

# VARIETY

PRICE  
25¢

Published Weekly at 164 West 46th St., New York, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies, 25 cents. Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1879.

VOL. XCIX. No. 4

NEW YORK, WEDNESDAY, MAY 7, 1930

80 PAGES

## GERMANS SLAM HOLLYWOOD

### Harry Lauder's Spending Spree at Farewell Party on Time Limit

When Sir Harry Lauder throws a party, that's a party! On the evening prior to his departure for Europe, he broke Scotch precedent by entertaining 28 friends at dinner in the private suite of the Mayflower-Diplomats, New York. The panic culminated into a riot with the presentation of a silver traveling clock to William Morris, his manager; a diamond wrist-watch to Mrs. Morris, and a framed autographed photograph to Col. Walter Scott.

Toward the end of the meal Sir Harry's nervousness became apparent. He finally rose to explain that the guests had been invited for two hours and had better not stay-stay their welcome. After a conference with the maître d'hôtel, when it was determined that there would be no charge for holding the room over-time, Sir Harry retracted his invitation to take the air.

"I'd invite ye all to the theatre," concluded the host, "but I'm not playing this week and I've spent so damn much money on this food, I haven't any left for theatre tickets."

Hostess of the evening was Sir Harry's niece, Greta Lauder. Guests included Mr. and Mrs. A. J. Balaban, the Abe Lastfogels, the Tom Vallances, Duncan and Mrs. MacInness, Henry Berlinghoff, Miss E. Berlinghoff and Jesse Eldot.

### The American Vogue

Paris, April 2. New fad developing in the European capitals of stage acts ad libbing in English to lend themselves an international or "American" aura.

Grown such a gag doesn't mean anything any more. Still, dancers particularly affect Americanistic style of make-up and ad lib "one, two, three, four" during dance steps, etc., being thus a "foreign" act to the natives, although usually locally born.

### Backgammon Fad

Social New York is going strong for backgammon, a game looked upon as any child's Christmas present years ago.

Now the East Siders of our sets are playing it anywhere, with much fervor and some dough.

Women, mostly, have fallen for the revival. Good players are called clever, and those not so good lose more for tuition.

### Floorwalker Role

Spokane, March 6. Will Maylon, veteran Spokane theatrical stock actor and producer, will become identified with Levin Clothes Shop, commencing tomorrow. He will act as floor manager in the suit department of the men's shop.

### "The Bird" of Value

A legitimate use has been found in pictures for "the bird," sometimes known as "the Bronx cheer."

Directors on talker sets have found that with big crowds the ordinary whistle no longer works, too common. One went out to buy a "duck call" which gives the best kind of a "bird" and now other directors are starting to use them.

It is claimed that when the sound man in the monitor room signals to directors, the latter gives 'em the bird.

That, it is found, stops everyone.

### SMALL TOWN BUYS THEATRE IN RED

Minneapolis, May 6.

Faced with the prospect of having no picture theatre, the village of Beardley, Minn., purchased the only showhouse in town when W. J. Benfield, its operator for many years, decided to close it because of unprofitable business.

The municipality announces it will operate theatre "for the good of the community."

A committee of locals will have the management.

It will not be run for the sake of profit to the village or any individual, but for the entertainment of Beardley residents at admission prices that will make it, self-supporting; the announcement reads.

### Nude, Beautiful, Clever; New Show Girl Type

Statusque nude beauties don't go any more. Girls now must be so plump and scantily clad and do a wiggle in the bargain. The floor shows in all the cabarets that are drawing the crowds, where small girls clad only in a few beads do an actual cooch dance, is the coming thing for Broadway revues. That wiggling motion is the coming thing. It isn't called plain cooch. It will be known as the Rhumba, which is the Cuban name for the wiggle.

A producer asks: "Have you seen what they are doing in the cabarets? I have been to many of them here and out of town. And those little, hot girls with that wiggling motion are the rage. I am going to have sixteen little girls who are hot in my new show. I never had little girls before, but it is what everyone wants now."

Once it was enough for a girl to be beautiful, but now she must do a cooch besides, and as small girls are the best at it the tall girls will have to put on some clothes and go home.

### REINHARDT WITH MOLNAR-POMMER

Reinhardt Says Talkers Ultimate Art—Pommer Sees German Supremacy—Molnar Looks to Television Triumph—All Tell "Variety"

ALL-WORLD AUDIENCE

By Abel Green

Berlin, April 25.

Max Reinhardt, who, with Einstein, the scientist, is regarded by the Germans as of their country's greatest men; the eminent Hungarian playwright, Ferenc Molnar, and Erich Pommer, known to Hollywood, but content to remain the production chief of UFA in Berlin, all had very definite ideas about the talkers when seen here by "Variety's" roving Continental reporter.

All three set forth opinions wholly at variance with the other, but through it all, the basic knowledge that they were addressing America, and especially Hollywood, was paramount for they all knew

(Continued on page 57)

### Negroes Leaving Chicago in Lots; Big Realty Loss

Chicago, May 6.

Influx of colored people from the South to Chicago has dropped from 1,000 daily last year to less than 100 today. Drop-off has caused all colored cabarets and night clubs to fold.

Apartment spots, such as the Sunset, Plantation, Nest and Chin Chow are halted. Not a theatre or dance hall left run by colored people.

Railroads are doing their best to send the colored people back South, running weekly excursions to Atlanta, etc., at extra cheap rates. Estimated at the present rate of departure, colored section on the south side will be back to white within two years. Expected to bring about a great change in real estate.

Biggest losses cover the avenue building, Rosenwald, who erected a south side 420-apartment building, exclusively for colored people.

Estimated \$300,000,000 depreciation in South Michigan avenue property since going colored. The only remaining theatre getting any colored trade, the Regal, is run by B. & K.

### High Society Hopping Behind Picture of Caribou, Made North

#### An Exec at Home

Exec christened a newly arrived boy with a fancy front and middle handle, only to discover after it was all over that a new title would have to be found.

Initials of first turned out to be A. P. W.

Could figure no reason for giving free publicity to that well-known paper manufacturing company.

#### MOTHER HUBBARDS ON FILM ADS' GIRLS

Advertising departments of film companies now preparing their annual inserts and copy spurge reports that the new rash of ethics within the film trade is having its effect. Traditionally the big spurge was characterized by plenty of feminine flesh. This year the girls in the artists' drawings will wear Mother Hubbards.

It is pointed out that while the film business is getting so decorous the department stores are out-doing each other sexing up their copy. Although they may be featuring a sale of bridge lamps, bookcases, department store ads always manage to have a few girles in scanties or the latest wrinkle in girdles running around the borders of the advertisements.

#### Booze and Heroics

Hollywood, May 6. Fox is glorifying the Coast guard in "Men on Call," but will purposefully omit any reference to the booze-snooping by the service. Fox figures that many sections of the country wouldn't view the liquor-confiscation as heroic.

#### N. W. Radio Spieker Will Insult the Whole Family

Portland, Ore., May 6. Biggest radio sensation here is Robert Gordon Duncan, who hurls explosives, vituperation, references to female dogs into the ether. His campaign is anti-chain store. His catch: Getting indie stores to support the campaign. Over indie radio, station KVPD, Duncan burns up the "short waves" with hot shots at chain stores, chain banks, chain papers, chain everything.

Bankers, editors, business men who bump into his spotlight get caught in a wild volley of explosives from the self-styled "Oregon Wildcat."

His favorite title: "Skunk." Next ranking title: "Half-Skunk." One delicate comment referred to a local business man's maternal relation as having scratched fleas with her hind leg.

Park Avenue has turned picture producer. Most of the stars in the local blue book are expected to attend the opening of society's first cinema effort, called "Silent Enemy," at the Criterion, New York, May 13.

Numerous meetings at the Colony Club and other gathering places of the right sort making much hey-hey over the exultation of having a screen presentation which can be labeled strictly their own. So faddish will that first night be that the ordinary film reviewers will be invited to a projection apart from the regular magazine.

The Criterion has been taken on a rental basis. Picture expected to run about four weeks. Far may distribute it next fall.

The theme is not about any personal differences among its own kind. It is strongly leashed from intimation of scandal. It is the simple story of what a tough time those Oldway Inbings have getting chow up in the northern extremities.

Chief Long Lance, the "boy brave of the tribe, who plays hero in the picture, is now being feted in many part houses. He is sleeping in the exclusive Explorers' Club and will do a personal appearance at the Criterion.

Spotted Elk, the young woman who gave the film its feminine touch, is not in town but very much in the picture when the caribou, of which some estimates there are 150,000, are set before the camera.

Trials and tribulations of society of lending the necessary support during the shooting stage 'are summed up in the muck Mrs. Burden's trio spent \$200,000 and came sledge with the thermometer 40 below stopping point.

Young Shirley Burden also made passage to the same region to see how Ed and the boys were progressing.

W. Douglas Burden, explorer, writer and hotel in many other ways, developed the idea for the story while in the north several years ago, making miscellaneous film records of animals. With William C. Chandler and H. F. Carver, the trio spent \$200,000 and came back with 60 minutes of the silent enemy, which Paramount has thought well enough of to place on its releasing schedule.

#### "Nation's" Problem

Hollywood, May 6.

Problem in soundings "Nation" as former cop was shot at camera speed of 75 feet per minute and normal motion recording and projection gain is 90 per minute.

**BROOKS**  
THE NAME YOU GO BY  
WHEN YOU GO TO BUY  
**COSTUMES**  
GOWNS AND UNIFORMS  
1437 BWAY, N.Y. TEL. 3500 PENN.  
ALSO 15,500 COSTUMES TO RENT

# Fox Forces Waiting for Final Line-Up with Speculation on Smith-Zanft's Future Posts

Fox forces in New York are awaiting the final line-up of the reorganization, that is expected to arrive before W. R. Sheehan leaves for the coast studios. That may occur the latter end of this week. In the Fox ranks it is known that Sheehan has received a five-year agreement as vice-president and general manager of Fox. He is also a member of the Fox board of directors. Another and similar contract has been issued to James F. Grainger as vice-president and general sales manager.

The two persons the Fox personnel is speculating over are Courland Smith and Major John Zanft. Both are known to be slated for positive spots in the New York headquarter but without their duties as yet defined. Smith formerly held charge of the Fox Movie-tone News. When deposed by William Fox, Truman Tally replaced him. It is understood Tally is to remain in that position.

Zanft previously advised the Fox theatres east of Chicago, including the de Luxes. It seems not to have been decided whether Zanft is to continue in charge of the de Luxes, or inspect the British Gaiety theatres of England, now a Fox subsidiary.

**Booking Office**

About the most important spot in the Fox reorganization not yet settled upon is the new head of the vaude booking office. This is said to have proven a block to the Fox execs through its ultra importance. Of the several recommendations variously proffered to them for that position, no selection as yet has been made. At present it is held by Clark Lock who books the Fox vaude houses only.

The operator of the Fox Metropolitan circuit was still Joe Leo, at last up to yesterday (Tuesday). Leo is reported quite aware of and awaiting the appointment of his successor, reported as Harry Arthur. Arthur, from the Fox West Coast, has been absent in New York for three weeks without taking charge though mentioned for the Leo office. It is now understood Arthur will step into the Met office today (Wednesday) or tomorrow.

Meantime the Fox Metropolitan houses in the New York area are virtually running themselves, since no one in the Leo office is giving any particular attention to operation. Options on other theatres in the New York district held by Leo are said to be expiring daily, through lack of authority to proceed with them.

Harold B. Franklin, operator of the Fox West Coast, left New York last Thursday, with no reports of any talks over the Met Fox operation while in New York. Franklin is said to have conferred with Harley L. Clarke, the Fox president, and Sheehan, but only on matters of financing the West Coast commitments.

**Dinners**

Last Friday evening at the Hotel Savoy Plaza, Sheehan gave a dinner to the Clarke execs brought by the president to the Fox organization, with Clarke present as well, also Grainger, with the other guests editors of the local papers. Last night (Tuesday) another dinner at the same hotel was attended by about 60 Fox executives to meet the new president, Clarke, and his staff. It is understood that Sheehan, in agreeing with Sheehan and Grainger upon their term contracts with the Fox companies, made it plain he did not intend to become active in the technical or operating sides of the Fox companies. It is said Mr. Clarke has no ambitions to become a showman, but will cling to his Fox presidential duties, principally of handling the finances and general business structure of both companies.

It appears to be understood in picture circles that Clarke and Zanft are on friendly terms, although that friendliness has not been as far as having any influence upon the Fox reorganization.

**Frank Dolan, Pathe Writer**

Frank Dolan, of the staff of the New York "Daily News," joins the Pathe writing staff on the west coast. He leaves June 1.

**Dusting the Attic**

**JOE COOK and BROTHER**  
Comedy Juggling  
14 Mins.; Full Stage (11);  
One (3)  
126th Street  
(From "Variety," Aug. 3, 1907)

Joe Cook appears to be about 12. The brother looks two years younger. At this stage of their career the boys are chiefly in need of a bit more practice. They have a fair layout of juggling feats and an ordinary line of comedy material, but the act is injured by glaring roughness that could be smoothed with a bit more skillful handling of the juggles.

Wednesday night not less than a dozen misses were counted. The finish was best.

With the practice of further playing should develop that smoothness and certainty which is so essential to acts of this sort.

*Rush.*

By diligently practicing juggling, Joe Cook became a star comedian, which shows what jugglers can do to a guy. He wrote the best album ever for four Hawaiians, found the lost "Lover's Leap" at the old Grounds, is making a talker in which he is starred, and just wrote a book.

**WILL MAHONEY**  
in Earl Carroll's "Sketch Book,"  
Chanin's 46th St. Theatre, N. Y. C.  
The New York "Evening Graphic" said: "Will Mahoney is the greatest eccentric comedian seen in New York during the entire year. His jests and his dancing bring down the house."

Direction  
**RALPH G. FARNUM**  
1560 Broadway

## SCHANBERGER THEATRE DEAL CLOSED BY FOX

Kansas City, May 6.

Fox has closed the Schanberger circuit. It is at a trifle under \$2,000,000, and involves 60 houses in Missouri, Kansas, Nebraska and Iowa. Schanberger will remain as operator.

It's a Fox West Coast trade. Treasurer of the organization sent on \$1,000,000 in cash to complete the deal. This is believed to be part of the \$2,000,000 Harold B. Franklin is reported having secured from Fox while in New York last week, when he saw Harley L. Clarke, the Fox president. Franklin wanted the money to close up pending deals with West Coast.

The Schanberger matter has been hanging since long before the Fox moule. Other circuits were after it. William Fox at that time was reported protesting against the price paid for the circuit. That appears to have been reduced of late, if the present quotation of under two millions is correct.

At one time it was said Franklin thought it advisable to take over the deal as a personal venture and add the Schanberger houses to the West coast, notwithstanding. This intention, that included a couple of other coast picture men, was abandoned when the signs forecast a settlement of the Fox matter in New York.

All of the Schanberger houses will be linked to Fox West Coast.

## Non-Pro Film Reviewing Course for Women's Clubs

Hollywood, May 6.

Alice Ames Winter's course for non-pro film reviewers concluded Monday with a lecture on the advertising angle by Mark Larkin. It will be offered to six national women's organizations in printed form as a study course for local reviewing committees.

Revision and editing of the lectures for publication awaits okay of the plan by the various organizations.

Course was attended here by 180 members of the reviewing committees of the General Federation, Catholic Alumnae, D. A. R., Junior League, Y. M. C. A. and Library association, has consisted of eight meetings.

