orpheum theatres in exchange.

Unless radical changes are made, particularly in the finale, Metro's 'Red Haired Woman' can't be okayed by the British censors. That's one of the phases on which Arthur Loew and Dave Blum, from Loew's home-office foreign department, sailed for Europe last week.

Indie producer, planning the production of a railroad picture, is scouring the libraries for 3,800 feet of railroad negative. Every type of action stuff including wrecks is on the list. Producer figures he'll have a feature after he shoots around 2,000 feet to tie in with the stock shots.

George Kraska's trick silent program at the Fine Arts, Boston, a couple weeks ago, was not quite all silent. It seems. Pictures played were 'Potemkin' and 'Mechanics of the Brain,' both non-talkers, but 'Potemkin' now has a musical score and background.

In Tacoma, Wash., theatres in all communities are figuring on putting bars in lobbies, if city does permit, when beer becomes legal.

New York Theatres
There's ALWAYS A BETTER SHOW at RKO
"King Kong" with BRUCE CABOT and FAY WRAY
RKO 86th St. LE. AT
"THEY JUST HAD TO GET MARRIED" and "THE BIG PAYOFF"
ON RKO 81st ST. BROADWAY
"THEY JUST HAD TO GET MARRIED" WITH ZASU PITTS, SLIM SUMMERVILLE
JOHN BARRYMORE
"THE RASPUTIN IMPRISONMENT"
CAPITOL
LOEWS THEATRE
"THEY JUST HAD TO GET MARRIED" WITH MARY BRIAN

## So Many Eggs Laid, Chub Looked Like Hen House on Bernie Nite

At the Friars in the infant hours of Sunday morning, the Saturday Nite boys threw a party for Ben Bernie, but Jack Benny and Bobby Clark stole the show. Benny as m.c. was in peak form, while the guest of honor was out of the money as usual. So were the columnists who ran the wrong way.

The top speeches provided a change of pace that made the club's dais humorists stand out all the more. Benny with a dead pan said the reason for gathering was to have a graduate from the college and 'I'll all the jokes that Bernie has sprung were placed end to end they would lay end to end. Bernie is not the maestro's right name. It was taken from the Greek meaning Angelovick, and as Bert Williams used to say: 'Yowai'. Of course Benny is not my right name—my father was a Smith, Yonkel Smith. Benny is a graduate from the College Inn, and Chicago was few people left—Bernie's here, Capone is in Atlanta and Insull is in Greece.'

Walter Winchell alighted a flop, claiming that he had laryngitis and would have to go back to the room. When he finished Benny said: 'The audience now has the dais three down.' When Sid Skolsky made a crack, the toastmaster quickly added: 'The score is now four down.'

Hobby Clarke bounced up with: 'Boys, I'm hot tonight, hotter than Harriman's collar... To me Ben Bernie is just a Jules Saranoff who got drunk.' Then the host of the event went into the hands of the receiver, but he didn't want it and gave it back... The dues have been cut so the members won't owe so much more to get a lot of boys back in town, including the Moscosia who are dancing with tears in their eyes and Count Bernivick who discovered all in his mistake.'

Walter C. Kelly, the new legit writer said: 'I have a reasonable complaint about the guest of honor—one of his first efforts on the stage was an imitation of the Virginia Judge, he heard him and made a fiddle, and that was one of the principal contributors to public entertainment, along with Mae West's hips, Joe. E. Brown's moan, and Jimmy Durrant's snout.'

Harry Hershfield said about radio: 'If you are lousy, in two minutes the whole world knows it!' W. Mahoney made it short and said he had the vocabulary of Seth Green Durrant, who was on the show. Harry Rose explained how he finally made the grade at the guest table: 'I had to give three eggs to Jay C. Filpen and tell Jack Benny that I had a cold. Benny's Browning said first he ever heard about Bernie was an act called Klass and Bernie, which was the tip-off. The Ritz Brothers also laid out but they didn't get away interrupting from the floor.'

Then Bernie got up: 'It is the height of folly to follow Bobby Clark's wife wings yarn. I tried it once before. Have been laughing all evening, but I am too engulfed in sentimentality. In such a spot Charlie Chaplin once told me you don't try to respond because you'll lay an egg.' Which he did.

## Broader Turf Law Proposed

Albany, March 27. A broader race track betting bill to meet some of the objections of his pari-mutuel betting measure, is being drafted by William Breitenbach, Brooklyn Democrat. This is to amend the constitution to allow other types of betting on races and would open the way for a number of the totopool betting machine used in the Florida tracks. The assemblyman is not to withdraw his pari-mutuel bill, sending both to the Legislature to take its chance. There is still hope that a showdown on track betting is assured at this session.

## U. S. POST FOR DR. SIMON

Dr. Carlton Simon, well known to the theatrical profession, is reported slated for post of United States Commissioner of Narcotics by the new administration. Dr. Simon was formerly chief of the New York narcotic bureau. He resigned some years ago to return to private medical practice.

## Quake Souvenirs

Los Angeles, March 27. Southern California habit of hopping on anything that might bring a profit has brought out souvenir photo folders with scenes of the quake. Plenty of pitchmen on the street with hundreds of versions. Special illustrators, the editor of the 'Times' also on display at corners for mailing anywhere.

Setup is exactly like the annual 'Thanksgiving of Roses' souvenir hawkings.

## WHAT TO DO WITH IT? BEER THE BIG PROBLEM

The beer thing, already a subject of much wrangling in the various state legislatures on how it will be dispensed, is also proving a vexation to amusement purveyors in many key cities. They don't know just how they will be able to serve it; whether bars will be legal or not; whether it'll have to be sold by the bottle, and not in the old-fashioned manner by the 'schooner' or pitcher.

Also the restaurateurs, with an eye to full repeal, don't want to aggravate the drys too much and are urging everybody to take it easy, even at the expense of their profits.

Beer in relation to adolescents is something else, also. The younger generation knows all about gin and hooch, but beer is probably new to 'em. Too slow, anyway, for their desired effects. This phase, it is anticipated, will call for an 'educational' campaign by the brewers.

## Mex Hotel Plugs Fishing, Not Liquor, for Opening

Hollywood, March 27. Hotel Ensensada officials figure they have been smart in not plugging the place as a drink and gamble joint, since the return of beer in the U. S. makes it unnecessary to travel 200 miles for a can of suds. Hotel, which opens its season April 1, with a grand door-flinging on April 15, when Gen. Calles will be present, is being called upon to attract attention to its fishing, hunting and sport advantages of the surrounding territory, and playing up the resort idea.

A hot band from Mexico City has been installed, and the hotel is maneuvering to get a chain wire strung down for a national air hookup.

## Campus Houdini

Minneapolis, March 27. Clifford Jorgenson, cabinets stunts a la the late Harry Houdini, with teaching. He is a professor of psychology at Carleton college, near here.

One of his stunts is to drive an automobile while his eyes are covered with adhesive tape and a heavy blindfold. He pulled the trick at the home of a Minnesota lady on noon under the auspices of a local luncheon club. Then he appeared before the club at luncheon in escape stunts.

## HOT DOGS 2 FOR 1

Minneapolis, March 27. The two-for-one gag has spread even to hamburger stands here. One chain organization of such stands has been advertising in the newspapers two hamburgers free with every two ordered at 5c each to take out.

## MARRIAGES

Gertrude Tonkonogy to Dr. Chas. K. Friedberg, New York, March 21. Eric is the author of 'Three Commanded Moon.'

Avonie Taylor to Carlyle Blackwell, Reno, March 25. Groom is the picture actor; bride, a showgirl and divorced wife of Tommy Rains. Ken Carney, producer at NBC, San Francisco, and Nell Burleson, advertising woman, on March 19 at Reno.

Kathleen Wilson, NBC dramatic actress, in San Francisco, to Rawson Holmes, Stanford student, April 7.

## BIRTHS

To Mr. and Mrs. Earle B. Mountain, a son, Jack Conway, at Mary Child's hospital, Jamaica, L. I., weighing 10 pounds, two ounces. Father is an actor. Mrs. Mountain, now retired, was also formerly on the stage.

## Hudson Boats Hopeful

Three show boat companies have been granted permits to dock on the Hudson river this summer with beer as one of the prime attractions. One of these will be a regular Hudson Day Line ship, rebuilt, with a regulation theater installed.

Lobby Sanford, who ran a floating show boat in New York last summer for the Hudson Day Line, will again handle its proposition.

## They Will Ride, So Bike Tracks Propagate

Hollywood, March 27. Bicycle craze for reducing has brought an influx of exercising tracks which are cropping up as fast as the miniature golf courses did two years ago.