**Delf with Columbia**

Harry Delf left New York for Hollywood, Monday, with a writing and directing contract with Columbia. His term is a year. The picture work up to now has been in some shorts for Warners.



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## Kid Actor Brodies As Fake Spaniard But Clicks as Iz

Leon Janney, blond 13-year-old kid put under contract at heavy salary by Warners, has been in pictures since 1925 but 'was a brunet, under the name Leon Ramon.

His mother had figured dark hair and a Spanish name would go, but guessed wrong.

The hair was soap-dyed, so washed natural, and Janney is his real name.

Since the hair change the parts improved, with the WB term climax. Leon's birthday is April 1.

## SAILINGS

- June 25 (New York to London) Sophie Tucker, Al Lackett, Ted Shapiro (lle de France).
- May 23 (Paris to New York) Abel Green ("Variety") and Mrs. Green (Europa).
- May 16 (New York to Paris) A. J. Eakson and family (Belgianland).
- May 13 (London to New York) George Weeks (Olympic).
- May 9 (New York to London), Marie Dressler, Ernest Torrence (Olympic).
- May 8 (Vancouver to Hong Kong) Isador Bernstein, Harry Carson, Julius Berheim, Lewis Phyzok, William Adams, Sidney de Lund, C. E. Cobb (Empress Russia).
- May 7 (London to New York) Mrs. Francis Mangon (Europa).
- May 7 (London to New York) John Maxwell (Majestic).
- May 7 (Paris to New York) Jack Lenigan, Terry Turner, (Europa).
- May 7 (Paris to New York), Roberto Ray, Yvael Noe, Helen Bon Johns (lle de France).
- May 5 (Berlin to New York) Jesse Lasky, Al Kaufman, Serge Eisenstein (Europa).
- May 3 (London to New York) Yorke and King (Laplанд).
- May 3 (New York to London) Jed Harris (Loviathan).
- May 2 (Cape Town to London) Sandra Bernat, Three Fleming's (Armada Castle).
- April 30 (New York to Paris), Mr. and Mrs. Niles Trammel (Mauretania).
- April 30 (Sydney to Vancouver), Mr. and Mrs. Clark (Aorangi).
- April 29 (Sydney to London), Mrs. Roy Furves (Gervis Bay).

**Pettijohn Leaving**

Chicago, May 4.

Charles Pettijohn, Hayes' attorney, passed through here today on his way to the coast. He revealed that he will spend the next two weeks in Hollywood at the Roosevelt Hotel.

Last year the original Pettier spent his vacation in Germany.

# "Make" and "Mugging" Love Scenes Can't Run Overboard with Talk

## GILBERT AND CLAIRE LOOK SET TO PART

Ina Claire is in New York with the report she will not return to the Coast to again live with John Gilbert. The couple have had numerous spats and separations. They last lived together in New York in Paris when Miss Claire blew out on her new husband and gave him the runaround for a few days.

Shortly after the return of the newblows to Hollywood announcement was made that the Gilbert Home on Tower road, Beverly Hills, was to undergo alterations, with Miss Claire to live at a smaller place in Beverly and Gilbert going to the Beverly Wilshire hotel. That was reported as a subterfuge for the preliminaries of their separation. It lasted for about a month with the couple returning together until the abrogation of Miss Claire's contract with Pathe.

Not So Hotzy Totey

At that time it was figured Miss Claire would accept one of a number of stage offers in New York and then make a quiet exit. This was done about a month ago, when she came east with her mother.

According to inside information, Gilberts were not so hotzy with the Gilberts from the start. Miss Claire, it is said, complained to her husband, and the latter complained of this to close friends. He figured that when their European trip would be over that they might be straightened out. It was to the contrary, from accounts.

An inside to the romance has it that when Miss Claire reached the Coast, the Pathe publicity department suggested she do something that would link her name up with some great screen personality. About that time Gilbert, who had been paying ardent court to Greta Garbo, had a spat with the latter, and he, p.a., it is said, figured it would be timely for Miss Claire to tag Gilbert.

At the latter, who was in the dumps, began paying attention to her. Before anyone knew what was going on, they agreed to get hitched and flew to Las Vegas, Nev., where the knot was tied.

This went further than the p.a. had calculated, but it was okay, as the billing on her first Pathe picture, "Aurora Truth," had her as "Mrs. John Gilbert" in parenthesis.

## JOHN BALABAN IN N. Y. PUBLIX OFFICE IN SEPT.

Transferring from Chicago to New York in September at the wish of Sam Katz, John Balaban will direct Far-Public activities in the cities of Chicago and Detroit from eastern headquarters.

Balaban, one of the Balaban brothers and former partners of M. S. Katz in the Chicago, B. & K. chain, displayed no big eagerness to arrive. He will merely direct Far-P operation in Chicago and Detroit under Katz from an eastern rather than a western desk. Being in the west and closer to home office activities and executives has its conveniences.

Balaban will be coming east in the waning days of the departure of his brother, A. J., who came on from Chicago last year and has just resigned as head of Public unit production activities.

## Weather

Washington, May 6.

Variety Bureau has furnished outlook for week beginning tomorrow:

General showers and thunder storms in Chicago-Pittsburgh area and in Atlantic States late Wednesday afternoon or night, probably continuing Thursday in eastern states.

Generally fair and about two days of clear weather followed by showers about Sunday (7).  
Cooler Wednesday and Thursday in Middle West and Thursday and Friday in Atlantic States.  
Warmer at end of week.

## GERMAN OPERA CRAZE FOR TALKERS, LIKE HERE

Berlin, April 23.

Success of Richard Tauber's first talker, "Never Again Do I Believe a Man," has led to a craze for German (Frau) has sent all the other lesser film companies scurrying to engage singing names as potential stars for talkers. Tauber was no machine idol, and currently is further complicated physically by gout and rheumatism, thus special stories must be fashioned for him, but he clicked heavily and made his territory where his singing fame, through disks and general reputation, makes him international.

The small talker companies, proceeding on the Tauber premise, are out to make other stars.

Italian tenor, Tino Pattiera, of the Berlin State Opera, is set for a talker with the Eastman-Kodak Co. from Aubers' opera "Fra Diavolo."  
Carl Jochen, also of the Berlin Opera, will make "Schubert's Last Love" (Schubert's Letzte Liebe), directed by Richard Oswald.  
Michael Bohnen, known in America with the Metropolitan Opera of New York, will do two singertalkers with his own company. Joe Heller, long with Warners in Hollywood, will be Bohnen's technical advisor.

The Tauber success here is compensated by the success of Tibbett's "Rogue Song" for Metro.

**Maxwell Anderson Packs Hollywood, May 6.**

His contract expiring, Maxwell Anderson is off the Metro writing staff.

He will return to New York to work on a play.

Don't Rest on Your Laurels—They make a poor mattress.

Mrs. and Mrs. JACK NORVORTH  
150 West 44th Street  
New York

# 2-HEADED FINAL FILM?

## Fox-Loew Merger Worked On by Attorneys—Either That or Radio

Government is not going to be opposition to Fox-Loew combo is latest hope. Lawyers for both companies are working out details.

Somewhat the official folks have been sounded. Message returned was that while the government didn't like to go by such a fact, yet would take no official action to hinder. But, that is the story.

The But is that there must be no stock manipulation. Merging of physical assets of the companies has gotten the okay on this basis. This is understood to be no violation of the Clayton Act.

There is some question as to whether the physical merger may or may not be a violation of the Sherman Act. On this score it is the general view of lawyers in the case, and also of official Washington, that the thing will be left at rest.

From this it might be gleaned that a movement may be afoot to alter the Sherman Act on this phase as antiquated and out of gear. This, especially in view of the automobile mergers and a recently manipulated railroad combo which the films have as precedent.

## Rasak Looks Pivot—Paramount-Warner Preliminaries Started Again, Pending Zukor's Return—Utilities or Entertainment?

With Wall Street conforming to its investing public the revolutionary changes imminent in fildom's geography, matters along the same line continued to sizzle within knowing parts of the trade and assume boundaries.

Several things will happen in the merger hemisphere before accredited banker ambitions to consolidate the entire industry into a General Motors regime is realized. There will be mergers within this merger.

Fildom is scheduled for a final battle before there can be any allying of all forces under one roof.

Paramount and Warners look likely as hand joiners. During the past week negotiations preliminary to the return of Adolph Zukor were started. This deal, now definite, is set for French talker version of Perenc Molnar's "Olympia."

Complaint against the actress parallels one lodged against Luguet, also by Comedie. Luguet is now in Hollywood and has filed notice of appeal of the award by the courts against him of \$3,000 in favor of the Comedie.

## Spoiling It Again

Hollywood, May 6. "Variety" report of two actors who were using the deserted Hollywood Bowl at night for rehearsal of oratory brought a small audience and scared the boys away.

One of the actors has moved to the nearby Pilgrimage Play amphitheatre.

## Gladys Glad Turns Down Her Big Beauty Champion, Flo Ziegfeld, for Talker

Officially pronounced by the acknowledged beauty picker, Flo Ziegfeld as the handsomest girl extant, Gladys Glad has turned down her champion's generous offer to appear in "Whoopie," the Goldwyn talker on the Coast.

Ziegfeld, in Hollywood, sent Miss Glad a sumptuous wish. It said the nicest things possible, including the movie proffer, and asked the former "Gollies" light to appear in but one of her great-acts if her time were limited. The wire followed other interrogatory messages from the same source that did not appear to interest the star-looker.

With Gladys Glad now conducting a beauty column syndicated up to date in nearly 500 dailies, she cannot find time to consider stage or screen offers. It is said, though, Gladys may entertain a proposal from either in the near future when her work burdens are lightened somewhat.

## IF RADIO-FOX, ITS PAR-WARNER TOO

## Big Baby Demand

Hollywood, May 6. John Barrymore - Dolores Costello baby is in bigger demand than any other still in the industry. Warners have been swamped with requests from dailies. Many requests were made prior to the babe's arrival.

Baby will be telefoted east this week. That gives the child time enough to start looking-like somebody.

## French Resent Native Players Coming Over, German, 71, with Metro

Paris, May 6. New case of French resistance against the drafting of French talent for American pictures comes up in a threatened suit by the Comedie Francaise against Tanja Feder, who sailed on the "Olympic" last week under contract to Metro for a French talker version of Ferenc Molnar's "Olympia."

Complaint against the actress parallels one lodged against Luguet, also by Comedie. Luguet is now in Hollywood and has filed notice of appeal of the award by the courts against him of \$3,000 in favor of the Comedie.

## Connie Bennett After More Coin; Pathé Holdout

Hollywood, May 6. Constance Bennett is reported having gone up-stage with Pathe, not reporting to the studio as notified, under her contract.

Miss Bennett's agreement with Pathe now gives her \$1,750 weekly, with a yearly rise in salary until \$5,000. She is alleged to have stated that an independent producer here has offered her \$4,000 weekly.

From the accounts, Pathe has turned over to Miss Bennett the rental bonuses so far received when she has been loaned to other producers. Pathe also has given the girl \$10,000 as "pin money" on top of her salary in the last two of her pictures.

Pathe officials are reported somewhat incensed at Miss Bennett's greedy attitude, after having taken her in hand and made her following the girl's determination never to return to Hollywood some time ago.

It is said the Pathe people will confer on the Bennett situation, probably presenting her with an ultimatum. Up to date they have tried to good naturedly argue with her.

The story about an indie producer is looked upon as in the line of a frame, since no indie would dare entrust a contract star away from a first line producer, in fear that action would deprive him of distributing channels. That is always likely in such instances as this. The indie producer is even taking a chance in trying to horn in.

## FULL MEMBERSHIP VOTE FOR ACADEMY AWARDS

Hollywood, May 6. Scrapping of the complicated machinery by which achievements for awards by the Academy are judged was agreed upon by a recent visit committee at its first meeting on May 2.

Awards for 1929-30 will be made by vote of the entire Academy membership. Polling will be by mail after each Academy branch has specified the most meritorious achievements within its particular field.

Simplification will also speed up the announcement of awards, the committee agreeing that decisions are to be made within three months of the close of the award year, Oct. 31.

## Nora Gregor Can Now Proceed to Hollywood

Vienna, May 6. Friction between European managers and Hollywood film producers over the latter's raids upon Continental talent has been ironed out amicably by Max Reinhardt granting a leave of absence until September to Nora Gregor, star of Reinhardt's Vienna theatre.

Purpose of the furlough is to give the actress opportunity to act in a German version of "Olympia" for Metro.

Reinhardt has refused others permission to visit America to make films, as have other managers. Making an exception with Miss Gregor raises a special and individual case, since the managers are encouraged to clear that they will not encourage film offers from across the ocean that would interfere with their own seasons at home.

## Lois Moran Gets \$68,000 From Great-Aunt's Estate

Pittsburgh, May 6. Lois Moran, former Pittsburgh girl who became of legal age March 1, received \$68,000 in a distribution decree made by Judge Thomas E. Trimble in Orphans' Court here last week.

The fund, which adds to the already sizeable fortune of the film actress, is her share of the estate of her great-aunt, Mrs. Mary Darlington Ammon, who died in 1919. The court decree authorizes the Fidelity Title and Trust Company, her guardian, to turn the amount over to Miss Moran.

Miss Moran was graduated from the Seton Hill Academy, near here, a few years ago as Lois Darlington Dowling. The estate which she inherits from her great-aunt includes, besides heirlooms, a part of the Gaysveta property of the Darling estate.

## Chaney Now Warbling

Lon Chaney has been talked into singing as well as speaking in his first talker, "The Unholy Three."

He will sing an old favorite, "Sweet Rosie O'Grady."

## KIT CAT BEAUTY PICKER

Earl Carroll is selecting show girls for the new floor show due at the Kit Cat club, London.

T. D. Kemp will stage the show over there. The "lookers" will be billed as the Six Earl Carroll girls.

## Young Bill Flying

Hollywood, May 6. William Morris, Jr., will fly east late this week. He has been on coast three months during which time he completed reorganizing the local Morris office.

## Vilches, Spanish Actor, Wanted for Foreigns

Hollywood, May 6. Ernesto Vilches, Spanish stage star, now in New York, is in demand here. He has been bidding for him for Spanish editions.

## After Lucile Page

Hollywood, May 6. Earl Carroll is after Lucile Page, picture actress.

For his new "Vanities."

## Jos. P. Kennedy Leaving Films to Re-enter Banking Business; Going With Elisha Walker

## Big Baby Demand

Jos. P. Kennedy is bound for Wall Street, in association with Elisha Walker, chairman of the board of the Transamerica banking group, including the former Blair and Company and Bank of America. The Transamerica Corporation is looked upon as one of the two or three foremost banking institutions in America.

Mr. Walker will head the Transamerica, upon the retirement of Dr. A. H. C. Franks, as announced by the doctor yesterday, (Tuesday). He is retiring at 60.

In retaining the chairmanship of the bank, Mr. Kennedy will not continue active, but will lend his advice on Pathe picture matters and financing. He is first banking executive before re-entering his banking career, one that was somewhat interrupted when Kennedy came to New York for picture operation.

J. Murdock is at present president of Pathe but has been inactive in the past, leaving all details to Kennedy with whom he is extremely friendly. It is said that Kennedy, for the first time in his life when in Europe two years ago, with Kennedy in New York trying to block a "frame" against their mutual interests, started while both men were abroad, that Murdock issued a power of attorney to Kennedy that gave the latter unlimited power to act for Murdock in every way, even to the disposal of his assets. Murdock is a Scotchman.