Tracks are all about an eighth of a mile. Some are board, others dirt. Trainers are flying high, charging \$2 per hour for bike lessons. Kids who learn to balance themselves on a bike, accompanied by numerous prat falls on the sidewalk, no savvy the training game.

Large percentage of the customers are overweight femmes who get their first lessons on a tandem. They are allowed to get on a bike after the third lesson, which didn't stop them from taking the same falls as the sidewalk youngsters.

Idea is building, with more people taking up the cycle business daily. In Beverly Hills, where it started, every other store, from hardware to grocery, is renting bicycles. Charge for the hire is from 50c to \$1 per hour.

## Beer Charter Revenue

### No Boom to Delaware

Wilmington, March 27. Return of beer went down on the Secretary of State's books for \$37.50 in charter fees from 17 breweries given a total capitalization of \$6,400,000 since January 3. Largest was the Frank Fehr Brewing Co., for \$1,500,000 capitalization.

Not so disappointing, U. S. legalization of the suds industry having been expected to bolster the State's sinking charter business at least temporarily. With half the State's revenue coming from granting charters under the notoriously loose laws here, the \$377 means little.

## Circus Ducats for Subs

Los Angeles, March 27. 'L. A. Times', which sprang the 'Lair' idea a few weeks ago in connection with a subscription drive, only to be followed by the Hearst 'Examiner', is trying out a new stunt to build circulation. Has a tie-up with a subscription drive, whereby each new one month paid-in-advance subscription brings the salesman one ticket, and a three months sub, a pair of ducats to the circus, good in an designated town.

With the Barnes show opening date now indefinite, 'Times' is going right ahead regardless. It labels its circulation drive as its 'seventh annual circus party.'

## TURF MEET FOR SPOKANE

Spokane, March 27. Horse racing again will be inaugurated with betting in Spokane this fall, if plans of local businessmen are completed. Arrangements now are being made for a two weeks' program at the old interstate fairgrounds Sept. 14 to 21. The 'Wentworth' recently allowed turf sport, under the permit for the first time in nearly 25 years.

Frank (Dave) Smith, long identified with sports in the northwest, has petitioned the city council for use of the fairgrounds for the fall event.

## 4-Ply Bad News

The only ticket spec who could afford to take a Florida vacation, motored northward last week. He likes to bet on the giddy-apa and at Jacksonville telegraphed his agency, ordering a \$20 bet to be placed on four horses on the day's card. He likes to bet on the giddy-apa and at Jacksonville telegraphed his agency, ordering a \$20 bet to be placed on four horses on the day's card. He likes to bet on the giddy-apa and at Jacksonville telegraphed his agency, ordering a \$20 bet to be placed on four horses on the day's card.

## Milwaukee Theatres Controlled by Brewers Set for Return of Beer

### Albany's Beer Rush

Albany, March 27. The state capital is jammed with all manner of persons attracted here by the beer legislation. Men in suits of various angles appear to have converged at this point with the hope of getting an 'in.'

Hotels are over capacity, visitors being compelled to go to Troy and Schenectady for accommodations.

## WELL, WHATYA KNOW! MAXIE STOPS A MUG

By JACK PULASKI

Slimy Maxie Rosenbloom is still champion of the right-beavies after meeting a cracker named Bob Godwin, billed as of Florida. And Rosey pulled a Ripley, the ref stopping the bout in the fourth round at the Garden.

Nobody except Kluxers and Godwin's ma and pa (it's a Stribling set-up with his family) figured that Bobbie had a chance and the bookies were talked into setting on Rosey. Pretty fair house, good as expected, but nowhere near the crowd that attended the Rosenbloom-Heuser match. Mention of the German's name brought jeers from the gallery.

Godwin entered the ring with plasters over both lamps, whereas the only plasters around Maxie were those slanted on his recent Garden purse by creditor claimants. In the first minute, Rosey jabbed the patch off the left eyebrow and opened up a red scarlet cut. Then the Floridian went down from what looked like a push. Few seconds later, Maxie brought one up from his knees to the contender's chin and the time Bob took a count. Next round the other eye was damaged.

Third round found Godwin wading in desperately, but his rushes were all in vain unless he is knocked out. When Bob went to his corner the house doctor inspected that left peer and while the bout was allowed to continue, shortly after the ring bell sounded for the fourth. Hartly stopped it, giving Rosey another technical kayo to his credit.

Godwin Looked Dumb

Godwin looked very dumb as a ringsman's only thing tough about Maxie's hisses and his rattling is that of a ham and egger. The Garden appeared to have pulled a boner in matching him with Maxie, who has been some time in the having received two draw decisions in bouts with Rosenbloom. Both meetings were away down South and those cracker officials never let him hear unless he is knocked cold. A third event between the pair at Laurel, Del., resulted in Rosey getting the win. If the match was sour, so were the boxing commission's referees for permitting Godwin to fight. One eye had several stitches from a training injury. However, the meeting proved something, because Godwin had been the title holder of the National Boxing Association. N.B.A. now has no alternative but to name Rosey.

On the air at midnight with the Ringmaster Maxie got a 21 man audience that he had been trying to tight officials that he closes his fists when landing his punches. They just won't believe him, he claims. He also has a legend about his training in night clubs, for hooding purposes not actual disposition: 'Well, I've been going since that way for from 12 to 15 years and as it keeps on in spite, I'll continue to train that way. I've got a date with a girl over at Jack Kennedy's tap room, so I'll sign off.' It is known that Maxie trained more than usual for the Godwin match and he swore he figured to knock out the cracker.

Interesting Semi

Semi-final between Tony Shucco vs. Boston and Bill Kelly, the well-known light-bow from Philly was interesting. Shucco exhibited some working boxing, nipping the favor of Kelly. Kelly was also very good, working his training in night clubs, for hooding purposes not actual disposition: 'Well, I've been going since that way for from 12 to 15 years and as it keeps on in spite, I'll continue to train that way. I've got a date with a girl over at Jack Kennedy's tap room, so I'll sign off.' It is known that Maxie trained more than usual for the Godwin match and he swore he figured to knock out the cracker.

Milwaukee, March 27. Great preparations are being made in this town for the return of beer, that made Milwaukee famous. Long trains of refrigerator cars, newly conditioned, and with the old familiar labels emblazoned all over them, are being shipped.

Plans are under way for a great celebration in honor of the return of beer. Rumors are many, although there is much fact concerning the location of the spots most favored by those bent on dispensing the real thing to all who care to drink.

On North Plainkinton, there will be a goodly sized beer garden, presided over by the brewers' union. Further up the avenue, gossip has it that the Garden theatre will soon be turned back into what it was before the war—a theatre of style—the Schlitz Palm Garden. All that is necessary here is to tear out the theatre chairs and put back the original floor. Several theatre sites, controlled by the brewers' magnates, are included in the possibilities as wet spots especially since the theatres on them are dead ones.

For Table Service

The Wisconsin state legislature is pondering the methods of getting the beer to the drinkers. One definite trend is toward the elimination of the old fashioned bar in favor of a service type with the actual drinking done at tables.

Out of work for two years—has already enough orders from one brewery alone to keep it busy until July, working at capacity.

With the opening of the beer gardens, the beer will be good for many musicians. Hotels are planning on turning over part of their space to the old type of palm garden and orchestra bands. The old 'Gemuetlichkeit' is truly right around the nearest corner.

## One Depression Victim Turns That Old Corner

Milwaukee, March 27. Joseph Heuser, who was left at the end of his admission ticket to the Home Show in the form of a \$10,000 home awarded him as the holder of the right ticket.

Out of work for two years—he's a presser in a dye works when he can find a job—Heuser attended the show this year as he has for the past 11 years. His wife objected to having him spend the money, but he went just the same and dropped the winning ticket into the box on March 13, which also happened to be his birthday anniversary.

The show turned over to Heuser Sept. 1 with no encumbrances. It will be used for demonstration purposes until then.

Attendance at the Home Show was 77,800.

## Rush on Keg Wood

Birmingham, March 27. Beer has already revived the lumber industry in the South. Wood suitable for making crates and kegs is being shipped in large quantities and there is a rush on the part of beer companies to get their orders in.

Within the last few days orders amounting to more than \$250,000 were received by Alabama lumber companies.

J. W. Wells, manager of a lumber company at Montgomery, said his company has already shipped 100 cars of cottonwood, 14 cars of poplar and four cars of gumwood, and from orders on hand 40 or 50 more cars will be moved as soon as the wood is available.

The general prices of lumber have advanced from \$1.50 to \$2 a 1,000 feet.

All of this reflects on show business and business conditions in general.

Beer a Bonus

Albany, March 27.

A local automobile tire company is offering a certificate good for a case of real beer, as soon as it is legalized, with a purchase of a pair of tires.

against Al Rosey, result a draw. But Devlin was dropped in the second. Both companies had already shipped; and Rosey's landed first. This Friday (31) Harry Ebbetts gets another shot. A. Adolph Heuser, they put up a bloody m-lee recently.

Broadway

CHATEAU

Irving Mills' tonsil op. Eddie Darling is in Hollywood. E. M. Glucksmann's first short is finished.

David Turett and Oskar Barshak plotted a Cuba trip. Charlie Wagner back working at the Friars. Beer did it.

Ann Southerland is in Italy visiting Mrs. Leo Ditchfield. Special opening scheduled for Jack Kennedy's tap room.

J. J. Murdock departed for the Coast yesterday (Monday). NBC April 1, opening his own office. Little Lily Pons' favorite film actor is big and burly Velya Eer.

The inside stuff, allegedly, on the Joan-Doug, Jr. split is becoming rife. Gloria Swanson trying out one of the swanvier New York speaks for lunch.

Ray Miller once a title contender through throwing left jabs. Is selling coal. An unemployed app'l seller's stand at 47th and Broadway says, 'Receiver's Sale.'

Harry Rose now called the Carubba Kid, had one amputated from his school. Bill Mulcahy is in the Lenox Hill hospital recuperating from an appendix amputation.

Sullivan and Winchell are feudin', suh! and Kenny is straightin' for his minor canon. Lou Goldberg, the p.a. who turned Arthur, has chosen Lewis Graham as his nominee.

Sid Sidney, on road with the Benny Meroff band, starting to yearn for the big town. Tom von Steuders got in Wednesday on the Europa and flew to the coast the following day.

Combarazzi's new night at the Roosevelt called out the same bunch that attended his 'opening.' It's the Hotel Claridge that's having a front end on the 'off' for bad purposes, not the Cadillac.

Halsey Raines is now living in a new house, good excuse for increasing managerie to three dogs now. Grace Moore attracting Washington society and diplomats to the Fox, where she opened Friday (24).

Walter Reed looking over all those motorcycles and cops in front of his Mayfair as an exploitation stunt. Internal Revenue Department had new stamps, seals, etc., ready all week before they became a certainty.

Irving Drecher threw up his job last week because of increasing trouble on gag selling to stick to that alone. Dan Parker told off the 'Enquirer' on John Johnson's feud in an uncertain wordage after the 'Eng's' blast Sunday.

Greenberg, 'News' radio columnist and reporter, batchelor-dinnered at the Lexington hostelry at \$6.00 per plate. Gettin' so that the moment one columnist takes up a campaign, another assumes the direct opp stand on the situation.

Leonard and Sally Blumentook tossed a surprise party to the former Blumentook, Sid, the trailer expert. Roberts Robinson (Of 'Mrs. Walter O'Keefe') forced out of 'The Three Sing' recuperating from appendix cut at Polyclinic.

Kay Merrill is in charge of the publicity for the Bencci, hopping to that from Metro, RKO and other film publicity work. Strike Me Plink! biz so bullish that Jimmie Durante is now asked to ask for an extension of his eastern leave with the musical.

Joe, the Algonquin barb, has attained fame; the A. J. interviewed his central catering bureau to the artists' nutritional requirements. Under Silverstein's new title farewell to Arms' to Mrs. Abe Lastfogel (Frances Arms), upon her retirement from show business. (Free plug.)

Sophie Tucker's 'The Girl in Disdain' when asked to use a mike at the Ted Lewis opening was something to watch for Bencci. Edward Paul England II's the de gala, tangos, at the Waldorf Astor, now featuring the Tamara and Tamara dancing to Nat Brandy's music.

Radio Harris and Ruby Keeler share a fortune in their new year, who predicted Miss Keeler's screen success. So Radio was given the title Keeler's 'The Girl in Disdain' when asked to use a mike at the Ted Lewis opening was something to watch for Bencci.

Mack Miller doubling the p.a. work between 'Flying Harlot', where he helps Monty Tresser, and the Hollywood, where Monte helps him. Not to mention a couple of other spots.

Joe Lewton, scheduled to deliver his latest book, 'Laughing Harlot', to the publishers April 1, last week tore up the first 13 pages written as now's sweating to meet the deadline.

Ex-'Variety' Berlin correspondent, Max Magnus, is returning to work in Marlene Dietrich's dressing room in the lot when the quake occurs.

Beacoup beer displays in the Square's sandwicheries, with the 5th and Madison avenue smart

shops emulating it with props for beer festivities April 7 when it becomes legal.

Bob O'Donnell, down in Dallas, gave a farewell party to Charles Koerner; at which Koerner was presented with a pearl-handled, silver-mounted loving knife, from reports reaching 'B'way.

Max Liefa's 'Words and Music' short 'Stateproof' full of easily recognized Tin Pan Alley characters, including that publisher-lingerer, Jack Robbins and the 'Benny Shaine' of the fiction piece.

Russek's modiste maison tied up with three swank niteroles, the El Gargon, Place Pigalle, and Embassy clubs, for specially designed femme outfits, and plugging 'em in the faces. Great plug for the nite spots.

Reported the Bartenders' union will immediately start organizing again. Once had plenty of coin in treasury. That bunch of American bar-keepers who have exiled themselves in Bermuda planning to return pronto.

Legalization of beer and liberalization of the Hikes attitude isn't helping the speake, although it's much easier to crash even the snoot-jocks. Getting so tough they're avoiding the waiting lists to bolster biz, but no dice.

Milton Berle's mother celebrated her 80th birthday anniversary last week and got a 33-stone ring from Milton as a present. Last year his gift was a 32-stone pin. Mrs. Berle says that she would have thought she'd look like Peggy Joyce.

Friars packed an evening performance of 'Bob's Your House' at the Commodore with a bow to Walter C. Kelly last week. After the performance they presented him with a check for \$100,000, held by Pat Rooney, pere, made the speech.

The Hague

By M. W. Etty-Leal

To secure government censorship over radio in Holland, introducing radio spotters.

A novelty in Amsterdam is a taxi-service charging 4c per drive per person, only within city limits.

The Hague got a new cabaret, seating 400; Javaneze waiters a novelty. Name of joint, 'Shanghai.'

President Roosevelt's inaugural speech in Holland, and company of Roman Catholic broadcaster KRO, reception rotten, parts inaudible.

Impresario Ernst Krauss bringing out entire orchestra and company of German opera at Krefeld, 100 in all; producing Mozart's 'Magic Flute.'

Rotterdam Nieuwsblad let cat out of bag by printing that Lillian Harvey much older than stated by her press agent; but she was born in 1891! Her favorite fans howling.

Amateur concert halls only small foreign crowd this week: French composer, Darius Milhaud, playing own compositions on piano, accompanied by orchestra and company of Amsterdam, broadcasted by AVRO; German pianist, Paul Baumgarten; Dutch pianist, Willem van de Vennet; French chansonnier, Yvette Guilbert.

Three premiers this week. At 'Fuschinsky', Amsterdam, premiere of M-G film 'Arsene Lupin'; Fritz Hirsch opera back at Hague first night of new Paul Abraham musical 'The Blue Bird' by Savoy; 'Fremdstationen' introduces Dutch version of French play, 'Frenz garde a la peinture, by Renes Fauchois.

Berlin

By Heinrich Fraenkel

Arthur Robinson in town. Jose Mojica, Spanish Fox star, to play 'The Girl in Disdain' at Johann. Riemann back from London, with another job there in May.

George Valzer chaperoning Dorothy Weick to the American Students. Paul Stein seems to have cold shouldered all Berlin offers, went to Elstree to direct for B.I.P.

Hans Gordon appointed German sales manager for the gloves with the organization for seven years. Hans Albers driving around in one of those swell Fleetwood-bodied 12 cyl. Cad. Cabrios, brand new from the States.

Definite rumors that Max Schmeling and Any Ondra are to be in holy wedlock before he crosses the pond on the gloves. Grete Mosheim and Oscar Holmlich living apart and looking for divorce. Which does not necessarily mean that they cease to be co-starred, either in pix or legit.

American colony here emphasizing 'S' in 'Savoy' trend, popularity by giving the departing Ambassador a particularly hearty send-off. Many film plots present.

Montreal

Gill. Chewey back to Star. Eddie Chester headlining Frolies. Maurice West reorganizing Franco Film.

His Majesty's starts stock season Tuesday (28). Chez Maurice back to courtvert charge Sat. nites.

Zoto discovers gigolo club, quoting rates and standing. Loew's cuts top to 60c and puts on extra two acts vaud.

Mina Tarnes and 'Miss Dow' dead-heaters on air popularity. Unemployed putting on show at Orpheum after 11 p.m. and getting full houses.