With Kennedy's retirement from the direction of Pathe, E. B. Derr, executive vice-president, remains in charge of production on the West Coast; C. J. Scollard, Kennedy's personal representative, treasurer, and Phil M. Reisman, general sales manager.

## Del Rio's 3 Tongues

Hollywood, May 6. At unweaving of Rudolph Valentino Memorial Month, Dolores Del Rio made the ceremonial address in English, Spanish and Italian for newswear recording.

All countries subscribed to the monument located in Delongpre Park.

## Bebe Daniels, Prima

Hollywood, May 6. R-K-O says nothing for Bebe Daniels on the 1930 program but musical specials. Execs figure on not more than three for her during the current chapter.

Decision on straight musicals takes Miss Daniels out of the starring part in "Lawful Larceny."

## Did the Miraculous

Previously Kennedy, with Murdock. (Continued on page 12)

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# THE FILM MARKET

## Gift Packages Worth 60c Given Away 1 Night Weekly by Theatres

Free handouts of articles to the alert patrons have become such an incentive to business that at the end of this month 100 circuit theatres in New York City have tied up with Harry Eldridge to give away a different package one night a week. Tie-up has been arranged for three months.

The packages from Eldridge are paid for by the circuit managers, with Eldridge acting as a sort of a jobbing house or the medium between the manufacturer and the theatre buyers.

Each package contains five nationally advertised articles, either or otherwise. Each week the five are changed. A different gift package can be handed out for 52 times in a row without a repeat in any article. Retail value of each gift package is reported at 60c.

## "DEPT. JUSTICE IS NO ARBITRATOR"—O'BRIEN

Washington, May 6.

With the ever growing demand for the repeal of the anti-trust laws, admittedly hampering natural expansion in every industry, John Lord O'Brien, in addressing the U. S. Chamber of Commerce here last week, did considerable abetting to set forth just what the Department of Justice can and cannot do.

Mr. O'Brien, assistant to the Attorney General, stated that the department could not be an arbitrator, thereby indicating the previous methods of the department, which included approving mergers in advance, has been all wrong. O'Brien pointed out that the Attorney General has no authority to approve trade rules, or plans, as did the previous group in power at the department when placing an okay on the Hays arbitration rules and regulations recently upset in the Federal courts.

Speaker was in harmony with Col. Donovan, formerly in the assignment, the trade associations are a great thing and that the trade conferences of the Federal Trade Commission were working out splendidly. This in spite of the fact that the commission has surrounded itself in some rather tough spots, due to resolutions approved and upheld during these trade conferences.

## PALACE, CHI., ON GRIND; ERLANGER DEAL OFF

Chicago, May 6.

R-K-O's local Palace, one of the top big-time straight vaude houses remaining, will adhere to the original intention and go grind with Vaudeville May 31.

A pending deal with the Erlanger in New York to place legit shows in the Palace over the summer was necessarily called off when Erlanger's admitted it had no shows in sight for the date. Erlanger wanted a postponement until September. This may have been given conditionally on the vaudeville try.

Palace at the change will play about a \$6,000 vaude stage show on top of the picture. Its scale will be around 5c higher along the line than R-K-O's other big capacity combo houses here, State-Lake, also in the Loop.

### Studio's Stage Play

Hollywood, May 6.

Harry Ray and Louis B. Mayer are reported after a new play, "Young Man's Fancy." Idea is to produce it on coast as a stage piece, starring Glenn Hunter.

## Wm. Fox's Good Will

Paris, April 25.

General good-will on this side for William Fox is manifested in all walks of life.

Feeling generally is of regret that the man whose enterprises bear his name is lost.

This comes from divers sources, many unsympathetic to anything American or theatrical, as well as from rival showmen on this side.

## CENSOR TEST IS SHORTLY DUE IN ILLINOIS

Chicago, May 6.

Censor problem is starting to boil in earnest in the recent Illinois Supreme Court decisions, with two outstanding developments the past week.

In the case of "Alibi" United Artists has filed with the Supreme Court an application for a rehearing on its test case, which was to determine the power of Chi censors to cut or bar pictures. The court has upheld the censors in the past.

"Sex Madness," indie flicker, banned by censors, appealed for a local writ of injunction but was turned down by Superior Judge McKinley, who stated he would start an investigation to find why the censors permit some "immoral" pictures through while they ban others which are "not so bad."

In the latter case, exchanges and exhibitors are preparing data for a legal battle with the censors, who are also getting ready to fight.

## ADV. DEAL ON BY MYERS' ALLIED INDIES

Chicago, May 6.

Abram Meyers of Allied States, Indias, has sent circular letters to all Allied offices asking for their opinions on "Variety's" story of the "Ten Nights in a Bar Room" reissue.

Allied also has a deal on with Fowler Studios of Hollywood. This is an advertising scheme using vaudeville talent for shorts with main titles to be changed in each town so that presentation can be made through the courtesy of an advertiser.

Idea is for the Fowler shorts to play in theatres affiliated with the Allied organization, and for Allied to receive a percentage of the money obtained from the sponsoring advertiser.

Explanation is that thereby the Meyers maintenance can be lightened on the dues and direct assessment end of A. S.

## At White House Dinner

Washington, May 6.

Mr. and Mrs. David O. Selznick were guests of the President and Mrs. Hoover at a White House dinner last night.

Bride is Irene Gladys Mayer, daughter of Louis B. Mayer, of Metro.

The day was given to many official visits, with the couple leaving here last night.

M-G Takes Oscar Carter

Hollywood, May 6.

Oscar Carter, former stage director in New York, is here under contract to M-G to write.

## FOR YEAR ANYWAY AS THE DECISION

## Hays' Cabinet Reaches Conclusion Wide Film Just Now too Expensive Proposition for Whole Industry—Hays' Engineers to Make Study of Subject and Confer

### ONLY FOR STIMULUS

Wide film is officially out. Leaders of the film industry convening twice in the past few days at the Hays headquarters were apprised that the giant screen would be so exorbitant an advancement for the industry at that time that in addition to nearly tripling production and distribution costs, fully 75% of the first run theatres in the world, and practically all of the lesser houses, would have to be altered and in many cases completely rebuilt.

Titanic screen is to be tucked away as an emergency stimulus such as sound proved with its introduction. Only should the public show marked signs of wearying of picture entertainment as they did before talk manifested itself will wide width be trotted out. In the meantime, it is conceded, television will probably prove the next step in box office novelties.

The death knell for the present wide film is the official interpretation of sessions of the Hays' directors. For the record, however, wide film is to be held in abeyance for another year. During that time certain producers may continue experimenting as individuals, but in the meantime an engineer and scientific expert of international reputation will be conscripted by the Hays body. This expert will analyze all devices of which it was revealed at the meetings every producer in the field now has some method which he "thought was the best." The expert will also confer with engineers who have been unable to agree after months of deliberation, except to practically abandon the project from the economic standpoint.

Attending these sessions at the Hays office were Harley Clarke, David Sarnoff, Hiram Brown, R. H. Cochran, Earl Sammons, Nicholas Schenck and Sidney Hill. It is understood that Harry Warner represented his own interests.

Danger of wrecking the entire industry by placing wide film, a burden upon theatres which the majority could not be expected to survive and which would automatically result in less production circles, was considered by the industry's leaders. It is declared by impeccable informants.

Although General Theatres Equipment Company has formed a full fall by a group of bankers with the expressed purpose of featuring Fox's Grandeur, Harley Clarke, president of that body, which has since formed a definite plan of the Fox Holdings, told his conferees:

"That his interests had spent \$2,000,000 in experimenting with Grandeur, probably more than any other unit in the industry."

That his interests will scrap their present equipment and take the loss if a decision arriving at standardization of screen size, 70 millimeters, or a different method is arrived at.

Independent of his affiliation with Radio, Spoor, the inventor, has invested roughly between \$200,000 and five millions in his own wide system. David Sarnoff in speaking for Radio is quoted as saying that his corporation is definitely committed to the Spoor method, but in the event of disposition of wide film, beneficial and decided upon by the entire industry will guide his course.

Heads of other companies are reported

(Continued on page 12)

## Many Ifs and Ands in Inter-Ocean Deal on Sound, with W. E. Federal Suit

## 1st Runs on Broadway

(Subject to Change)

Week of May 9

Capitol—"Divorcee" (Metro)  
Colony—"Temple Tower"  
(Fox)  
Paramount—"Devil's Holiday" (Par)  
Roxy—"Arizona Kid" (Fox)  
Strand—"Wedding Rings" (FN)

Week of May 16

Capitol—"Ladies of Leisure" (Col)  
Paramount—"The Texan" (Par)  
Strand—"Man From Blankley" (WB)  
Winter Garden—"Courage" (WB)

\$2 Rents  
May 19—"Silent Evening" (Criterion)

## Home Talkers Are Demonstrated in Minn. Dept. Store

Minneapolis, May 6.

A loop department store here is giving demonstrations of a new home projection talker machine called the Cinephone.

Uses 16 mm. film, with some of the machines now being released.

## FOX AND NATHANSON IN CANADIAN TIEUP?

Movement towards planting Fox Film interests in Canada, is under way, it is said. On the latter end and dealing with Harley L. Clarke, Fox chief, is N. L. Nathanson. Nathanson is the former director general of Famous Players-Canada.

He zipped when Adolph Zukor frustrated Nathanson's plan to sell out the company to British-Gaumont, Fox controlled.

Nathanson still holds considerable interest in the Canadian company, although no longer represented on the board. When leaving he took along a couple of prototypes, and it looked for a while like Paramount was to get hold of them by some kind of a deal. Nothing yet, however.

Fox has long looked for a Canadian opening. It was part of the plans of William Fox and, so far as is known, Clarke is anking along the same route of expansion, although with more security.

## "RESURRECTION" LEADS

Universa City, May 6.

Edwin Vostor will quit production for Universa will be the talking version of Count Tolstov's "Resurrection."

Carwee made this picture for United Artists release under the Inspiration banner with Dolores Del Rio in the lead.

Felpe Vostor will have the Dan Rilo role in the talker, and John Holm opposite, in the part Rod La Roche played silently.

### Huston's Stage Play

Hollywood, May 6.

Walter Huston will quit pictures for a time in the fall.

He will return to the stage as star of Arthur Hopkins' new play, "Born in Texas."

Commenting of an inter-ocean deal whereby American producers will have to take out two sets of licenses to reproduce sound in countries claimed by Klangfilm, has been affected by M. A. Schlesinger, even in the midst of his self-out conferences atop the Al Smith group and the Warners.

Warners, who had previously bought 20% of Klangfilm, already has complied with the demand and is standing by awaiting developments in the Smith deal; particularly in the arbitration proceeding with Western Electric. Should the Smith deal should the brothers be ruled against by Western Electric, there is then an understanding already arrived at whereby they will voluntarily board DeForest licenses in this country.

The Schlesinger deal effected during the past week makes it imperative that producers, to secure Klangfilm privileges, should also, at the same time, come under a DeForest license in this country, otherwise no go on the other side. While papers for the Smith-DeForest deal have been drawn and awaiting signatures for over a week, Smith representatives at the end of numerous conferences are quoted as having declared that "DeForest hasn't convinced us of anything in his possession which will win."

Prepared for Trial

At the same time it is learned that Schlesinger has not called off his own forces preparing the suit and test case against Western Electric, but rather for the sudden dickering in the Smith deal.

It has been understood right along that the averting of this showdown in open court has been the real reason for the sudden dickering with the Schlesingers.

On the Warner angle it is reported it has taken out a DeForest license for the arbitration trial, field with the understanding that the outcome of present all-around dealings will influence their move for all-theatrical privileges under the indie patents.

From this perspective the brothers have eased themselves into a position far more assuring than in the past. The arbitration play, however, which were started two years ago when the brothers sought \$3,000,000 which they paid into W. E. for selling privileges which they were able to continue only 10 months at \$20,000 per month, and other money are reported being pushed to a quick close.

There also has its countercharges, as numerous as those of the brothers.

## 22,731 Theatres Play To \$800,000,000 Gross, State Gov't Statistics

Washington, May 6.

Estimates by picture division of Commerce Department sets the number of picture theatres in the United States at 22,731, with a total seating capacity of 11,300,000.

Intake via box offices is set for 1924 at \$500,000,000, while in 1929 the figure is reported at \$800,000,000.

State picture houses in 1929 patronage 15%, say the division leaders.

### Ethel Shutta's Film Work

Hollywood, May 6.

Ethel Shutta's new attempt to help her husband's (George Olson) floor show, is out of the roadhouse indefinitely.

Shutta takes up pending film engagements, being presently concerned in "Whoopee."

### Singer Opposite Menjou

Hollywood, May 6.

Olga Marie, singer, is here from New York to play opposite Adolphe Menjou in the French version of Paul's "Slightly Scared."

# U. S. DISTRIBS MAY TRY TO ENTER GERMANY VIA. FRENCH COMBINE

Paris, May 6. American picture producers, outside Warner Bros., are seeking to open the way for entrance into Germany through an arrangement here with Gaumont-Aubert-Franco, who seem to have the field locked up due to their sound patent understanding with Tobis for interchange.

Frank Brockliss, Harley L. Clarke's (Fox) personal representative, has propositioned Maurice Devies, vice-president of the Banque Nationale de Credit and chief organizer of the French group, for a deal by which Fox product could be marketed in Germany. Devies is understood to have turned it down.

For this reason Albert Kohan, general manager Societe Generale de Films, and a Gaumont-Aubert-Franco director, expresses the view that the same difficulties will face Paramount in getting into the German market.

Paul Kipetz, Fox's chief in Vienna, recently attempted to negotiate an arrangement with the Tobis people, but failed. It was then put up to Brockliss to see what he could do through the Gaumont-Aubert-Franco end.

With that avenue now apparently closed, report is that the Fox foreign policy will remain in statu quo until the arrival in June of Clayton Sheehan of Fox. Sheehan will return to Europe with W. E. Hutchinson, the Fox London head, who sails shortly for New York for conferences. Brockliss probably will sail with Hutchinson on the trip to New York. He was booked for the "Berenegaria" May 8, but that passage was cancelled for the later sailing.

## Jerusalem's Premieres

Jerusalem, May 6. Current week witnessed the unusual event of two important talking pictures from America coming in for local premieres.

Fox's "Movie-tone Follies" is at the Jerusalem theatre, while "The Singing Fool" is at the Televiv.

Both pictures favorably received.

## U Makes Good

London, May 6. Universal Film Co. has paid on behalf of James Bryson \$5,000 to the Alexandria Infirmary of Glasgow, on account of the sufferers in the Paisley cinema fire catastrophe.

This ends an acrimonious debate between the Scottish branch of the Exhibitors' Association and Bryson whether the offer of funds was sincere.

## \$250,000 AVERAGE FOR UFA'S BEST TALKERS

Berlin, May 6. Following are the casts of some UFA productions: "Hearts Melody" ("Melodie des Herzens"), approximately \$200,000; "Love Waltz" ("Liebeswaltzer"), \$200,000; The Emil Jannings talker, "The Blue Angel" ("Der blaue Engel"), about \$330,000, while both talkies of the Joe May Productions reached together \$350,000.

Synchronized Bloch-Rabinowitch production, starring Ivan Mosjukine (Moskine) "The White Devil" ("Der weisse Teufel"), quite expensive at same \$350,000.

Jannings' next, "The Big Tenor" ("Der grosses tenor") under Erich Kommer's supervision will also be around \$250,000.

## Legit Terrible but Films O. K. in Amsterdam

Amsterdam, May 6. Legit business here is terrible, while film trade is excellent.

"The Love Parade" is tremendous in 3d week at the Tuschinsky.

"Fruehls Sturm", opening at the Rembrandt, is a poor picture, but the reviewers treated it without much indulgence.

Moderate interest in the Roxy theatre's silent subject, "Czardas." The Mengelberg Orchestra's tour in Belgium is reported a huge success, helped by the compliments paid to the musician by the Belgian King and Queen.

## Craig, Etc., Buy 5

London, May 6. Sir Gordon Craig, Albert Clavering and John Rose, heads of the recently formed Federated Estates, which control 11 picture houses in the provinces, have added another five to their string.

They are Empire, Stockton; Opera House, Middleborough; Empire, Dewsbury; Hippodrome, Rothenham and Alhambra, Bransley.

## Native Wire N. G.

Paris, April 26. Shortly after the opening, as predicted, Jacques Haik scrapped Cinevox wire in his new Olympia here, and installed Western Electric. Latter did wiring job in 10 days.

Haik is financially interested in Cinevox.

## Coast Hunger

Hollywood, May 6. It's open season here for hunger anecdotes.

One actor has gone to live with a hermit in the hills back of Hollywood. He says the free rent idea is great, but the hermit makes him go into the hills for mustard greens, used in soup. It's beginning to get on the actor's nerves, like spinach.

Someone asked why there were so many guards around the cage of Metro's Leo, the lion, now on exhibition around here.

"We have to be careful," replied one of the guards, "actors have been stealing the lion's meat."

## Zukor Telling Nations About Par Making Film In Every One of Them

Paris, May 6. Summary of what Adolph Zukor, Jesse Lasky and Blumenthal have told "Variety" correspondents in Paris: Budapest, Vienna and Berlin, is that while pictures are international, specific productions must be national in appeal. For this reason the Paramount policy for foreign distribution is to make intra-national versions of its pictures, with the actual making where possible in the country to which the production is addressed.

To this end the company will make Germanic productions for German dialog talkers.

This decision opens another avenue. (Continued on page 64)

## U's \$10,000 FOR 'HELL' IN GERMANY—A BUY

Berlin, May 6. Carl Laemmle's \$10,000 purchase price of Sokal-Aafa Film Co.'s "White Hell" (Die welsche Hoelle vom Piz Palu) is deemed a bargain for Universal here. It includes American and all other English-speaking rights.

U will likely sound-synchronize "White Hell."

## 1st All-Argentine Talker Completed in Two Weeks

Hollywood, May 6. "Soul of a Gaucho" claimed to be the first all-Argentine talker, was made in two weeks by Paul Ellis at Tolefilm studio, with some exterior shots at U.

Ellis is author, producer and star, with Mona Rico and George Rigas in support.

Argentine Spanish used.

## Reinhardt Directing

Berlin, May 6. Max Reinhardt has been signed to direct Nigel Playfair's film production of the Offenbach opera "La Vie Parisienne" to be made at Electra.

Work will start the end of September, with versions of the story to be made in English, French and German.

Kauffman Resigns from W. B. Berlin, April 23. Phil Kauffman, gen. mgr. for First National, Warner Bros. and National Film A. G. for Germany, has resigned.

## Revenue Lost from Foreign Tongues In U. S. Problem Facing Film Makers

Hollywood, May 6. Indications at the studios are that one of the important features up for discussion at all the coming film conventions is the foreign language situation in the United States.

Execs realize that they're passing up much domestic revenue in

# 4 Shifts of Actors, 6 Hours Each, On Bi-Lingual Talkers in Europe

## GERMANS' TRIP TO HLYD ON \$700

Berlin, April 23. German Exhibitors' Association in a body going to Hollywood on a special tour co-arranged by Hamburg-American Lines and the American Express Co. Tour will embrace four months from June 18, until August 6, starting in New York and winding up in Hollywood with Philadelphia, Chicago, Boston, Denver and L. A. as some of the stop-offs.

Inclusive charge of 2,920 marks (\$700) is counted on to bring almost every important exhib, production man and all allied German film men to the west coast to study American talkers.

American companies have assured the shipping companies and the Am. Express of utmost co-operation.

## 1st German Made Sound Talker Censored on One Word, but Gets 2d Chance

Berlin, April 23. First German picture censored by the official board's "Room 107," over the interpretation of a word "before" (vorhin).

Story is a detective meller of the detectives-hero who spends part a night with a lady of the evening to ascertain certain details leading up to her arrest.

Actual scenes not shown but suggested through dialog by the word "before."

Film has another chance with the censors on a supplementary review following certain deletions.

## British Film Field

By Frank Tilley

London, April 25. Theatre financial at the moment features F. W. Szwarsky and Istare Schiesinger. Latter has cleared out of United Picture Theatre, England. He resigned from the chairmanship and from the board owing, he says, to pressure of business in South Africa.

Coincident with his quitting, the current balance sheet shows a loss of \$96,855, though the trading receipts were up on the previous year. This loss is attributed to high rentals on talkers through percentage bookings, but as the first half of the year showed enough profit to pay interim dividend at the rate of 10% on the 500,000 preferred ordinary stock, which absorbed \$125,000, and talkers were in full vogue then, the explanation is a bit hard to digest.

Maurice Jenks, accountant, has joined the board in place of Schiesinger, and his move is to sell out to Gaumont-British. This he announced at the meeting Tuesday, and also said whatever the cause of the losses they were unsatisfactory results with shorts. He is allowed to continue. As Jenks is an accountant, it looks like he doesn't quite agree with the cost of percentage booking plan.

He said the Interim dividend should not have been paid and had not been earned and other losses (Continued on page 64)

Paris, April 23. Whatever may be the multi-lingual production procedure in Hollywood, so far as Europe is concerned, the working day hereafter will be divided into as many different shifts as there are language versions. In brief, if it's to be a French and German talker only, the German company will work by day and the French at night. If in three languages, it will be divided into an eight-hour shift for each set of players, or six-hour daily shifts for four-language talkers, etc.

The idea of having one cast hanging around waiting for the first company to get finished has proven unsatisfactory. There's always something cropping up to retard the anticipated progress.

One company only will be allowed on sets at certain hours. When the song sounds, the next company will start, using the same sets. Then the ensuiling company each within their allotted working hours.

If there's something special of benefit, or unusually difficult, which might necessitate one language actor hanging around to see how the predecessor did his or her stuff, the rushes will take care of that; also stenographic instructions pertaining to the picture. This complicates over some special difficulty.

English Idea Day and night studio operation is becoming a regular thing in multi-lingual talker productions. Electra, London's Hollywood, started that idea of working different companies day and night, leaving the sets standing. The French thought they'd top it by having all companies and making scene by scene, only to find what might merit experimentation and building-up for French auditions did not go for another audience.

## Author Forces Producer To Change Title on Its Distorted Film Version

Paris, April 23. George Kessel, author of the book "Nuits de Princess" ("Princely Nights"), who has sold the picture rights to Aubert-Franco, claims his story has been distorted in this dramatization. He obtained court order to have the title changed.

New title "Nuit de Tsiganes" is due to appear within 30 days on all publicity, films, etc., in replacement of the former title.

## HUNGARY'S RED TAPE LOSES FOX FILM MAN

Budapest, April 24. Hans von Faber, Fox's general operator, taking sound newared pictures in Hungary during the past few weeks, suddenly departed from Budapest in high dudgeon, instructed by headquarters to continue his labors in the Balkan States and Turkey.

Reason is that censors in Hungary must play not only pictures flashed on the screen in this country, but also those taken here.

The censor was so slow about his work that the pictures taken by Faber had all news items at the time he was done. Other delays were caused by customs procedures.

Keels took an age in reaching New York and no one was longer interested in them upon arrival.

There is a howl in the papers against the red tape which has caused the departure. One of the men, whose work might have been good publicity for his entire country.

## "Hearies" in Jerusalem

Jerusalem, April 23. A new word has been coined here to designate the talkers. The Hebrew is "Hasiomolnu", which, rendered shabbily, is "Hearies".

The literal translation is "clear Movies." This is the term that has been accepted by the theatres in ballyhooing screen speech for the Holy Land.

THE 6th ANNUAL  
International Number  
of  
**VARIETY**  
Will Be Issued During  
JULY, NEXT  
Advertising copy at far away points from New York City should be forwarded as quickly as convenient to  
"VARIETY"  
NEW YORK CITY, U. S. A.

# METRO'S FOREIGN SLASH

## Continental Producers Take Stronger Hold on Film Position

Berlin, May 6. Further developments tend to weaken the hold of American producers upon the European market and raise new barriers to their trade here. The European front is tightening in favor of continental producers in Sweden and Italy.

Manager Svenska, from Sweden, is now in Berlin negotiating with Ufa and also with the Deutsche Lichtspieltheater, group of German producers and exhibitors, for an exchange of film product. Deal under consideration also contemplates the production here of Swedish versions of German talkies.

Dr. Alberto Giacalone, Berlin manager for Italian Films of Rome, affiliated with the Pittaluga interests in Italy, is accompanying a representative of Tobis in a journey to Rome for conference with the Pittalugas.

Paris, May 6. Dr. Hans Henkel, Paris manager for Tobis, referring to Giacalone's trip to Rome, says it is probably to make arrangements for the wiring of the Pittaluga studios with the Tobis system. This would apply to the larger plant, the smaller studios already being equipped with RCA Phonophone. Significance of the new German wiring would be that it probably looks toward the facilitating of Italian-German exchange of product.

## CONTINGENT IS FAVORED BY ITALIANS

Rome, May 6. An Italian film contingent similar to that in force for a time in France seems to be inevitable. Its creation very shortly is expected among trade authorities.

The Italian Federation of Cinematograph Owners is urging the ministry to move for the enactment of such a law, designed to protect the home industry. Ministry has no definite reply, but a strong likelihood is seen.

Suggestion is made that the new producing intentions of the Pittaluga people together with their announcement of plans to make native dialog pictures may have inspired the move, indirectly. The Franco-German alliance of these native picture makers also may figure in the maneuver.

## RUN HOUSES ARE MAKING MOST MONEY

Paris, May 6. A statistical survey just completed makes it clear that run houses are making more money for the distributors in spite of the fact they are signing fewer contracts.

Many houses that used to be weekly change houses are now playing features up to two months.

## No WB Buy In, Says Tobis, Interchangeability Only

Berlin, May 6. An official communication from the Tobis people just handed out, states that in the recent negotiations in New York Warner Bros. acquired no shares or tangible interest in the Kuechenmeister concerns.

Instead, says the statement, a contract was entered into governing friendly co-operation of the two groups with special reference to the interchangeability of patent rights in Europe.

## Native Newsreel Is Made in South Africa; With Regular Release

Cape Town, May 6. The first native man sound picture is on the market, in a series of news events incorporated into a newsreel release, made by the African Films Productions Corp.

This is the first of what is designed to be a weekly service with African theatres concerned in the operation and, of course, showing the topical service.

Introductory issue last week has Gen. Smuts making a speech at the opening of the Johannesburg Agricultural show, together with a musical drill by mounted and foot police. Service was received with enthusiasm.

The concern has a sound truck in the field for recording such public happenings.

## STUDIOS ACTIVE ON SPANISH VERSIONS

Hollywood, May 6. Antonio Moreno, who went Spanish for his first foreign version with Paramount, will repeat in that language in Warner's "Bad Man." He has been assigned the Holbrook Blinn part.

Femme lead is Rosita Ballastero. Andre Segurola has part played on the stage and silent screen by Charles Sellon. William McGann is director.

Warner Brothers' foreign plans, following "Bad Man" will probably include a Spanish version of "Adios," next Richard Barthelme film. Company also is preparing for 25 novelty shorts in Spanish, French and German.

M-G will make a Spanish edition of "Tampico," Joseph Hergeshimer's story of the Mexican oil fields.

## PUBLIC NOT CONCERNED

Musicians' Laments in S. A. Only Taken up by Managers and Daily

Buenos Aires, May 6. Agitation against mechanical music on the screen is growing. Theatre men now taking a hand in meeting newspaper attacks on synchronized pictures and talkers.

Musical unions and allied groups within the theatre held a meeting and framed a petition to the municipal council asking for regulation of the screen by city ordinances.

Public seems to have taken sides. It continues to pay top prices for the best screen entertainment, oblivious to the agitation, which is most serious except by the interested musicians.

The newspaper "La Prensa" continues its attack on "American propaganda" and Spanish dialog which it says does violence to Latin-American ears. It now has published five leading articles on the subject and is continuing its campaign.

## 2 Film Cos. on Rocks

London, May 6. Petitions for a court order calling for the compulsory winding up of British Screen Productions and International Talking Pictures companies was presented yesterday.

Petitioner in the first named case was Bruden Schweisheim, bankers of Munich, and in the other Geve Werke Co. of Berlin. Geve Werke allege a bill of exchange for \$1,500 was dishonored.

Both actions were adjourned to May 14 pending a stockholders' vote on a proposed merger.

## FRENCH-MADE GINGERS EUROPE

"My Childish Father" in French and English Versions — Subject Couldn't Have Gotten By in Hollywood — Advantages of Producing Foreign Tongues in France

### ENTHUSIASM ABROAD

Paris, May 6. The extraordinary smash scored by the new Adolph Merz picture, "Mon Gosse de pere" ("My Childish Father"), now by Pathe-Natan, is the talk of the industry, proving as it does, conclusively the advantages of local production of foreign dialog pictures. Picture is made in two versions, French and English.

Story would be impossible in Hollywood, having to do with racy episodes when the hero's (Menjou) illegitimate son, fruit of an amorous adventure years before, turns up at the age of 20. Mere glance at the idea furnishes ample proof that the Americans are disqualified by temperament from picking themes for this market. Such a story wouldn't get a second glance in California. Here it is accepted quite laudably.

It is beyond question Menjou's best picture. If the version in English has anything like the entertainment quality of the French edition (Continued on page 64)

## NEW UFA RIVAL ALONG U. A. LINES

Berlin, May 6. Rumors of a new talker producer in circulation here, of substantial nature is not obtainable. Leadership is credited to Curtis Melnitz, former Berlin manager of United Artists, and young Reimond von Hoffmann, son of the late actor.

Among other names associated with the rumors are Max Reinhardt, Lillian Glah, Fritz Kortner, Erik Charell and Brook Granowsky.

Idea here is that the idea is based on the same principle as that behind United Artists in the States—a co-operative scheme of strong screen and studio personalities.

Melnitz himself has denied that the undertaking has been definitely organized, but promises a formal declaration within a fortnight.

It is said the scheme will have no effect upon the existing relations between the American United Artists and the German Terra Film Co.

## Farben's Withdrawal Opens Russian Market

Berlin, May 6. Withdrawal of the Farben people from the film business opens a large Russian market for raw stock to anybody who takes the initiative in going after it.

Russia is supplied entirely now by the Farben people and with its elimination from the field it should be available, except for the consideration that proximity and custom would indicate Germany has an edge.

## Stibbe Dies

Copenhagen, May 6. Herr Stibbe, 73, pioneer Dutch importer of talking machine equipment, died here.

He was the first dealer to bring in gramophone discs, starting his business in Amsterdam 30 years ago. Discs then were of uniform size of 7 1/2 inches and titles were stamped in, instead of in the form of labels.

## Mussolini's Approval of Jolson Film May Soften Italian's Ban

## Danish Exhibs Present Rental Ultimatum to Distributing Exchs

Copenhagen, May 6. Boycott gestures toward American distributors made by the exhibitors of Denmark now looks likely to take shape.

The organization of theatre operators has sent a formal ultimatum to the distributors, demanding a reduction on rental scales and laying down the principle they will pay but 5% more for talker product than they did for silent pictures.