Larry Bearg puts Montreal Orchestra on Capitol stage for hour's radio Friday night (23). Radio Commission disciplines air station, making 'em apologize three nights running for anti-U. S. sentiments.

Police still making Sunday night cabs against buses showing vaud. 'Kings' show, has yet been taken. Move seen as threat to Sunday vaud in this city and possible menace to bus's, with chance Sunday closing campaign as sequel.

Riviera

By Frank Scully

Sing-Song folding. Bruno Lessing leavin. Ed Perkins to Budapest first.

Both Kahns here—Otto and Aga. Daughter to the Victor Saviour Saysay.

Francis Column looking for Rex Ingram. Brand Whitlock and George Wickhamback got into the Kreisler 'Opera in Hell' opening at \$5 top, including dinner.

Artie has Garaga Lindbergh, but Irving Marlowe won't. Hollywood American niter continues to stagger cuff accountants, by card deck.

'Horsefathers' in English at Edward VII did record biz even during Bad News Week.

Geaulieu Casino now being run by Sir Francis Towie's hotel syndicate at cut rates.

Five couples plenty busy conducting complete world rights for 'Mademoiselle' before Metro buys.

Over the Rhine, billed as only 100 percent nudie picture, did five weeks on ballyhoo, and 'Tarzan' only two.

Annied 'the dance of endurance and elegance,' six pairs of marathons still in after 1,000 hours at Caspary's.

Valentine Mandelstam, now on loose ends here, except for his head, which fits tightly under his hat, figures on lecturing 'Cannes on 'Life in Hollywood.'

Jan Hulswit, who is still in Hollywood, is back in Paris with her and Dorothy Farnum producing 'Coeur de Lilas' for United Artists.

Broad, pleased his young wife with a couple Europe to fetch their baby, who is in Holland with Jan's mother. Baby can't be brought to Europe because she has no American papers.

Minneapolis

By Les Rees

Richard Bonell here for concert. Two bits admission for Auto Show lowest ever.

Auto exchange here making big sales drive for 'Voice of the Vairan.'

'K' Kong, set in at Orpheum April 14, will have 'Cavalcade' as Free presentation of 'Lucky Wright, recovering from a serious illness.

Crossing the Atlantic for the ninth time, the 'Lucky Wright' mount sales staff is off to visit his parents in England.

Five complete performances a day, instead of usual four, necessary during Mills Brothers' return State engagement.

Edmer Nelson, owner of the house, Waseca, Minn., from Publix and will operate it here in the States.

Local sheet complained editorially because of 'The Three Sing' is booked for Minneapolis for only three days, instead of full week.

'Mussolini Speaks' was introduced in the territory at a special showing at the El Gargon, Duluth, arranged by Ben Marcus, local Columbia exchange manager.

Winston M. Quinn, a Detroit commissioner defendants in a suit brought by the state to collect \$1,050 alleged to have been given to a former associate of the same.

Assurances of product from M-G induced Publix to change its plans to close the Century, second fore-

most loop first-run house, and the theatre will remain open.

State closed for a week, cut when the banking holiday went into effect, have been restored to their former use. For exchange.

Other cuts, however, still remain in force.

Budapest

By E. P. Jacob

Paul Abraham here for throat operation. Reconvalescing. Hunnia studios, dark for months, now active making Hungarian version of 'Ghost Train.'

'Maya,' French, shown at private performances solely for members of Belvarosi Theatre club, also vetoed by censor after second showing.

Laszlo Vajda, former state manager, who was very successful as scenario writer and director, died here last week, succeeded over 60 pictures in Germany.

Evelyn Dove, colored cabaret star here for the second time this season, likes it so much that she will be taken vaude in Budapest, Josephine Baker style. Name to be 'Uganda Bar.'

Phil Kaufman, Central European manager of Warner-Film National, here to revise local branch. Appointed Bela Rakosi Budapest manager. Rakosi will visit the provinces for Warner-Film National up till now.

Two women playwrights started in business. One is Gaborne Hatvany, who is the daughter of Alex Marton, leading playbroker here. She entered into partnership with Robert Gabor, who is the son of Josephine Baker's father.

Another Hungarian play, 'The Emperor,' by the late producer-manager. Gizi Bajcsy is to play Empress Elisabeth in the Kreisler opera 'Sissy' at the Fovaras Summer theatre after the National and close of the summer season.

Her partner, the Emperor, to be Tivadar Uray. Neither has been on the musical stage before.

Another English play had unexpected success in the Hungarian translation at the National theatre. 'Barrets of Wimpole Street,' by the late producer-manager.

'Where Love Forbids,' an ideal vehicle for Gizi Bajcsy, who scored one of her greatest triumphs in the part of Elisabeth.

Censor rampant again. After 69 performances, he swooped down on 'Whirlwind,' Boross' depressing play showing these hard times as the result of the war. Play would have been taken off anyway because everybody who wanted to has seen it, and so ensure only continued to call increased attention to it.

Invasion of guest players this week: Erik Wright doing 'The Patriot' in German and Farkas company of English players with 'Pygmalion,' 'Musical Chairs,' 'Bunbury' and 'The Merry Wives of Windsor' of the guest companies had much success. 'Musical Chairs' and 'The Merry Wives' are new to this city, were very coolly received.

'Tiltz 1919,' new Hunyadi play, has for background the foreign military missions in Budapest during the Armistice. Although all foreigners in the play are sympathetic to the Hun, the play is presented the play, to omit names.

Charles Wright, who is in the uniforms instead of British, French and Italian, for fear of diplomatic complications.

Vazi regime in Germany spells ruin for great number of Hungarians employed in German picture industry. The picture business for six pictures in Berlin, is back already, after only two completed.

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Stas and Phoebe Graham get comedy on the air over CKY. Comedy act called 'The Pemberton-Potters.'

Lambert Rogers, kid actor who played 'The Boy in the Street Scene,' both on the stage and in the pic, back here in school.

Winston M. Quinn, a Detroit commissioner defendants in a suit brought by the state to collect \$1,050 alleged to have been given to a former associate of the same.

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Winnipeg

By Matt Corbett

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Paris

By Beulah Livingstone

Frank Buck here with his wife. Ed Perkins out to Berlin to exploit Mojica there.

Lina D'Acosta, Mexican artist, going big at Sheherazade cabaret. She is the wife of a husband coming here from the States and of March.

Conchita Supervia back from concert and opera engagements in America.

E. J. Muller, writer and veteran Left Bank terrace-sitter off for New York. Colette seen at a bistrot near the Bois de Boulogne with her three cats in attendance.

Mischa Levitski remained here only one day en route for his recital in Brussels.

George O'Brien en route for New York and Hollywood, after a long vacation in Egypt.

Jeff Dickson leaving Paris for setting his sights on grand racing track in the heart of France.

Georgette LeBlanc getting offers from America for a lecture tour and reciting English dialect.

Guthrie MacFie, actor in London, expected to fly over to see some French plays next week-end.

Patricia Downing, formerly with Red Skelton's troupe, is in London repertoire, opening a dramatic school here.

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Jennie Dolly, recently injured in an automobile accident at Bordeaux, is recuperating in Spain and sends word to her friends.

Walter Rummel, back from the South of France, is leaving again for a tour of his trip to Italy and Morocco with his wife.

Argentina, Titta Rufo, Brdrowski, Arthur Honegger, Landon and Johnson, all giving concerts in Paris during the month of March.

Nadine Alexander, the 'Lucky Strike' girl, is in Paris, where she visited Mary Hayes, and leaving shortly on a Mediterranean cruise.

Tom Hughes, erstwhile artist on the 'Daily Mirror,' now working as assistant to Alberto Cavalcanti, film director at the Tobis studios at Epliny.

Fathe and Paramount made new arrangements for spring production at the Deux Magots upon the acceptance of Roger's play, 'Coup de Trafalgar,' for spring production at the Theatre de Vieux Colombier.

K. Niemy, general manager of International Bazaars, Inc., has left the Hotel de Ville to go to Egypt to secure 100 whistling donkeys for the Chicago Exposition.

Walter E. Edge and embassy artist, who is in Paris, where she visited Mary Hayes, and leaving shortly on a Mediterranean cruise.

Sydney Rayner, American tenor of the Metropolitan Opera, is in New Orleans the exact hour to listen in when he sang in four languages for the Colonel's special broadcast, March 14, relayed throughout the U. S. by the WLW station in Cincinnati.

Milwaukee

By Frank J. Miller

Davidson's next show, 'Councilor at Law,' April 3, with Paul Muni. A protest will be given by the new manager for the Majestic stock company.