Statement of position also includes a declaration exhibitors will not pay extra for discs.

Ultimatum asserts that if the distributors fail to acquiesce the exhibitors not only will declare a "strike," but will organize their own distributing machine.

A leading distributor, interviewed by "Variety," says the dealers have refused for the present to accede to the demands and have cabled their home offices for instructions in dealing with the situation.

## W. E.'S SYSTEMS FOR FRENCH INSTALLATIONS

Paris, May 6. Western Electric is changing its policy in respect to going into manufacture of apparatus in Europe.

Rapid increase in sound theatres and expansion of the European market is forcing them into local production. Accordingly F. R. Marlon, company's French chief, will go after the French field with both his \$9,000 and \$3,000 equipment, the latter particularly designed for the smaller houses.

It is estimated that there are about 100 such establishments ready to buy equipment in France.

## METRO'S REP RESIGNS

Jos. Freeman Leaves in Paris—Marries in London

London, May 6. Joseph Freeman, director of the New Empire picture house and representing various Metro-Goldwyn-Mayer interests here, tendered his resignation at yesterday's (5) board meeting, withdrawing at the same time from many other Metro interests in which he was director. These include the Madeleine cinema, Paris and the subsidiary operation of five houses in Belgium.

Freeman took Harry Portman's place with Metro last fall and has been functioning in that capacity since October. Portman now is in the States and it is understood work has been sent to this side that he also is resigning.

Bow out of the two officials is reported to be due to dissatisfaction with the way they handled the sale of French circuit theatres, formerly Metro properties, transactions which Arthur Loew looked into on his recent visit.

Simultaneously with the coming out of the resignation reports, the papers record Freeman's marriage in London, April 30. His bride is Simone Durlau, formerly of Brussels.

## The Berries for 'Applause'

London, May 6. "Applause" was shortly withdrawn at the Plaza after audiences had greeted it repeatedly with raspberries.

"Stiv of Chanson" replaced it. Both pictures Paramount released.

Rome, May 6. Jolson's "The Singing Fool," here titled "Cantante Pazzo" had its premiere at a local deluxe this week, winning the warm applause of the Roman fans. Picture had been elaborately exploited and the public was availing its advent with uncommon interest.

Owing to the reputation Jolson's films have here, the authorities released the strict rule forbidding foreign dialog. Certain talking sequences were approved and the songs were allowed to go without reservation.

Picture trade talks this as an indication the Mussolini edict on foreign language may be somewhat softened in application. Il Duce previewed the Jolson picture in his own wired private theatre.

Newspaper reviewers are enthusiastic, making the only adverse comment that the technical quality of earlier pictures was better.

## SONGS AHEAD OF TALKERS HURT CHANCES

Paris, May 6. Exhibitors all over Europe are entering complaints that picture theme songs are being over-exploited before the release of the subjects of which they are a part.

Discs are marketed long before the pictures come in and, so the showmen figure, the edge has been dulled by that time.

Copenhagen, May 6. Over-familiarity of the public with the music in "Broadway Melody" is causing some complaint on the part of the exhibitors, although the picture is well liked.

Long delay in getting the film on this market is now explained. Now here, it has been topping the same company's (Metro) "Hollywood Revue."

Figured by showmen, if "Melody" had been released when its songs were fresh in the public mind, it would have been a smash.

## NEW SOUTH AMERICAN FILM GROSS RECORD

Buenos Aires, May 6. "The Love Parade" (Par), attaining 100 consecutive shows in its six weeks' run at the Astral theatre here, has hung up a new record for South America by grossing 250,000 pesos (\$80,000).

It also eclipses all other film figures in the history of the cinema. Picture is still playing to the regular scale of 3 feet (about \$1.20), and is expected to stay on another five weeks.

## 'Hallelulah' Dies in S. A.

Buenos Aires, May 6. "Hallelulah" (Metro) lasted only a week here and ended a flop.

Newspaper opinion altogether laudatory, but the fans walked out on the picture. It had the advantage of enormous publicity and editorial attention.

Buenos Aires, May 6. Albert Trillo is a newcomer to the film trade here, arriving a few days ago to act as agent in this territory for Radio Pictures.

He is making a preliminary study of the local situation in preparation for the opening of a local office.









# SMILING

## Wall Street Calls Smith Move Interesting—Many Angles to It

Wall Street is taking a sideways glance at the Al Smith move through De Forest and General Talking Pictures with the angle seeming being that his entrance was to be manipulated under cover and made, only when proper embellishment of the deal and the maneuvers surrounding got its full play.

Only by-play the big shots give it is that it's "interesting." That may or may not be a banker's way of giving the probable angle on the plan.

Raskob and Du Pont foresaw that. They have been seeking the proper spot for their friend for some time. In De Forest they figured they had it so that when pooling of the electric actually came about and the utility end of the business and entertainment were to be actually differentiated Smith could be the man to handle the entertainment reins.

The banking syndicate organized for this end had no connection seemingly with any of the electric. From two definite sources, however, each in a position to know, and each equally interested in the equipment end, and, coming from diametrically opposite expressions. One definitely places W. E. in the swing back of the entire deal. Another definitely separates it. From both sides, however, are assurances of De Forest position.

De Forest is given definite strength, and what is aching the nervous negotiators and manipulators is how to get De Forest in. Banking sources close to everything in this deal give it that the Tobis-De Forest end is too strong on patents and, consequently, that while Warners is manipulating the De Forest end for itself and independently, entered to the thought that W. E. might be interested.

Around it all lie control and money as licensors which W. E. wants to protect. The same banking sources have it that W. E. tried to prevent the deal in some details, but unavailing.

On the other hand, even W. E. officials are a bit on the screw about it. One high in the councils expressed a similar trend of thought as the bankers. Another stepped, saying they were sufficiently strong without De Forest. That gives it all a peculiar turn and unknown to nearly most of the negotiators is that another figure is about to enter the deal. It's from the producers' crowd. This source looks upon a deal with De Forest as a logical sequence to other ventures, and is awaiting the proper moment to enter into the foray.

It was stated that General Talking Pictures never produced a film. That is true. The company never tried to make a picture. Equipment only and prohibited from producing.

All, however, seem agreed on taking over De Forest somehow. One executive put it rather naively by stating that was the aim, but the question was "how?"

Where the actual rub comes, however, is in the production end. Precisely what can be done, while it can permit and license American producers to make pictures, it seemingly is estopped from permitting the same American producers from side with Tobis, even if foreign produced and under Tobis patents, without consent from De Forest. This by terms of the previous De Forest-Tobis-Kiang film holding alliance made for Europe early last fall.

By the same token there is also the fact that De Forest under its existing alliance with Tobis can prevent such films from being shown in America.

All that awaits now, so far as actual negotiations are concerned, however, is significant. This is both on the Smith angle and the Warner angle.

One source close to the deals gives it that Paramount, Fox and

## RADIO'S 1ST WIDE FILM FOR RAILROAD PICTURE

Radio is going ahead with its first wide film, a railroad story called "The Stalwart." Story is an original by James Ashmore Creel.

Picture will be done on the Spoorweg process in 65 mm and will start with location in Montana.

Jean Arthur, Robert Armstrong and Paul Walker have been set for the cast. Director not yet assigned.

## HAYS' CODE AND CENSORPROOF PICTURES

A censor-proof motion picture industry, wherein press agents and exhibitors also will tie a line set by filmdom itself, is being definitely formulated by the Hays organization.

Model pictures, presented with a modest nerve beyond the reproach of any censor board will be the result or else the offender will be severely penalized by the industry itself.

The Hays code for Hollywood is being abridged into editions for publicity men and theatre owners. Press agents who do not abide by it will be called on the carpet by the board of directors in their own company. It is claimed. As for exhibitors, any picture which violates any clause in the producers code is empowered to lay the complaint on the Hays' carpet. If sustained that theatre owner will be authorized to cancel booking of the same, and editing or revision deemed necessary by the Hays Board of directors will have to be docketed otherwise into the discard for that picture.

Publicity directors of all the Hays' company members are now drafting the code for themselves. It will be presented to the producers for okay. Several meetings last week, with another Monday and many more to be docketed before the end of this week are expected to do the work.

Facts and Facts At present the suggestions made would fit a library. From these will be sifted the ones which will insure against salacity in stills or advertising copy, and all press matter.

Hays' aim in regard to stills is to shy from all inclinations to inspire evil thoughts. This, and cartoon sketches, is one of the most important phases of future restriction in exploitation, according to the Hays mob.

The copy must also be devoid of vulgarisms. What constitutes news in an ad drawing must not be so depicted as to offend the sensibilities of any reader.

Facts, and only facts, must be dealt with.

## Young Warner Going Back

Hollywood, May 6. Lewis Warner, son of Harry M. Warner, leaves for New York late this week or early next. He will stop over at French Lick with family. Then on to the Atlantic City convention.

Young Warner returns to the coast later in the summer.

Radio are also in on the European end. Latter three having verbally agreed to pool their aims on the continent. But positive info on this point seems to be wanting.

## 4 LARGE GROUPS BUY DOWN DOWNHATE

Almost No Independent Circuits Remain — Warner and R-K-O Expanding Rapidly

### BUYING POWER

Through recent deals and pending negotiations on deals, the theatre operating wars has undergone remarkable changes.

Four large circuits have leaped to strategic positions within a comparatively short time. Meanwhile, that has been reducing the field to a scattering of individual operators and small strings.

At present there are very few indie circuits of any admitted importance left anywhere in the U. S. and Canada. The most important of those, M. E. Comerford's, went to Par-Public Monday, when a deal was closed to bring Comerford's string of 71 under the P-P banner.

Under their just closed and those in progress, figuring also expansion goals set by the circuits that will stand as the Big Four, between 4,000 and 5,000 houses will be operated under four banners, these theatres representing the most important in the States and Canada.

At present the standing is, in round figures, as follows:

|                   |       |
|-------------------|-------|
| Par-Public .....  | 1,500 |
| Fox .....         | 1,000 |
| Warner Bros. .... | 400   |
| R-K-O .....       | 175   |

Last two WB and R-K-O are considerably behind Par-Public and Fox in total number of theatres operated, but with pending deals and plans for expansion will rise to expected prominence as circuits.

WB will have close to 600 by June 1, it is estimated, with the figure to be doubled by Jan. 1, or 1,000 houses under Warner operation, that is less than a year. The Jan. 1 objective of 1,000 includes extensive building, but the 100 increase by June 1 does not take in houses now under construction and in progress, which are ready for opening by that date.

No R-K-O Goal R-K-O, which in view of the elaborate plans of Warners, will doubtless rank as the fourth largest individual operator, has not signified what goal it is shooting for, but it is known to be in the field for worthwhile acquisitions.

The Libson deal added 13 houses to the R-K-O group, which formerly was made up of 120 R-K-O houses and 20 in the Century Circuit on Long Island. Interstate string in Texas, reported an R-K-O acquisition, will swell the circuit by 10 houses, indie operators and single houses, without the country remaining for any possible future increase in the R-K-O list.

Fox Houses The Fox string will be increased under pending deal and plans by an indeterminate number of houses, especially if Fox merges Loew's. The Fox-Metropolitan group, now with 152 theatres, has as its objective in an acquisition increase of 105 by next Jan. 1.

How much farther Par-Public will go is something for conjecture. Since Warner Bros. has dropped negotiations to take the Prince & Vincent string of approximately 40 in western Pennsylvania, West Virginia and Virginia, it is possible Par-Public will be interested in that territory now if R-K-O doesn't take W&V first. Four years ago the organization (then Paramount) was near to closing on a deal in which the late E. B. Fiske declared to have been the stumbling block.

P-P is also credited on indie reports as recently having been near to closing a purchase of 17 of Staten Island and in New Jersey, but suddenly dropped negotiations. Fox before and now is said to be interested. Fox was ready to close

## ERPI Cutting Servicing Charges Under Cover for Some Theatres

### GOLD PLAQUE FOR GOLDEN

To Commemorate Work in War and for Picturcs

Washington, May 6. An 18 karat solid gold plaque, the first of its kind, will be presented today to Nate D. Golden, assistant chief of the motion picture division of the Commerce Department, by Senator David I. Walsh, Mass., on behalf of the Projection Advisory Council.

Golden is a former projectionist still retaining his membership in the Cleveland, O., local. The plaque is in recognition of his services in the war, which cost him a leg, and his work for the picture industry in his government assignment.

## WM. FOX'S NAME ORDERED OFF ALL BILLING

Hollywood, May 6.

Official orders have reached the coast studio to kill the name William Fox from all advertising and film credits.

Where before billboards and film titles carried the phrase "William Fox presents" this is now out. Instead will be "Fox Film Corporation presents."

No one hereafter will "Present" everything being in the corporation name. Elimination of personal name includes bulletin boards at both studios.

with Brill at the time of last fall's crash, which delayed negotiations to the "indefinite" stage, but now is reported likely to get together again with Brill. When no one can say, R-K-O of late has been looking over the Brill string.

Par-Public's rating as the leading operator in the Big Four group figures as follows: This including activity within the past year:

- |                            |     |
|----------------------------|-----|
| Comerford circuit....      | 71  |
| Water Reade.....           | 18  |
| Netco.....                 | 30  |
| Saenger-Canadian.....      | 25  |
| Fox.....                   | 108 |
| Famous.....                | 206 |
| Dent (Texas).....          | 40  |
| Great States.....          | 95  |
| F. & R.....                | 156 |
| S. & F. Fla.....           | 49  |
| Sparks-Lucas (Ga.).....    | 9   |
| Wilbie-Saenger (N.C.)..... | 30  |

Fox List The Fox organization, second biggest circuit, is divided approximately as follows:

- |                         |     |
|-------------------------|-----|
| Fox-West Coast .....    | 350 |
| Midwest Circuit .....   | 250 |
| Fox-Met .....           | 142 |
| Fox-Eluke Circuit ..... | 7   |
| Fox-Pull .....          | 15  |
| Loew's .....            | 176 |

The Fox-West Coast organization was originally 250 houses when Fox acquired control. Since that time it has annexed the so-called Midwest Circuit, comprising Midland, Schaumburg, Principal Pictures and other strings in Kansas, Nebraska, Iowa and other midwestern points, with these houses all coming under Fox-West Coast operations. White Loew's string of 176 are operating separately, they are, nevertheless, under control of the Fox organization.

Having the British-Gaumont circuit in Great Britain of between 200 and 300 houses, Fox does not stand far behind Par-Public for second place as a world operator. Par-Public is now holding on only a thin edge against a mostly separate unit of practically business and R-K-O now no longer the threat.

ERPI, W. E.'s subsidiary on sound equipment and parts, is servicing some theatres as low as \$15 a week and has made large slashes in prices on equipment.

Whether reductions have been made because of circuit tendency to service its own houses as a snip at ERPI's accommodations in this direction and in some instances gone out to reinstate parts outside of the W. E. subsidiary is not known, but that is admittedly the inference.

One of the largest picture companies says its records show very substantial reductions have been made by ERPI, especially for parts that must be frequently replaced and in some quarters have been regarded as costly.

While ERPI refuses to admit that reductions of any kind have been made, records of producer companies show that the electric's denial is apparently an effort to keep under cover any backing down on prices that occurred.

Reductions Various types of tubes which wear out like incandescents lamps do, but are high in price, have been reduced twice. Besides motor brushes, batteries and other materials that is being bought outside of ERPI because equipment users can get better prices, the tubes are more often replaced than other parts.