Milwaukee editorium asks legislature for permission to sell beer at flights. Present law prohibits that.

Edna Cantor, George Jessel and company slated for the Wisconsin picture house, for mat and night.

'Dixie on Parade' at the Alhambra following its run at the Garrick, Chicago, did well. Pop prices and the \$2 for general hospital. Recently operated.

Constance La Plante, dancer at Town and Country Club, sustained a protest when she did while doing her dance.

Joseph Leising, 69, former silent picture star, and many years ago connected with carnivals, died following six years' illness. Only 49 years in life.

Two priors arrested for violating city ordinance that prevents dancing in public places. Attorney for defense holds that night clubs are under state charter that permits dancing as long as dancers care to dance at the neighbors are not disturbed.

London

George Harris framing a vaudeville act.

Flores Freedman taking bigger premises.

Antonio Moreno writing his friends to expect him over soon.

Warners' latest studios closing at night for a few weeks.

John Southern's father very ill, and his life despaired of.

Bebe Daniels contemplating a trip overseas around November.

Charles Laughton growing beard for his film role of Henry VIII.

Nervo and Knox getting a mention during a Parliamentary debate.

London Drama League inviting unemployed men to receive free tuition.

Harcourt Williams giving up producing at the Old Vic after four years.

Alan Dwan changing from the Ritz hotel to the Ritzier Dorchester house.

Sonny Kelly, son of Arthur W. Kelly, in hospital with mastoid trouble.

Garland Wilson, Nina Mae McKinney's pianist, in hospital with abscess.

Mr. Paul Robeson very kind and considerate to any colored acts falling sick.

Brixton theatre, legit house, owned by the Melville brothers, closed after 48 years.

Sir Nigel Playfair watching Nikita Balieff to get a few hints on comedy.

Nora Swinburne has interest in El Patio cafe, in Wardour street, as side-line.

Charlotte Greenwood and Cyril Maude to co-star in new Gaumont-British film.

'Soldiers of the King,' the latest Gainsborough Films' weekling, to be ready for April 2.

Cochran closing 'Mother of Pearl' for the week preceding Easter, to give Delysia a rest.

Harriet Jay, writer of 'When Did We Get Under' 'Charles Marlowe,' left \$15,000.

Cecil Landeau now on another burlesque film. This times its '40' years of life.

Eric Barker broadcasting his Devonshire holiday by sending his friends Devonshire cream.

Jack Hytton jealous of his wife's success. Claims she sometimes makes more than he does.

English prisons now running their own weekly newspapers, with no mention of crime in their letter.

Newspapers again trying to beat each other on the 'Free Gift' racket, after agreeing to calm down.

Murray Silverstone at premiere of 'Krom Spalms' minus his letter half, due to latter's indisposition.

Inquiries have arrived here from America seeking the address of Mrs. Blanche, Chicago.

Edmund Sayag is shortly to be general manager of the Alhambra, Paris, for General Theatres.

'Night of the Garter,' closing at the Strand April 1, followed by revival of Lonsdale's 'On Approval.'

Pay Compton annoyed with the 'Daily Express' for putting her in the 40 years old class. She is only 38.

Sir John Reith, head of British Broadcasting Corporation, complimenting Trix Sisters on first broadcast.

Latest Leicester Square theatre booking is Yvonne Valle, opening April 10, for two weeks, with options.

Doctor Vaughan Williams writing a new opera, being set to music by Evelyn Sharpe, and will be produced shortly.

So many American film stars around they are seriously talking of starting a London branch of the 'M.P.'s.

Although Roy Fox has exclusive Gaumont-British contract, Paramount has sanction for Roy to play at 'Plaza.'

John Sovrani, managing director of the Svanly Malmalson Restaurant, is vice-consul of the Italian Republic of St. Remo.

Entire Cuban consulate booking seats for Leicester Square opening of the 'Applaud' and his Havana Band, and Marianna.

W. P. Lipscomb went to the commandant to find his name among the captives for 'The Good Companions.'

Dodie Smith called on for speech which she witnessed the opening of the tour of her play 'Service' at Wimbledon theatre.

After many years playing the Embassy Club, she once more joining up cabaret names to bolster up business, which has been dropping off.

Congratulations from Lord Camrose for the part he played in patching up the Embassy business.

Dick Egan and his band, recording for Columbia Recording company, is the well respected Dick Crook of Palladium.

Roy Street police court, where Americans and other aliens register

on arrival here, first police court here to install the 'mike.'

Julian Rose beating the West End barring clause, by doing a 'personal' at the Palladium and bringing in his picture at the Alhambra.

Harvey Watkins considering several English hook-ups for American tour, of the type of electric sign one of them.

Guy Bolton to adapt the new musical show at the London Hippodrome from German, due around June, with Gina Male in cast.

'Night of the Garter,' currently at the Strand theatre, shortly folding, with Frederick Lonsdale's 'On Approval' revival replacing.

Despite the thousands of potshots she once possessed, Mrs. Meyrick, the night-club queen, left less than \$300 when all debts were paid.

Challapan being presented with golden record by His Master's Voice Recording Company, for whom he has been recording for 30 years.

Constance Cummings' picture, written by Fred Thompson for British International Pictures, not to be made by originally intended.

Theatre Royal, Birmingham, a Moss house, closed recently for one week, due to lack of attraction. Unprecedented in history of the house.

All the actors rushing to write their memoirs in the Sunday papers.

Stanley Lupino latest, in which he admits he was once struck dead.

The Italian king has made Arthur Wontner a knight of the Crown of Italy in recognition of his performance in the Mussolini play 'Napoleon.'

Tommy Osborne, for many years with Moss Empires, and once secretary to the chairman of the club, Allen, given life pension of \$7 per week.

Friedman, European head of Columbia Pictures, awaiting intimation to sail for America shortly, to discuss Columbia's future European policy with Henry and Jack Decca.

Decca Recording Company owes its banks over \$1 million, and is negotiating with bankers asking for the money now that Decca's public issue has failed.

The next Gladys Cooper production understood to be a dramatization of a last season's novel 'The Girl on the Runway,' the locale being a boy's school.

Max Miller, English comic, often mentioned favorably in 'Variety,' played the hero of Gaumont-British's 'Good Companions' film, to be shown before the King and Queen shortly.

George Black paying Jack Taylor \$230 per week for use of 'Atlantic' circuit in Falkland Islands, and Taylor has English rights from Folies Bergere, where scene was originally staged.

John Southern, company, manufacturers of Decca and Brunswick records, with Hytton, Fox, Lombard, Lyman and Adams, in contract with them, asking for \$50,000 public subscription.

John Southern again after the Stran-Fish-Gill as permanent for the London Pavilion, making their third return in as many months.

'Double Harness,' by Edward Poor Montgomery, currently at Apollo theatre, being nibbled at by Gaumont-British author asking \$20,000 for rights.

Charlie Woolf thinks his concern should be written—as a food bank; but with the public only taking up 35% of his issue, they are not so sure.

Clayton Hay to do series of 'scholastic' shots for Gaumont-British, but holds up is G.-W. want to use their boat. Clayton Hay insisting he takes a hand.

Hibbert, BIRD and Ready (former two principals) and Malinoff quartet, latest to do a Low, Bernoff and Wensley take-off.

'The Dear Dear,' British International's latest to have preview at Metro's Empire, March 17, currently at Metro's own 'Sector of Madame Blanche.'

'Forbidden Company,' made by Reliance Films, America, and purchased by William Gell for Gaumont-British, given the razz at the Capitol picture house recently.

Patricia Blinn, who has been hired by Whiteley is to present Marlene Dietrich in the West End shortly.

Henry Foster (alias 'The Booked') exclusive contract with her, and she can only play under his management.

Reasumant Alexander has new bankroll and negotiating leasing Princess' Restaurant for cabaret.

Claiming has a new bankroll booked, claiming an angel is Lundy, son of late head of Black and White whiskey concern.

Edwards, Ltd., in Berkley street, hides identity of Lady Diana Cooper, Mrs. Cory Wright, Gertrude Lawrence and others.

Business is to supply fresh flowers to all functions and theatres.

CHATEAU

Canton

By Rex McConnell

Windsor, local neighborhood movie will try foreign films one night a week.

Palace theatre ok, with operators union for first time since it was re-opened last.

Sam M. Reichblum, head of Reichblum Theatre Co., opens general offices for his chain at Liverpool.

Frank Devol, featured vocalist with 'Em Gills' band, visits with home folks here during two weeks' layoff.

'Hod' Williams' orchestra, following six months at Florida's most fashionable resorts, resumes tour of Ohio dance halls.

Duke Drukenbrod, Hagenbeck-Worshum sideshow manager, will leave next month for Peru, Ind., to ready his sideshow for the 1933 tour.

R. D. Smith, agenting 'Moonshine and Honeycreeks' through New England, returns to home here where road show of that title is shelved temporarily.

Ben Bernie, with band and company of 30 entertainers, due to play Canton auditorium some time in layoff.

More than 3,500 Jan city auditorium to be opened for spring vaude shows, sponsored by City Recreation department, while downtown movie houses cater to slim patronage.

Spokane

By Ray Budwin

Tom M. R. Keane, who originated Sportsman-Tourist fair idea, here from Tacoma to assist with plans for Spokane.

Razing of Avaton theatre, torn down to defeat heavy taxes, has been completed.

Wanda Hawley, former screen star in city giving new apparel for women at department stores.

Charles Burke, advance of 'Tattle Tales,' Barbara Stanwyck-Fox Ray show, in city arranging booking with H. W. McBride.

Orpheum reopened March 17, with Tom Olsen as manager. House now operating under direction of Evergreen Theatre.

Station KGA will conclude its affiliation with NBC network of the NBC April 1, when it will begin operation as a local broadcasting station.

The Vernons Imported this week (23) a new attraction, the only dancing team on the island at present.

Renzo Bufano marionettes to perform post-Easter in conjunction with the Bermuda Opera club's 'Trial by Jury.'

Patricia Blinn 'must' come quick cable sent Helen Kane and Max Hoffmann home on the next boat (28) in time for the big launch.

Just as Sigmund Schatz assembles his full concert and dance orchestra at the hotel, he finds a rider tumbles off a bicycle and puts a good arm out of commission for a week.

Bermuda

'42 Street' attracting mobs at the Street flicker palace.

Playwright Augustus E. Thomas re-arranging with Mr. Thomas for the next three weeks.

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St. Paul

By Walt Raschick

Dick Cook in town from Chi. on biz.

Joe Friedman back from N. Y. on biz.

Riviera starts split week schedule Friday (24).

Patricia Blinn, in as manager of the town's ritziest house, the new 'Big Top,' foreign film spot with a six-bit.

Big so brutal at RKO with Jolson's 'Hallelujah' that was declared should have been yelped 'Hallelujah' in a starburst.

Paramount, across-the-street opposition to the RKO, goes to other extreme and shows a week in a year with WB's '42nd Street.'

Hamline, nabe house, undergoing extensive remodeling. Six hundred (capable of 12-seater) cushion, leather-covered seats being installed to replace present antiques.

Opening of Mystic Cavities, a

series of caves dug out of natural sandrock inside the bluffs along the Mississippi river, scheduled for April 7, the day froth becomes legal.

10-foot-visible from the loop across the river—the spots' only outside adornment.

Saranac Lake

By Happy Benway

A few essential things that you and you should know, it might keep you away from Saranac. If you avoid chest protectors and mufflers tied around your neck. Never cough or expectorate in public. Cleanliness is essential. Sunlight and fresh air are excellent disinfectants. Don't forget that a cheerful mind with this slight cold will be one of your best assets. The cultivation of it will be the greatest comfort for you.

Tom Howard, formerly of Howard & Marlon, and Gus Barrett, of the Benet Bros., who operate the Commonwealth Theatrical Agency, Boston, Mass. have lined up many of the best vaudeville acts for spring vaudeville bookings.

Charles Bloomfield left for Philadelphia with an arrested cold okay. It took him a little over a year to do the trick. It was a sad parting, as he sure did hate to leave Saranac ON PARADE.

Johnny Laycock, who is strictly bad show-bus, and a real red, and John Milford gets the big out-of-the-cure-town okay.

Tom Creamer returned to the lodge resuming the cure. He and Tom's old visit here.

Jack Nicoll has cut off his connections with Havenhill night club and resume a means of cure.

Raymond led the infirmary department doing a little upping at times.

Ed Lovell here, who did the cure thing here is Saranac'ing for a look over; may go into biz here early.

John May, Kingston got the cure to go home.

Some of those things that will keep her in bed for some time to come. Kidney trouble, rheumatism and dizziness.

Alma Montague veined cured, will do farm thing in Vermont, great secret.

Woodruff splits another operation. Those two must love each other, this will make Ed and Fred a couple.

Fred feeling so-so with lousa bed-ding between little get-ups.

Maurice Cohen is a new-comer at the hotel.

Dr. Wilson looking over.

Alice Carter New Yorking for a vacation.

Dr. Wilson looking over.

Feldman three jumps ahead of the medicos and doing great.

Dr. Edgar Mayer will vacate it in Cuba.

The home of Mrs. Orlaby Mathewson, Sr. is being fixed up; she is expected back here from her China visit.

Dr. Murphy and Tommy Vicks out of bed; both licked a mess of bad cold and how.

Fred Bachman recovered cold.

Tommy Vicks and his wife are now swears by cod-liver oil.

Have you any spare jig-saw puzzles? The going up now.

Ben Schaffer back in bed nursing schizoze trouble.

Leonard Cowley now on unlimited exercise.

Hollywood

Oscar Levant and Jack Robbins trading lawsuits.

Jack Oakie went for four new suits. That's news.

C. N. Nelson is the assistant to the stars.

Gus Kahn arrived here Thursday from the east.

Hal Roach with his wife and son sail for Europe March 31.

Collector in home on the press at her home next Sunday.

Overcoats are going into the discard.

Department of Health displaying 'toona goona' bathing suits.

Larry Hart is either smoking large cigars or being shrunk.

In '42 Street,' Harry Warren photographs like Harry Ruby's brother.

Social season in town is beginning to sour with everyone painting up at Malibu.

The Earlheshness bungalow at the Bev Hills hotel getting to be a great drop-in spot.

Carl De Vo, Pasadena portrait photographer, now snapping pictures for Columbia.

Robert Gleckler, actor, started last week by auto for New York on a visit.

Mary Kay McLaren, former silent star, says she is returning to Paramount's 'International House.'

Jack Woodridge, syndicate writer, received an injured eye when working as an extra in Fox's 'Pilgrimage.'

George Ward, formerly in the Franchon & Marco home office, now assistant manager at the Paramount.

Mae Clarke recovering rapidly from a recent injury.

She returns to work at Metro in 10 days.

Ed Geisman is still trying to contact George Bernard Shaw for an imprint of his whiskers in the Chinese forehead.

Johnnie and Mildred and Asthma Club called off Grover Jones' planned week-end on his yacht. No sailing in the mob.

Mario, maitre with Sardi's in New York for five years, has transferred his allegiance to Sardi's in Hollywood. He starts today (Mon.).

Loop

Abe Lastovfer here.

Ed Lovell on B&K sick list.

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Philips Carlin and Frank Mason, NEC eastern moguls, barged into town.

C. J. Bulliet caught 'Shadow of a Doubt' in the absence of Lloyd Lewis.

Frank Bering playing polo at the Polo Club with Abe.

Mr. and Mrs. Harry Puck celebrated 10 years of married life with a party at the club.

City desks a bit liked at Balaban & Katz for sleazeposting questions on the set.

Jack Garrity, Jr., is press agenting Kathryn Crawford, who opens at the 100 Club. Leo Salkin booked.

Clumberg week-ended in Milwaukee with his mother who is slowly mending from an operation.

Clumberg was taken to Rhythm Ramblers' under his wing and renamed them '3 Southern Gentlemen.'

Fred Weber sprucing up White City amusement park sanguine of getting a share of World's Fair crowd.

Albert Dezel has states' rights to 'Seventh Commandment,' a pictorial treatise on the well-known misdemeanor.

Joe Greenpan arrived by aeroplane Saturday morning from Hollywood.

Diane Bothwell from Minneapolis has a party at the hotel.

Harriet Hctor replaced Will Fortune by the Ind. Embroid. Fort.

(Continued on page 54)





OBITUARY

BESSIE HUMPHREY

Bessie Humphrey, stage and screen actress, died March 8 in brief illness. Born in Boston, her theatrical career began with Charles Gardner's "Zozo" company, and later she appeared in support of Julia Arthur, Blanche Walsh, Lillian Lewis and Walker White-side. For many years she was with the Vitaphone players.

He handled the productions of William H. Mason, Jr. Prior to his Broadway activities, he was prospector for gold in California.

JOHN QUINLAN

"Honest John" Quinlan, long a familiar figure at Northern New York fairs and later commissioner of charities in Glens Falls, died in that city, March 23. Nickname given to him because he had "Honest John" printed on the banner he wore around his hat while vending peanuts at fairs.