The 215 tube has been brought down from \$35 to \$20, this being most expensive type of tube used. Reduction on others are from \$10 to \$7 on type 205; and from \$28 to \$24 on type 211 and from \$5.85 to \$4.30 on type 233.

The tubes, according to equipment and theatre officials, last on the average for 700 to 800 hours. When they are burnt out before 500 hours, ERPI replaces them free, but this is said happens only when tubes are defective.

Services which under contracts runs to end of lease on equipment (1934), gets cheaper after 26 weeks and cheaper still after one year.

On ERPI's largest equipment, Type 1-S, the smaller equipment, Type 2-S, saving is \$55.60 for set 26 weeks, \$50 for next 26 weeks and \$43.75 thereafter for term of lease. On the smallest equipment, Type 4-S, saving is \$25, \$20 and \$15 divided that way. These prices, equipment users claim, make it possible for them to maintain their own servicing staffs, if wanted.

Large savings on minor parts obtainable elsewhere than from ERPI are being realized by big theatre operators because of their ability to take \$25 a piece divided that way. These prices, equipment users claim, make it possible for them to maintain their own servicing staffs, if wanted.

## U'S COLOR PROCESS STARTING TO WORK

Hollywood May 6.

Universal will use a new color system called the Kelley-Hunter system on a picture soon to start. It has been keeping everything under cover pending completion of all plans.

Inventors are William V. D. Kelley, who originated Prizma, the color process used on films, and Roy Hunter, Universal technician whose recently perfected multiple printing machine was recently installed at Universal.

New process is said not to employ extensive tinting or attachment to projector. Kelley is same individual once identified with Kelley-Hunter, but now out of that company some time.

## The Whites Abroad

Jack White, producer of comedies, accompanied by his wife, Pauline Stark, is in Paris, where he arrives this week.

Upon his return to New York he expects to sign another contract with Educational to make 26 pictures.

Film Stocks Rebound

(Continued from page 9) upward move. There is bound to be heavy secondary selling and the lesson of Monday will not soon be forgotten by the bulls. Yesterday's settlement reaction was completely upon covering operations, but that was merely a tactical maneuver. There is still a large short interest outstanding, and before it subsides it is pretty sure to make a determined stand.

Prices ought to flatten out after the usual secondary decline, and thereafter the ticker may give some more or less clear light on whether there is to be a bear or a bull tendency up until midsummer. Trading opinion is still fairly unanimous that the prospects for autumn advance are good.

The Monday Crash Yesterday's lull in the fury of stock selling gave the market badly needed respite. The steady rise of creosote bar pressure climaxed in the 3,000,000-share crash of Monday, probably the most brutal shakeout the market has seen for a decade with the single exception of October 29, last.

Contrasting to this situation was only one amusement stock that even broke its 1930 low, and that an issue only distantly related to the bear. It is the stock of Warner Bros. Co., which got to a new minimum for the current year at 16 1/2.

Among the amusement stocks probably Warner Bros. suffered worst in the hammering of values, going in the last hour and just before they turned around to rise near 3 o'clock, to 5 1/2, the low on the reaction and broke all recent lows of resistance, but still 20 points above Warners' bottom for 1930 at 3 1/2.

One could go right through the active theatre stock and pick out parallel instances of amazing powers to recover, all pointing to a rebound near the bottom of the listed amusement shares. Fact that powerful downtown interests stood ready to throw their influence in the extreme bottom of the bears in Warners had overcome the thing, the quotations surged upward from 5 1/2 in the last 15 minutes to better than 7 for a net profit on the day of 2 points.

New Status Ten years ago or even less, when there were only a handful of listed amusements, it was not a hard friend in the world. The greatest barrier to the growth of Famous Players was the attitude of the conservative investment advisors almost without an exception refused to buy the securities, and even the public was more liberal with its confidence, but the public had little part in the later phases of the latest, slighter advance. Its advanced stages was strictly an inside market war between bull and bear professional pool and the banking powers. A resistance offered by Paramount, Warners and the stock market, and the result a par with almost any sensed investment issue, or group of allied securities in the past.

In Monday's picture it was discernable that the bears had picked out Warners as the special target. The reason was that the amusement front, as disclosed in the turnover of about 200,000 shares that last session, was not a particularly moderate selling of Paramount and even Fox, with a large variety mark for the short sellers for two weeks. Fox advanced 100,000 and that of Paramount to total 67,000. Both of these stocks on the upturn have gone into three times those figures.

It would seem to follow that the bearish feeling has been concentrated on those issues, finding it easier to depress other stocks which have a much more impressive background in the esteem of the conservative fashioned traders. Answer, it seems logical to assume, was that they were banking upon the fact that the amusement favorites, or that their supporting clubs were strong enough to hit back.

It seemed clear that the situation in this respect has changed even since the experience of last No-

vember, when there seemed to be no limit to the decline of such issues as Paramount, Warner, Eastman Kodak and R-K-O. Back of the new order probably has been the performance of the theatre companies themselves in reporting for stability of profits and passing all old net figures while other companies with a similar reputation for stability were reporting sluggish trade and reduced profits.

At the start of the last hour Monday, Pynchon and Co., who have figured as sponsors for Fox and General Theatres, sent out a market "flash" to all branches recommending that on further reaction customers be advised to "buy Steel, Can, Vanadium, Fox and General Theatres." Pynchon people are among the strongest brokerage houses in the Street and recommending two amusement stocks openly in the very heat of a crash is a brand new maneuver for a firm of its standing.

The very nature of the selling, the violence of the turn-about at the Monday close and the vigor of the rally afterward, have the best evidence that the shakeout had been overdone. Opinion of the influences of the market is generally conceded to be the over confidence of pools working in all seasons. The public is expected to follow old leaders and particularly the gradual realization that market prices are generally below their reasonable discounting of recovery in general business.

Brokers had nobody to unload on and found themselves holding on. Investment trusts are supposed to have lightened their long stakes early in the reaction, but the pools practically forced to take up stock offered and no public standing by to play the old roll of the market.

Market for veets has been merely the churning around of stock from one professional hand to another. One observer likened it to the betting ring at the Juarez race track, where the professional bettor, when there weren't any tourists, was about to work on and the bookies had to try to urge each other.

Urged Buying Brokerage advice didn't wait for signs of a recovery, but at the heels of the market, with the urgent recommendations to their customers to buy now. The commission men generally have held to the conservative side during the April advance. Their market letters for two weeks have suggested caution, it does look as though such bullish elements are present in the market should have a chance to operate.

They are cheap and likely to remain so for a long time. The return to a return of business activity; situation is widely different from that of last fall in the theatre stocks, and there is less weak' public participation than in years, and business conditions, ahead of trade last fall, now seems to have passed its worst

Summary for week ending Saturday, May 3: STOCK EXCHANGE Table with columns: High, Low, Last, Net. Rows include American Steel, American Steel (C), Columbia, Eastman Kodak, etc.

CURB Table with columns: High, Low, Last, Net. Rows include American Steel, American Steel (C), Columbia, etc.

BONDS Table with columns: High, Low, Last, Net. Rows include 5% 24, 5% 24, 5% 24, etc.

ISSUES IN OTHER MARKETS Table with columns: High, Low, Last, Net. Rows include 150's of Boston, Los Angeles, Boston, etc.

phase and to be headed toward betterment.

R-K-O Radio-Keth suffered severely, also retracing its way from 50 to 35 on enormous transactions, amounting in the 70,000 shares still, however, less than its turnover of over 900,000 for the big week of last week. R-K-O took a terrific hammering Monday to the tune of 210,000 shares and a low of 35 1/2, but a color took it on the close, ending the day at 40 1/2.

In dealings on the Curb, Technicolor took it on the close, going to a new 1930 low at 61, but on moderate turnover. Columbia Columbia Pictures gave a good account of itself. The stock had recently enjoyed a sensational rise, apparently inside discounting of its treatment in the 70,000 shares complete playing of product, features and short subjects, giving Columbia representation in all key channels of the new Columbia, R-K-O show window, and the Globe, New York. Not to speak of S. Mercedes, each representing millions. Deal is strictly one market product, but, of course, the margin is not as wide as beforehand.

News of the deal was published in the usual channels Monday, when the market was at its worst. Ordinarily, announcements of this nature would have brought on some liquidation, but generally profit taking had been accomplished beforehand. Deal is strictly one market product, but, of course, the margin is not as wide as beforehand.

Notice was given in the usual channels of the redemption at the rate of 100% of the old shares. These are convertible 6's, of which there is some 16,000,000 outstanding. Redemption is in line with the new issue of \$33,000,000 of new 6% bonds, part of which was for that purpose. The new issue is being sold at a common rate of three shares for each \$100 of principal. They sold off moderately well, with the moderate decline in the stock. New bonds call for conversion privilege at two shares for each \$100 of principal.

Only definite news of the week was the action of the new Fox directors declaring \$1 a share on the Film & stock, continuing the old \$4 rate. Action came as a surprise. Directors should have voted on the dividend in April, but the news of the furor of changes in management failed to do anything escaped notice even by the short sellers. It was not mentioned by the N. Y. "Times." The quarter declaration applies to the second quarter of 1930. Statements of the company in that current profits amply justify payment at this time, report being that the second quarter showed a 25% increase of same period last year, which till then was a record.

Heins, with Roanoke Sewed Up, Holds Out Publix by Injunction

Radio's Convention Held Within Studio With All Accessories

Hollywood, May 6. Radio Pictures convention of its exchange managers, headed by Lee Marcus, gen sales mgr., will be a departure in such things. The convention is to be held within the studio lot, 3a, 18-22. All attending Radio salesmen will receive special attention from the lot's forces, with the entertainment for the banquet at the windup given by Radio's own screen stars. Attendance of visiting salesmen placed at about 75.

W. B. COLOR FILTER FOR B&W SIMULTANEOUSLY

Hollywood, May 6. Technical research laboratories of the Warner studio has perfected a camera filter which permits taking of black and white pictures simultaneously with the Technicolor cameras. It is estimated this will save the company considerable money and time and afford better opportunity for revenue from the foreign field and domestic theatres unable to afford the color product. It will also place Warners in a more independent position for lease. In the event Technicolor company is unable to deliver the color prints on time, as has been experienced in previous cases, the producing company can pinch hit with a black and white print. Previously colored and black and white prints could not be taken simultaneously mainly because of the difference in lighting and material.

Just what wide film, with all of the studio odds and ends and totally revolutionary changes would be disclosed even among the leaders of the industry who have been giving the subject serious consideration for the past year, as unknown and beyond the hazard of a guess. It was reckoned that with rawstock and printing costs doubled, actual production would be nearly tripled.

Kennedy Quits Films

(Continued from page 3) dock, had manipulated what was looked upon as the most miraculous happening of the show business for all time. The purchase of the late E. F. Albee stock and control of Keith's (K-A-O) for \$4,500,000, with more inside stuff concerned in that deal than any of the trade in many years.

By this time Kennedy had become the sole executive power of Pathe. In Pathe Kennedy acted for the first time as a manager, headed by Walker. His purpose was to protect the bankers' money in Pathe, around \$7,000,000. Pathe, when Kennedy took hold, was a business losing around \$1,000,000 yearly, and looked hopeless for bankers and stockholders.

Protected Pathe When selling Keith's to R-K-O, Kennedy secured a 10-year product contract for Pathe with the theatre circuit that guaranteed Pathe a large income yearly, really giving it a theatre circuit attachment. Kennedy and Murock had not been operating in K for a couple of months before completing the two deals with Radio for FBO and K-O-A. The rapidity with which Kennedy worked astonished the show trade, not accustomed at that date to rapid-fire financing.

At present he has net assets of around \$13,000,000, minus bonded indebtedness and outstanding stock, besides a 4% interest in the Dupont Film Company. The latter stock is exceedingly valuable, with Dupont at present earning net around \$2,000,000 annually. Trained in the banking business, Kennedy diverged into the show side temporarily. He seemed to like it at first. Later, it is said, the executive and producing ends commenced to pull upon him, through

Roanoke, Va., May 6. Determined to keep Pathe out of here, E. D. Heins, who controls the town theatrically, is attempting to upset Publix's invasion through purchase of the local Elks Club. Heins has bought hard against outsiders building in this city.

Wide Film Out

(Continued from page 5) (ported as reflecting the Clarke and Sarnoff positions—that of being good and best interests of the film industry. In deciding upon the "delay" producer heads voiced as the first reason for the move the safeguarding of the studio with the studios figuring in second place. Film Classes In the course of the session, called after the Society of Engineers deadlocked on the problem of standardization, according to producers, it was brought out that five different classes of film would have to be handled by the exchanges in the advent of giant film. These were enumerated as wide on film and wide on disc; standard on film and standard on disc; and a certain amount of totally silent standard release.

The president of one company revealed that where he has spent \$3,500,000 for 35 millimeter rawstock and printing the same, for those two items would be \$7,000,000 for wide film alone, thus tripling the production budget in that one respect.

Just what wide film, with all of the studio odds and ends and totally revolutionary changes would be disclosed even among the leaders of the industry who have been giving the subject serious consideration for the past year, as unknown and beyond the hazard of a guess. It was reckoned that with rawstock and printing costs doubled, actual production would be nearly tripled.

Despite the terrific cost producers received the greatest setback in their earlier enthusiasm for wide film when it was figured that the same and the same would do the trick, at the reaction of the public to technically perfect demonstrations on the giant screen. The Gaicly and Roxy showings of Fox Grandeur were those referred to.

Hollywood's 77 Agents

Hollywood, May 6. There were 77 agents here the last time the Labor Commission checked up, and more are unfolding like spring buds. Meantime plenty are folding. Some are hiding behind the desk when someone knocks at the anteroom door. "Come in," he called, "and lay the bill on the desk."

JUDGMENTS

- Munich Tavern, Inc.; E. A. Miller; Deenstrom Amusement Corp.; Rudolph Wurlitzer Co.; H. C. & S. Bldg. Corp. and Israel L. Grauman; Rudolph Wurlitzer Co.; \$6,807; Leon M. Dick Associates, Inc.; E. W. Van Buren; William Anthony McGuire; A. Jolson; \$5,715; Kennedy diverged into the show side temporarily. He seemed to like it at first. Later, it is said, the executive and producing ends commenced to pull upon him, through becoming somewhat of a routine to a banker. In withdrawing from the picture field, Kennedy will sever all relations with the picture industry. Under Kennedy's direction, Pathe has developed some unusual film personalities, headed by Ann Harding.

*The Greatest Screen Drama Of All Time*

*Amazing  
BOX-OFFICE  
Sensation*

**TIFFANY**  
presents



*Women are deeply moved  
by its romance and ten-  
derness—men by its soul  
strife of world war  
fighters.  
The humor of life  
in the trenches.*

**100,000,000  
PEOPLE ARE  
WAITING FOR IT**

**WHY?**  
**READ**  
WHAT THE NEWS-  
PAPER CRITICS  
AND THE NATIONAL  
MAGAZINES SAY—

**TIFFANY PRODUCTIONS INC.**  
729 SEVENTH AVE. NEW YORK CITY.



# 10,000 LAUD TIFFANY'S "JOURNEY'S END"

## Life

CIRCULATION OVER 144,700

### Movies by Harry Evans

#### "Journey's End"

**T**HE film version of "Journey's End" is a meticulously faithful reproduction of the successful stage play, for which Heaven and Director James Whale (who directed the stage production) be praised. Frankly, this reviewer expected that some stupid motion picture official would step in and insist that the attention that could not be afforded on the stage. Such a thing would have been disastrous. The story is primarily a study of the reactions of a galton of Englishmen stationed in a front line dugout, and the valiant efforts of these men to behave like human beings under the trying conditions of war, create an atmosphere of stark drama that

The splendid cast includes Colin Clive, who created the leading rôle of Captain Stanhope in the original English stage version. Ian MacLaren is unforgettable as Lieutenant Osborne; David Manners is the young lover and Anthony Bushell (the young lover in *Disraeli*) plays the weak-kneed, emotional *Hibbert* with moving earnestness. Billy Bevan, an old friend from the Mack Sennett lot, gives a surprisingly fine performance as the Cockney, Trotter, and Charles Gerrard, whom we have formerly known as a villainous smoothie in the drawing-room type of silent pictures, displays a fine flair for comedy in his characterization of *Moort*, the amusingly resourceful cook.

Whether you saw the play or not, you will enjoy "Journey's End." It is

CIRCULATION OVER 88,000

## OUTLOOK and Independent

### ▶▶ The Movies ◀◀ By CREIGHTON PEET ▶▶ "Journey's End" ◀◀

**S**O FAITHFUL and effective a reproduction of the British war play is Tiffany's talking picture that it leaves nothing to be desired either as to direction, acting or dramatic effect. If you live beyond the reach of legitimate road shows you can take your- self to see the film of the play which is still enjoying considerable success in both London and New York without substituting that you are getting only a second rate about the 's End.

CIRCULATION OVER 100,000

#### THE NEW YORKER

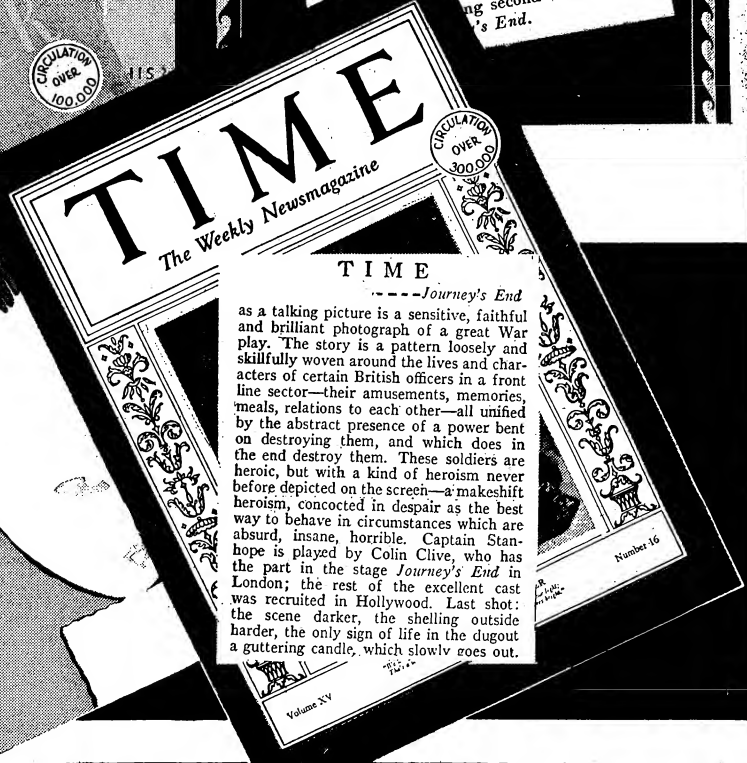
**T**HE screen version follows the book of the play closely. The only added scenes are highly justified by the scope of the movies as a special medium, and justified too by their own intrinsic success. There are scenes of the trenches outside the dugout, interpolated views of the front, of lines of sandbags and hideous mud-drenched passages, as effective and realistic as any shown anywhere on the screen. No English rose gardens are presented, though skeptics had expected them. The girl and the somewhat perfunctory romance of the play are no more stressed than they are on the stage.

An ALL-STAR Cast for Tiffany's "Journey's End" headed by Colin Clive, originator of the stage rôle of Captain Stanhope. Brought here from the Prince of Wales Theatre, London, to play Stanhope for the film version.

Directed by James Whale, director of the original London, New York and Chicago stage productions, from world famed play by R. C. Sherriff.

Newspapers everywhere are asking what theatre in their particular cities will show the film version. Millions of people are not WAITING—they are GLAMORING to see "Journey's End."

A Tiffany-Calthrough Production



# 10,000 PRAISED A PICTURE AS THEY HAVE "JOURNEY'S END"

# NEWSPAPERS WITH OVER 93,000,000 READERS ACCLAIM "JOURNEY'S END" AS WORLDS MIGHTIEST

## NEW YORK

A masterful production.—*Daily News*, which gives it a \*\*\*\* rating.

One of the most impressive film dramas of this or any other year.—*American*.

One of the most impressive war pictures ever filmed.—*Telegram*.

An absorbing piece of work.—*Times*.

A vital contribution to this year's film lineup.—*Graphic*.

A motion picture of the first order and must have success.—*World*.

It bears the stamp of all-around perfection.—*Evening Post*.

A tremendous picture; unforgettable. "Journey's End" is an example of what the talking screen can really mean.—*Evening Journal*.

The climaxes of "Journey's End" are marvellous, each one topping the other... one of the best efforts of the talking films.—*Evening Sun*.

"Great" is a word which we seldom employ... But we invoke it here eagerly. And even at that we feel that we haven't done the picture justice.—*Evening World*.

It is a brilliant and understanding achievement.—*Morning Telegraph*.

One picture you should surely see.—*Brooklyn Standard Union*.

Most impressive of all war plays.—*Brooklyn Times*.

Best of the season's war plays.—*Brooklyn Eagle*.

Thoroughly noteworthy.—*Robert E. Sherwood*.

The Supreme Drama of the Motion Picture Industry.—*Distributors Daily Review*.

Inspiring and notable.—*Film Daily*.

A powerful picture.—*Harrison's Reports*.

"Journey's End" in smash class.—*Variety*.

Tiffany, the picture's producers, has done a grand job.—*Burns Mantle*, ace of dramatic critics, in syndicated article used by almost 100 newspapers.

Powerful.—*Billboard*.

## BOSTON

Best of all war pictures.—*American*.

A splendid picture in every way.—*Herald*.

Perfect in its artistry, in its characterization and in its audience appeal.—*Globe*.

Audience was held taut.—*Transcript*.

The finest war picture ever filmed.—*Post*.

Tiffany has a superlatively fine production in this film.—*Traveler*.

## LOS ANGELES

Altogether exceptional as a picture drama.—*Express*.

"Journey's End" is a picture to see.—*Record*.

Gorgeously done.—*News*.

Should draw a wide attention, even among those who know the stage play.—*Times*.

We pause for adjectives sufficiently strong to express our appreciation.—*Louella Parsons, Examiner*. This criticism used in Hearst newspapers all over the U. S.

## DETROIT

An amazingly simple story... One of the most impressive narratives to reach the screen.—*News*.

A fine production.—*Times*.

"Journey's End" is the finest play I have yet seen come to the talking screen.—*Detroit Daily*.

Marks a distinct advance in the film art.—*Free Press*.

An absorbing piece of work.—*Border Cities Star*.

## CHICAGO

A faultlessly made picture version of a great play.—*Herald and Examiner*.

And all other Chicago papers were even more enthusiastic.

## LONDON

The most moving thing I have ever seen or heard.—*Daily Mail*.

**DAILY EXPRESS**—The film left me with the feeling that the whole nation should be paraded and marched off to the cinemas to see it.

**DAILY CHRONICLE**—To the inevitable question "How does the talkie compare with the stage play?" I must unhesitatingly answer that in my opinion the film is far and away the more effective presentation.

**DAILY MIRROR**—The finest thing the cinema has given us since the introduction of talking pictures.

**DAILY NEWS**—"Journey's End" is a triumph for all concerned in its making.

**DAILY SKETCH**—Has this film preceded the play it would have started the world into realization about the truth of the great war.

**MORNING POST**—Actually better than the play.

**DAILY HERALD**—A brilliantly successful piece of work which should pack the Tivoli for many weeks.

**FILM DAILY**—Absolutely perfect.

Statistics prepared by Tiffany Productions show that 95 per cent of the newspapers in the United States have commented favorably on the film version of "Journey's End." These papers represent a circulation of more than 93,000,000.

A TREMENDOUS PLAY, WITH TREMENDOUS AUDIENCES WAITING FOR IT.

**TIFFANY PRODUCTIONS INC.**  
729 SEVENTH AVE. NEW YORK CITY.





# → SENSATIONAL ←



**H**ERE is an inspired production destined to make box-office history. It combines all the box-office elements of "Stella Dallas" and "Over the Hill."

Belle Bennett plays a widow who struggles to keep her family together. Her wealthy sister-in-law tries to turn her children against her. Then it's woman against woman.

You can no more keep women away from this picture than you can keep children away from the circus. The human being who can see this picture without getting a tremendous thrill—just isn't human.

**OPENING—Winter Garden—SOON**

*you can have it—Day and Date with Broadway!*

WARNER BROS. present

# COURAGE

**BELLE BENNETT**  
**MARIAN NIXON**

Rex Bell, Richard Tucker,  
Leon Janney, Carter DeHaven,  
Jr., Blanche Frederici.

*From the play "Courage" by Tom Barry.  
Screen play and dialogue by Walter  
Anthony. Directed by Archie Mayo.*



"Vitaphone" is the registered trade-mark of The Vitaphone Corporation designating its products

Robert L. RIPLEY
"Believe It or Not"
10 Mins.
Winter Garden, New York

Vitaphone No. 1005
First of a Ripley Believe It or Not series in which the newspaper cartoonists tell of shows things that are stranger than fiction...

"BIG MONEY"
Theaters Series
Comedy
12 Mins.
Winter Garden, New York

Carries a fair punch because of the awkward situations Lucien Littlefield finds himself in trying to scrape up extra dough for family on the q. t. by working nights as a co-respident...

"SOUTH SEA PEARL"
With Gaston Glass
Musical (in Technicolor)
8 Mins.
Strand, New York

Technicolor, pretty eye stuff and good direction of musical sequences as a satisfactory story...

"THE MILITARY POST"
With Roberto Guzman
Singing, Music
7 Mins.
Winter Garden, New York

The Mexican tenor, Roberto Guzman here offers a taste of his native tongue in a colorful setting with a string orchestra...

"BUCK AND BUBBLES"
"Honest Crooks"
Comedy
7 Mins.
Commodore, New York

This is the short made by this colored tenor. Boys, as usual, are a good comedy team but their natural ability to promote laughs is not here...

"SPANISH ONIONS"
Comedy Cartoon
7 Mins.
New York
Educational No. 1587

Okay for laughs. One of the Fruity-Toon series usual by illustrations, but not enough for laughs and not in action either...

"MAY HOROSCOPE"
Novelty
5 Mins.
Loew's Lexington, New York
James A. FitzPatrick

One of a series of oral horoscopes, this one for people born in May. May Horoscope, the first in the series, probably with one produced for each month...

"PRINCESS LADY BUG"
With Kathryn Reece
Revue in Color
10 Mins.
Loew's Roof, New York

RCA recorded and colored by Photocolor, this short presents a musical comedy with a recited music theme and pleasant voices that get top registering...

"THOUGHT FOR MOTHER'S DAY"
Novelty
4 Mins.
Strand, New York

Built expressly for Mother's Day but as the mother stuff is generally good the year 'round, can fill the bill for any day without creating much reaction either way...

"WESTERN WHOOPIE"
Animated
5 Mins.; Cartoon
Strand, New York

Cartoons toward their rennaissance in sound effect. Very high order of ingenuity has been developed and revealed in combining animation and music, notably in the Disney series...

"DAD KNOWS BEST"
Educational
20 Mins.
Stanley, New York

A rib tickler. Produced by Jack White, who did a good job with Taylor Holmes and Helen Bolton the lead characters for years...

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HARRY LANGDON
"The Shrimp"
Comedy
20 Mins.
Lexington, New York
Metro

Harry Langdon, staging a return in talker shorts of the old silent two-reel classic comedy type, hits again in "The Shrimp". The laughs are secured by Langdon's goofing-around and some plate throwing around a good situation...

Neely EDWARDS and Lou BRICE
"The Window Cleaners"
Comedy, Singing
7 Mins.
Winter Garden, New York

Surfeit of musical short in which two window cleaners look through the window to see the petting going on between two married couples, friends of each other...

"THE JAZZ REHEARSAL"
Singing, Dancing
10 Mins.
Winter Garden, New York

All-color singing and dancing short with background an audition for picture musical stars...

"POOR AUBREY"
With Franklin Pangborn
Comedy
15 Mins.
Strand, New York

Short version of George Kelly's play, "The Show-off", smartly handled director's play, well handled and a first grade picture...

CODEE and ORTH
"Talking Ways"
Comedy
7 Mins.
Vitaphone No. 983

Ann Codee and Frank Orth, Vitaphone's top team in number of shorts made and general results in "Talking Ways". This time it all depends on the playing of the principals, who make it a pretty good comedy brief...

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CHARLEY CHASE
"20 Million Husbands"
Comedy
20 Mins.
Capitol, New York

Charley Chase, easily one of the screen's most reliable farceurs and one of the comedians who has lost nothing by the advent of dialog, has another drill diversion that will find general favor wherever the Capitol it was obviously used to take the curse off a heavy and somewhat weary audience...

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7 Mins.
Winter Garden, New York

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"RED HEADS"
With Nat Carr
Comedy with Songs and Dances
21 Mins.
Colony, New York

A miniature musical comedy good for any house containing laughs, songs and dances and excellent girly flash. Carr does the customary beehive. He is a gown shop proprietor hiring red headed models...

Neely EDWARDS and Lou BRICE
"The Window Cleaners"
Comedy, Singing
7 Mins.
Winter Garden, New York

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ALL QUIET ON THE WESTERN FRONT

Universal production and release. Directed by Lewis Milestone...

A harrowing, gruesome, morbid tale of war, so compelling in its realism, bitterness and repulsiveness that Universal's "Western Front" becomes at once a money picture.

Nothing passed up for the nieces; nothing glossed over for the women. Here exhibited is war as it is, butchery.

And when the German boy, back to the school which he left as a youthful schoolboy...

It is this very thing in a very great talking picture that will draw business...

In performance one might say it's due to Mr. Milestone's direction and the business...

Production and photography in keeping with the direction, which tells most briefly, while recording the things...

As Louis Wolheim said in his character: the next war let all the Kaisers, Presidents, Generals and diplomats go into a big field and let it out...

Mr. Milestone left out nothing, two or four deaths in sight of the audience; two or three legs suggested amputations of legs so suggestively forced you can almost see them cut off...

Hard to trust comedy into the greatest tragedy of the times, the biggest, most astounding drama ever screened, but they get it in, mostly through Slim Summerville as a hard

boiled veteran, and another, the male lead role played by Wolheim. Or again, in the case of the American soldiers swim, naked, across the river to the French shore, carrying their rifles and equipment...

This story is brief, and carries in this it does, trying, taking in the school boys, enthusiastic for their professor's plea for them to go to the country...

Every male in the world, from 14 years up, should see this picture. It is a production of the first order in that though all may not, through the gruesomeness...

In performance one might say it's due to Mr. Milestone's direction and the business...

Production and photography in keeping with the direction, which tells most briefly, while recording the things...

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Miniature Reviews

"All Quiet on Western Front" (U). Powerful artistically and commercially.

"Clancy in Wall Street" Humorous production, with Charles Murray, good for a laugh. Lacks color.

"Redemption" (Metro). John Gilbert suffering and suidling in a particularly dull and stupid old-fashioned Tolstoyan production.