IRA GLUCKSMAN

Ira Glucksmann, with Publick's review, last as associate editor of the theatre house organ, "Publick Opinion," recently folded, died

JULIUS DECSI

Julius Decsi, 64, died at Budapest. He was the founder of the first deluxe picture theatre in that city and

William Morris

the first in Budapest to have numbered seats. The "Mogokog Othoon," "Cinematograph Home" was the first to which not only the man in the street but society flocked. Decsi was founder and during fourteen years president of Hungarian Cinema Owners' Association. His cinema now belongs to the Royal chain.

EDITH EVELYN

Mrs. Le Baker, who as Edith Evelyn, played leading roles in "The Field" and "Sothorn," died at her home, Sparkill, N. Y., March 24, after a long illness. She was the Roxane in Mansfield's "Cyrano" and

IN MEMORY

of My Good Friend

F. B. HAVILAND

Who Died March 20, 1932

W. C. HANDY

filled other prominent engagements until her marriage to Leo Baker in 1902, when she abandoned touring for stock engagements. She retired 14 years ago. Survived by her husband.

MARIE CHAMBERS

Mrs. Otto Wrensen, 44, who as Marie Chambers filled many engagements in the American theatre, died in Paris, March 21. She made her stage debut at the age of six with her younger Salvini and was a leading lady at 18. She had made brief screen appearances but chiefly confined her work to the speaking stage. Survived by her husband, a mining engineer.

IN FOND MEMORY

Of one of My Friends I Ever Had

F. B. HAVILAND

Who Died March 20, 1932

JERRY VOGEL

ances but chiefly confined her work to the speaking stage. Survived by her husband, a mining engineer.

REUBEN A. GREENE

Reuben A. Greene, 45, former actor, who more recently had turned his attention to writing, died in Milwaukee, March 26, after a long illness. He played leads opposite Charlotte Greenwood for several seasons. Survived by his widow and two sons. His first wife, Marie Ackerman, lives in New York.

JOSEPH NEUMANN

Joseph Neumann, who died in Budapest, was a pioneer of pictures in Hungary. He was one of the founders of the Projectograph Company in 1893. The company later became one of the most important picture enterprises in this country. Neumann backed the first Hungarian newsreels back in 1914.

WILLIAM H. HOSKING

William H. Hosking, 43, died in the Pasadena, Calif., hospital from complications following major operation. Deceased, was business manager of the Long Beach "Press-Tribune," widow and a son survive.

SAMUEL FREEFIELD

Samuel Freefield, company manager of many legitimate attractions, died of heart disease at his home in New York March 14. He was 76. Known among professionals as "Uncle Sam,"

FOX, BROOKLYN

Brooklyn, March 25. Duplication of the old Roxy's policy still seems to be working out to nice advantage for this deluxer across the river. The same policy found that spread around to near capacity, even though a quarter of the attendees had been made up of kids who had come in on the revised ticket, which, like the rest of the spot's new price range, constitutes the lowest in downtown Brooklyn. And like its twin policy emporium the Fox continues to feed them quantity and quality and the way it's put together.

It's Wesley Eddy's first week as m.c. in front of the stage band. Whether he'll count anything at the box office is problematical, but he does make an attractive time as well as could be expected with the mob there to greet him at the Saturday matinee. Only four items of the previous stanzas' old Roxy bill were imported for the current Fox stage program. Jack DeLeon, Dalton and Rose, the Golden Horse novelty and the Gae Foster ensemble. Blended with them to frame slight variations of the presentation was an acrobatic team, a control dancer and an impersonator. The last, Jerome, was the one to get the highlight of the occasion.

Quantity alone made itself evident in the film part. In addition to the features, "Salor" (Radio), and the regulation newsreel, there was a Morton Downey short, "The Roller-skating Turn of Dalton and Rose to start things stageward off to a hokey pace. Of actual whirlwind feats they unimpairedly demonstrated a pair of stoges conjured up from among the audience to make it diverting. Lifted into the air and sent to the ground like a dizzo stage struck these customers as fun galore, and that was the end of the fat dame in the act's storage trunk.

With this class spectacle to precede his name Jack Fulton of the Paul Whiteman outfit was his dreamy tenor out through a mike and the Gae Foster line of 16 to 18 to 20 to 25 to 30 to 40 to 50 to 60 to 70 to 80 to 90 to 100 to 110 to 120 to 130 to 140 to 150 to 160 to 170 to 180 to 190 to 200 to 210 to 220 to 230 to 240 to 250 to 260 to 270 to 280 to 290 to 300 to 310 to 320 to 330 to 340 to 350 to 360 to 370 to 380 to 390 to 400 to 410 to 420 to 430 to 440 to 450 to 460 to 470 to 480 to 490 to 500 to 510 to 520 to 530 to 540 to 550 to 560 to 570 to 580 to 590 to 600 to 610 to 620 to 630 to 640 to 650 to 660 to 670 to 680 to 690 to 700 to 710 to 720 to 730 to 740 to 750 to 760 to 770 to 780 to 790 to 800 to 810 to 820 to 830 to 840 to 850 to 860 to 870 to 880 to 890 to 900 to 910 to 920 to 930 to 940 to 950 to 960 to 970 to 980 to 990 to 1000 to 1010 to 1020 to 1030 to 1040 to 1050 to 1060 to 1070 to 1080 to 1090 to 1100 to 1110 to 1120 to 1130 to 1140 to 1150 to 1160 to 1170 to 1180 to 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Joseph T. Rippey, 80, former circus man, died in Carlisle, Pa., March 21. He was at one time on the Barnum & Bailey staff.

ROBERT M. STULTS

Robert M. Stults, 71, composer, chiefly of sacred music, died in Ridley Park, Pa., March 24. Perhaps best known for his "Sweetest Story Ever Told."

DORIS BOOTH (AYESHA)

Doris Booth, 21, dancer, professionally known as 'Ayesha', died in London recently. Survived by her husband, Satish Chundra Singh, an East Indian.

JOSEPH T. RIPPEY

Joseph T. Rippey, 80, former circus man, died in Carlisle, Pa., March 21. He was at one time on the Barnum & Bailey staff.

ADAMS D. CLAFLIN

Adams Davenport Claflin, 71, died March 15 at Newton, Mass. He was one of the organizers of the Norumbega Park, Katherine.

Mrs. Katherine Clarke Cahill died March 18 at Brockton, Mass., where for many years her husband, J. Joseph Cahill, has operated theatres. She was a native of Waukesha, Wis.

Mother, 62, of Lou Greenspan, formerly on "Variety," died March 23 in Chicago, after a long illness. Greenspan flew in from the Coast to attend the funeral.

Mother of Frank O'Connell, Palace, New Haven, stage manager, died suddenly March 25 in that city.

Mother, 59, of Bill Rowland (Rowland-Brice) died March 17 at her home in Philadelphia.

CAPITOL, N. Y.

(Continued from page 14)

pers from outstanding applause greeting its conclusion to have been the grandest program feature of the past that has been plenty missed.

Overture, besides stirring the audience 10 times as much as the prog presentation, ran nearly as long, a flat nine minutes.

"Imperial Russian Revels" thing into a series of dances. The first, Peterson, Marie Rio and Nicholas Daka, in addition to 56 Chester Brown girls, was a most effective result in a crowded sequence of dancing in Russian peasantry abandon as a large arm with clutched fingers looms down upon them and the prog dims into the main title of "Rasputin."

Entirely Muscovite, with 24 of the Hale girls first doing a military drill of moderate appeal. Bored by the finale, the Hale contingent of 58 is divided into two groups as fitting peasant background for the dancing singles, doubles and trios of Miss Rio, Peterson and Dakas.

Miss Rio first appears in a toe-biting frolic of double jointing her for a bit and topping as a double. Individual or multiple efforts of these specialties dancers go far enough atmospherically, and that's about all.

The three Harrymore names, John, Lillian and Edna, have been joined and is expected to lift the Capitol above its recent house average, but unless they can do a better job of pictures in here from Astor runs. Char.

FAIR CUTS DUCATS

Iowa State Says 1,600 Crop Reporters Can't Deadhead

Des Moines, March 27. Anne Oklawie in Iowa are out. That is, so far as the state fair is concerned.

The house of the Iowa legislature put a finish to a proposal, offered as a measure, to supply ducats to the more than 1,600 crop reporters of the state. Their wives were included. All of which means that entertainment this year, from the standpoint of the solons, will be on a pay as you go, or can, plan.

UNION LABOR FUSS AT EXPO SETTLED

Chicago, March 27. Strike which delayed work on the \$1,200,000 Skyrite five days actually turned out to the advantage of the Skyrite as architectural iron workers union has now agreed to work Saturdays and Sundays both to make up for the time lost on the strike and to insure the attraction being ready by June 1.

Iron workers struck to have their wages restored to \$1.70 an hour, claiming their 40-cent reduction was a result of the strike. The union only, and the time being up, old scale should be restored. National headquarters of the union and District Attorney Courtney order the strike on the 1st of June.

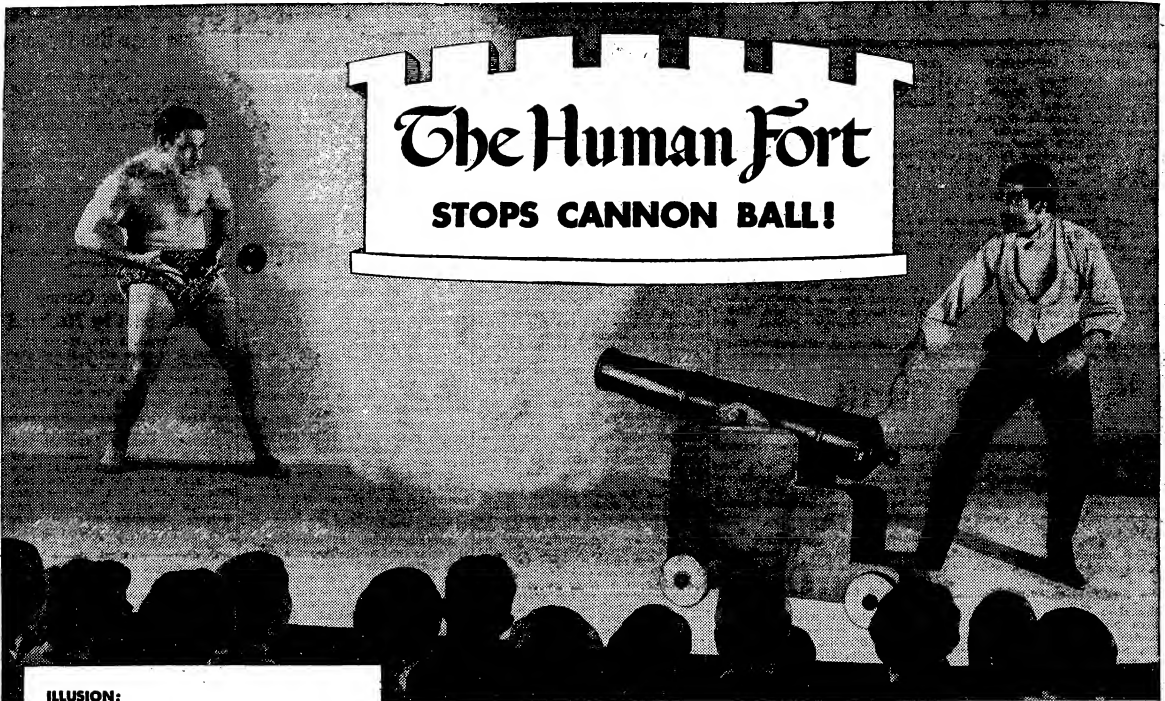
Another union tiff occurring at the same time at the Exposition and now settled, was between the American Telephone & Telegraph Company engaged on installing its own exhibition with non-union A.T.&T. engineers. Electrical Workers' Union wanted their men used and claimed any electrician could do the work. A.T.&T. threatened to abandon its exhibit if interfered with. Company won.

Japanese pavilion is being erected by a brigade of native carpenters imported from Japan. Carpenters' Union hasn't squawked, possibly realizing that putting together an intricate oriental pavilion when all the carpenters were marked and numbered. Japanese wasn't a job American carpenters should tackle with much assurance.

Brees, tall, dark and urbane in appearance and endowed with fine musical talent as well as a winning personality, built up a very considerable following during his long engagement as m.c. and orchestra conductor at the closed minstrel theatre. He has his musicians nattily attired in white waistcoats and facing the audience. Two singers, Miss Lutz, soprano, and Marie here, and Ewen Hall, young chap with a rare talent for putting across a hot number, and a string band playing from the neighborhood houses here, augment the band.

Plenty of applause welcomed Brees when he entered the pit and stepped onto his platform. He announced his first number as "1920 Parade," a medley of the past year's hit numbers, nicely selected, arranged and played. Miss Lutz, warbled "A Shanty in Old Shanty Town." Hall contributed a snappy quartette with the band and the medley with the orchestra and Brees helping the number with effective comedy.

At the following number, Brees preceded a medley of old Southern numbers which had Brees solving on the banjo. He preceded the medley with "Number 5" and "Number 10" and "Number 15" and "Number 20" and "Number 25" and "Number 30" and "Number 35" and "Number 40" and "Number 45" and "Number 50" and "Number 55" and "Number 60" and "Number 65" and "Number 70" and "Number 75" and "Number 80" and "Number 85" and "Number 90" and "Number 95" and "Number 100" and "Number 105" and "Number 110" and "Number 115" and "Number 120" and "Number 125" and "Number 130" and "Number 135" and "Number 140" and "Number 145" and "Number 150" and "Number 155" and "Number 160" and "Number 165" and "Number 170" and "Number 175" and "Number 180" and "Number 185" and "Number 190" and "Number 195" and "Number 200" and "Number 205" and "Number 210" and "Number 215" and "Number 220" and "Number 225" and "Number 230" and "Number 235" and "Number 240" and "Number 245" and "Number 250" and "Number 255" and "Number 260" and "Number 265" and "Number 270" and "Number 275" and "Number 280" and "Number 285" and "Number 290" and "Number 295" and "Number 300" and "Number 305" and "Number 310" and "Number 315" and "Number 320" and "Number 325" and "Number 330" and "Number 335" and "Number 340" and "Number 345" and "Number 350" and "Number 355" and "Number 360" and "Number 365" and "Number 370" and "Number 375" and "Number 380" and "Number 385" and "Number 390" and "Number 395" and "Number 400" and "Number 405" and "Number 410" and "Number 415" and "Number 420" and "Number 425" and "Number 430" and "Number 435" and "Number 440" and "Number 445" and "Number 450" and "Number 455" and "Number 460" and "Number 465" and "Number 470" and "Number 475" and "Number 480" and "Number 485" and "Number 490" and "Number 495" and "Number 500" and "Number 505" and "Number 510" and "Number 515" and "Number 520" and "Number 525" and "Number 530" and "Number 535" and "Number 540" and "Number 545" and "Number 550" and "Number 555" and "Number 560" and "Number 565" and "Number 570" and "Number 575" and "Number 580" and "Number 585" and "Number 590" and "Number 595" and "Number 600" and "Number 605" and "Number 610" and "Number 615" and "Number 620" and "Number 625" and "Number 630" and "Number 635" and "Number 640" and "Number 645" and "Number 650" and "Number 655" and "Number 660" and "Number 665" and "Number 670" and "Number 675" and "Number 680" and "Number 685" and "Number 690" and "Number 695" and "Number 700" and "Number 705" and "Number 710" and "Number 715" and "Number 720" and "Number 725" and "Number 730" and "Number 735" and "Number 740" and "Number 745" and "Number 750" and "Number 755" and "Number 760" and "Number 765" and "Number 770" and "Number 775" and "Number 780" and "Number 785" and "

**ILLUSION:**

A "strong man" once gave public performances proving that he could actually catch a 9 lb. cannon ball shot from a fully charged cannon. The audience gasped when the gun flashed and the human Gibraltar stepped forward out of the smoke uninjured, with the 9 lb. shot in his hands.

**EXPLANATION:**

Seemingly a miraculous feat of skill and strength, the *trick* lay in the way the cannon was loaded. An assistant always prepared the cannon for the performance. He used the regulation amount of powder and wadding, but placed the greater part of the charge of powder *ahead* of the shot. The cannon ball was propelled only by the small charge *behind* it which was just sufficient to lob the 9 lb. ball over to the strong man.

It's fun to be fooled —  
...it's more fun to KNOW

A performance sometimes staged in cigarette advertising is the *illusion* that cigarettes are made easy on the throat by some special process of manufacture.

**EXPLANATION:** All cigarettes are made in almost exactly the same way. Manufacturing methods are standard and used by all. A cigarette is only as good as the *tobaccos* it contains.

In costly tobaccos you will find mildness, good taste, throat-ease.

It is a fact, well known by leaf tobacco experts, that **Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.**

This is the most important statement ever made in a cigarette advertisement by a responsible manufacturer.

Weigh its words. Consider what it means. It offers you a *new measure of smoking satisfaction.*

Smoke Camels *critically* and give your taste a chance to appreciate the greater pleasure and satisfaction offered by the more expensive tobaccos. Other cigarettes, we believe, will taste flat and insipid to you forever after.



— NO TRICKS  
— JUST COSTLIER  
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IN A MATCHLESS BLEND



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