"Dr. Fu Manchu" (Par). Lurid version of Rohmer directed by Rex Beach, with a well-picked sure-fire comedy bill to take the curse off this one.

"The Second Floor Mystery" (WB)—A murder mystery with a clever plot, but the idea that he will be linked in some of the minor first runs and applauded in the neighborhood.

"The Three Musketeers" (RKO). Sure-seaters or houses catering to youth and educationally inclined can book this.

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Put it that isn't Ziegfeld's first production scheme for a stage musical, it was Anderson's. This picture is a triumph over the stage.

"Clancy in Wall Street" Humorous production, with Charles Murray, good for a laugh. Lacks color.

"Redemption" (Metro). John Gilbert suffering and suidling in a particularly dull and stupid old-fashioned Tolstoyan production.

"Dr. Fu Manchu" (Par). Lurid version of Rohmer directed by Rex Beach, with a well-picked sure-fire comedy bill to take the curse off this one.

"The Second Floor Mystery" (WB)—A murder mystery with a clever plot, but the idea that he will be linked in some of the minor first runs and applauded in the neighborhood.

"The Three Musketeers" (RKO). Sure-seaters or houses catering to youth and educationally inclined can book this.

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CLANCY IN WALL ST.

Arrested! Pictures production. Followed by Clancy in Wall Street under the supervision of Edward Small, 3 reels directed by William Lusk.

An inexpensive independent production wherein the producers' desire to cash in on Charley Murray's humor and popularity. Story is woven around and satirizes the recent Wall street crash.

It's Charley Murray's picture, from the beginning to the end, and it is at the Colony, except for exploitation purposes.

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THE ALLURING GAL

(GERMAN MADE) (All Dialog) Berlin, April 23. "Das lockende Ziel," Tauber-Tonfilm production.

The second Richard Tauber picture is much better than his first attempt. Tauber's popularity continues and it will probably last out till his third and last production.

Story is very simple, dealing with an opera singer who slowly makes his way through the film.

Story is weak but business will surely be big.

ZEINAB

(EGYPTIAN MADE) (Silent) Cairo, April 19. Ramses Film Co. has presented its Egyptian film, entitled "Zeinab," at the Metropole Cinema, Cairo.

The value of "Zeinab" is based upon the clarity of the picture and its author, Dr. Hussein Helmi, eminent Arabic writer and journalist. It is really a piece of work depicting rural life in Egypt, and staged by Mohamed Kerim, well-known film producer.

When working in the fields, gaining a living, she falls in love with Ibrahim, who is entrusted with the inspection of cotton plants among whom she lives.

Thereupon Hassan asks the girl's hand, being the type of man looked after by the parents of Zeinab.

The choice of locales include the riverside where Zeinab was asked to marry, and the desert, the handsome and picturesque mosques, with their spires and minarets.

It's Charley Murray's picture, from the beginning to the end, and it is at the Colony, except for exploitation purposes.

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KING OF JAZZ

(PAUL WHITEMAN) (All Dialog, with Songs) Universal production and release. Paul Whiteman and Band starred. In revue style.

A lax-office picture anywhere for a look. If holding over, that must come from the extremely easy exploitation capable with this plot.

It's Charley Murray's picture, from the beginning to the end, and it is at the Colony, except for exploitation purposes.

It's Charley Murray's picture, from the beginning to the end, and it is at the Colony, except for exploitation purposes.

The  
**SONG**  
 OF THE  
**FLAM**

**WILL BE HEARD  
 'ROUND THE WORLD**



with

**ALEXANDER GRAY  
 BERNICE CLAIRE  
 NOAH BERRY  
 ALICE GENTLE**

Adapted from the Operetta by Otto Harbach,  
 Oscar Hammerstein II, George Gershwin and  
 Herbert Stothart.

**ALL TECHNICOLOR**



Marching with flaming torches to the castle. What a vivid scene this one is in color.

# Already the Talk of the West!

(Sensation Of All Sensations In Warner Bros. Hollywood Theatre)

# Now the Talk of the East!

(Brilliant Opening Last Night At Warner Bros. Theatre, Broadway)

# Soon the Talk of the World!

"A feast for the ears and eyes. Not surpassed by any other color picture. An amazing example of the talking screen."  
*Los Angeles Herald:*

"Entertainment that has little difficulty in holding its audience."  
*Los Angeles Express:*

"Excellent entertainment. One of the best to be turned out. Settings are big, gay and colorful."  
*Los Angeles Record:*

"Finest singing the talking pictures have offered. Seldom will you hear voices of such charm as the four principals possess."  
*Los Angeles Citizen:*

"Well may First National be proud of their milestone film. It is vivid, colorful and entertaining."  
*Los Angeles Illustrated News:*

"Lavish production. Certain to please. Bouquets should be tossed. Direction excellent. Photography splendid."  
*Film Daily:*

## A FIRST NATIONAL



"VITAPHONE" IS THE REGISTERED TRADE MARK OF THE VITAPHONE CORP. DESIGNATING ITS PRODUCTS.

Bernice Claire and Alexander Gray, the screen's best singing love team in their first dramatic romance.

Noah Beery sings "One Little Drink" in a voice two notes lower than any ever recorded. One of the many big surprises.



# Texas Without Opposish Vaude, Advertising "Only Stage Show"

Dallas, May 6. With Publix units out of Texas, Frank Stars, press chief for Hoblitzelle's Interstate wheel, has a heavy and plenty sharp axe to wield by plugging all his ad copy for Interstate towns with "only stage show in town." Loeve's State in Houston now only other vaude stand in state outside of Interstate's. Publix p. a.'s sit up breeding inquiries for better publicity, with no drawing card but the picture. It

always ends in the same medium, plenty of hoovey for the flaps and sheiks. Stunts are weekly affairs, varying from tin can mats to society teas on the mezzanine. Texans, who never got real benefit of Broadway shows and first class attractions, are really "stage hungry" deep down in their hearts. They still like and patronize vaude.

Ray Gallagher, "Penny Arcade," WB.  
Gertrude Astor, "Beware of Women," U.

# NEW CONTRACT FORM IN CANADA STARTS MAY 15

Ottawa, Can., May 6. New standard contract form for exhibitors becomes effective in Canada May 15. It provides for compulsory arbitration with boards of arbitrators comprising two members, or a third if necessary. Penalties are set for court enforcement. Paragraphs relating to feature re-issues, warranty as to advertising and minimum admission charges have been left out. There is a new clause on percentage bookings.

# III. Appeal Court Removes Right Of Injunction Against Censors

## BANDIT, SHOT, SAID: 'I GOT IT IN THE NECK'

Dallas, May 6. One box office hold-up and a lobby shooting climaxed a year of theatre hold-ups in Texas last week. One O. M. Houston, claiming to be insurance peddler from Nashville, attempted to hold up the Varsity, classy Dallas suburban, and was shot by a 17-year-old college student, Ralph Porter, who worked in the house. Porter knocked Houston's gun from his hand with an umbrella after Houston shot him and in turn shot the bandit through the neck. Houston died an hour later and Porter is still in a local hospital. Mortally wounded, with blood spouting from his neck, Houston ran out from the lobby to a car where a femme companion waited for him. Not noticing his wound, she asked "Did you get it?" "Yeah," he answered, "I got it in the neck."

Affair made second hijacker to be killed in box office hold up in Texas in last year, one having been shot by a cop in Ft. Worth. Same night of Dallas shooting, two hijackers took Maurice Rosenfield, manager of the Orpheum at Waco, Tex., for a ride, after he had opened a safe for them containing \$1,000 cash, and left him near a country road bridge, pantless. Maurice had to wait until a night watchman got him out of the mess. The Dallas shooting occurred during the show. Some 400 patrons stampeded for exits when they heard shots and screams, with several of them slightly injured during the scramble.

## DENVER PUBLIX PUTS STAGE UNITS BACK

Denver, May 6. After trying for over a month to coax cash customers in without giving them a stage show, the Denver has decided to return Publix regular stage units. Patronage fell off alarmingly and stayed that way, with the Orpheum and the Tabor reaping the benefit. Orpheum is showing pictures exclusively for the next three months, returning to vaude Aug. 1. The Publix units will make a jump of over 1,000 miles to play Denver. This will be the only city west of the Mississippi to have them. Starts May 8 with "Streets of Bombay." M. c. will be appointed later.

Chicago, May 6. Appellate Court last week handed down a decision on censored pictures that will disrupt the entire censorship question here. It gives the censor board the upper hand in all matters. Court ruled in the case of "Party Girl" (Tif), which played at the Woods under a restraining injunction, that the lower courts do not have jurisdiction and do not have jurisdiction to issue an injunction restraining police from interfering with the showing of pictures. The power of the lower courts is restricted to issuing a writ of mandamus to oblige the censors to issue a permit.

In the case of writ of mandamus the corporation counsel for the police and censors can immediately appeal to the higher courts. According to former corporation counsel William V. Daly, the Appellate Court docket is so crowded that the appeal case would not come up before eight months.

To the exchanges this decision means but one thing. That, in the future, they will be ready to accept cuts or take a "plnk," meaning for adults only, rather than fight for an injunction.

## Still Going Strong 4th Consecutive Year Benny MEROFF



MARBR O RPH EUM GRANADA  
CHICAGO

GEORGE  
**PRIZE**  
And His Famous 'FUNCH and JUDY'  
Featured in F. & M. Gyp. Gyp.  
Gypsy' Idea

AINSLY  
**LAMBERT**  
Now at Publix-Babban & Katz  
Theatres  
ORIENTAL—GHANADA—MARBR O  
CHICAGO, ILL.

## Lobby High Pressure

Hollywood, May 6. Three vaude acts in lobby and line of signs on marquee will be employed for "Cukoos" when opening at Orpheum, former vaude house. First time Orph has attempted high pressure.

Clarence Burton, "Unholy Three," M-G.  
Murdock McQuarrie, "Billy the Kid" M-G.  
Earl Askam, "Madame Satan," M-G.

"A FIND SOMETHING NEW IN  
COMEDY ENTERTAINMENT"  
**ED. J. WEISFELD**  
PUBLIX-KUNSKY PRODUCER

**Fred 'PANSY' Sanborn**  
ONE OF TED HEALY'S RACKETEERS  
**HELD OVER IN  
DETROIT FOR 3 WEEKS**  
Booked by WM. MORRIS

# FRANK NICK KING AND KING "FEATS OF FEET" (IN THE LAST EIGHT BARS)



FRANK KING, OF THE ORIGINAL  
KING AND KING, IS NOW WORKING  
WITH HIS BROTHER NICK

This Week  
**EARLE THEATRE**  
Philadelphia

Direction JERRY CARGILL—Thanks to  
GEORGE LEVY

Meals by FORSYTH and KELLY  
JACK SYDNEY, Steward

# A. R. BOYD ENTERPRISES

WE BUILD, BUY, LEASE,  
OPERATE OR MANAGE  
MOTION PICTURE THEATRES  
IN PENNA.—NEW JERSEY  
DELAWARE—MARYLAND  
—DISTRICT OF COLUMBIA—  
VIRGINIA AND W. VIRGINIA

SUITE

402-404

1700 SANSON STREET  
PHILADELPHIA, PA.

ABE JACK  
**SHAPIRO AND O'MALLEY**  
PRESENT

"HOW DOES HE STAND IT?"

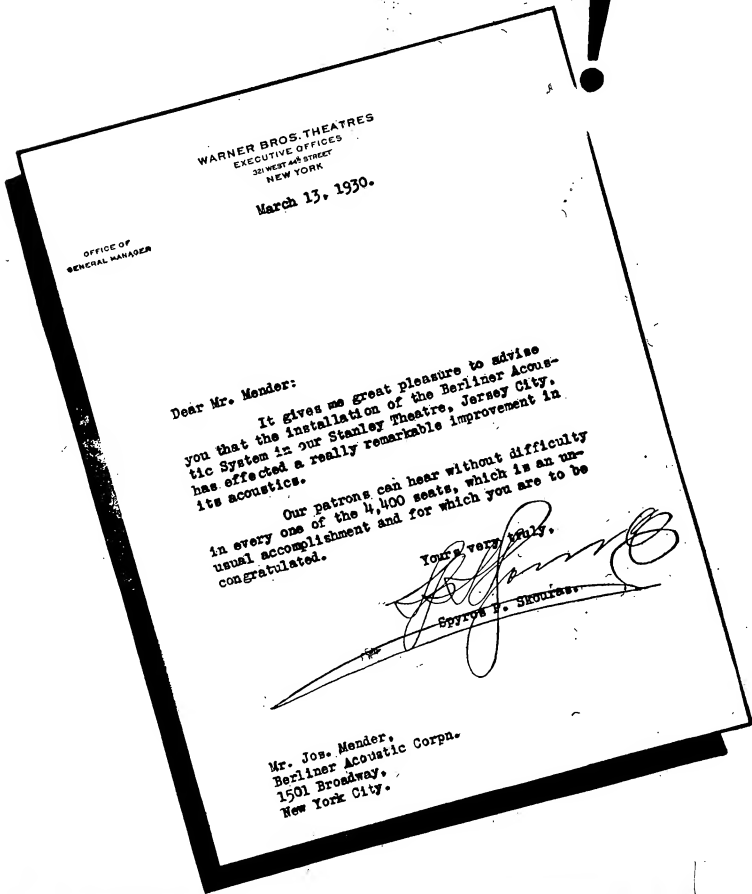
FEATURED IN FANCHON & MARCO'S "CITY SERVICE" IDEA  
THANKS TO FANCHON & MARCO, SCHALLMAN BROS., SEYMOUR SHAPIRO



# Read this "SOUND PROOF" LETTER!



Loretta Young,  
featured in  
"Loose Ankles"



WARNER BROS. THEATRES  
EXECUTIVE OFFICES  
30 WEST 44th STREET  
NEW YORK

March 13, 1930.

OFFICE OF  
GENERAL MANAGER

Dear Mr. Mander:

It gives me great pleasure to advise you that the installation of the Berliner Acoustic System in our Stanley Theatre, Jersey City, has effected a really remarkable improvement in its acoustics.

Our patrons can hear without difficulty in every one of the 4,400 seats, which is an unusual accomplishment and for which you are to be congratulated.

Yours very truly,

Spurgeon P. Shubert

Mr. Jos. Mander,  
Berliner Acoustic Corp.,  
1501 Broadway,  
New York City.

You don't have to "try out" the Berliner Acoustic System . . . Other leading showmen have done that for you.

Advance installations in a dozen auditoriums prove conclusively that it brings every word to every patron—makes every seat your best seat—and makes your best seats better.

In the new 4400-seat Stanley Theatre in Jersey City, N. J., rear balcony seats almost a block from the stage were made as acoustically perfect as those in the center of the orchestra.

In the famous Guild Theatre, de luxe New York legit house—the Drexel Institute in Philadelphia—the trading room of the N.Y. Cotton Exchange—and other leading theatres and auditoriums, the Berliner Acoustic System has proved a complete and sensational success.

In every case all "dead spots" have been eliminated and sound perfectly and evenly distributed to every seat.

The Berliner Acoustic System has been authoritatively recognized by film, trade and scientific journals as the final solution of the acoustic problem.

Here is the discovery the industry has been waiting for. Sooner or later every important theatre will have to have it. It's just a question of whether you will lead or follow.

Write to-day for full details.

## SEND THIS "SOUND PROOF" COUPON

Berliner Acoustic Corp., Dept. V2  
1808 Paramount Bldg., N. Y. C.

Tell me ALL the good news about Berliner Acoustics, including approximate cost for a \_\_\_\_\_ seat house.

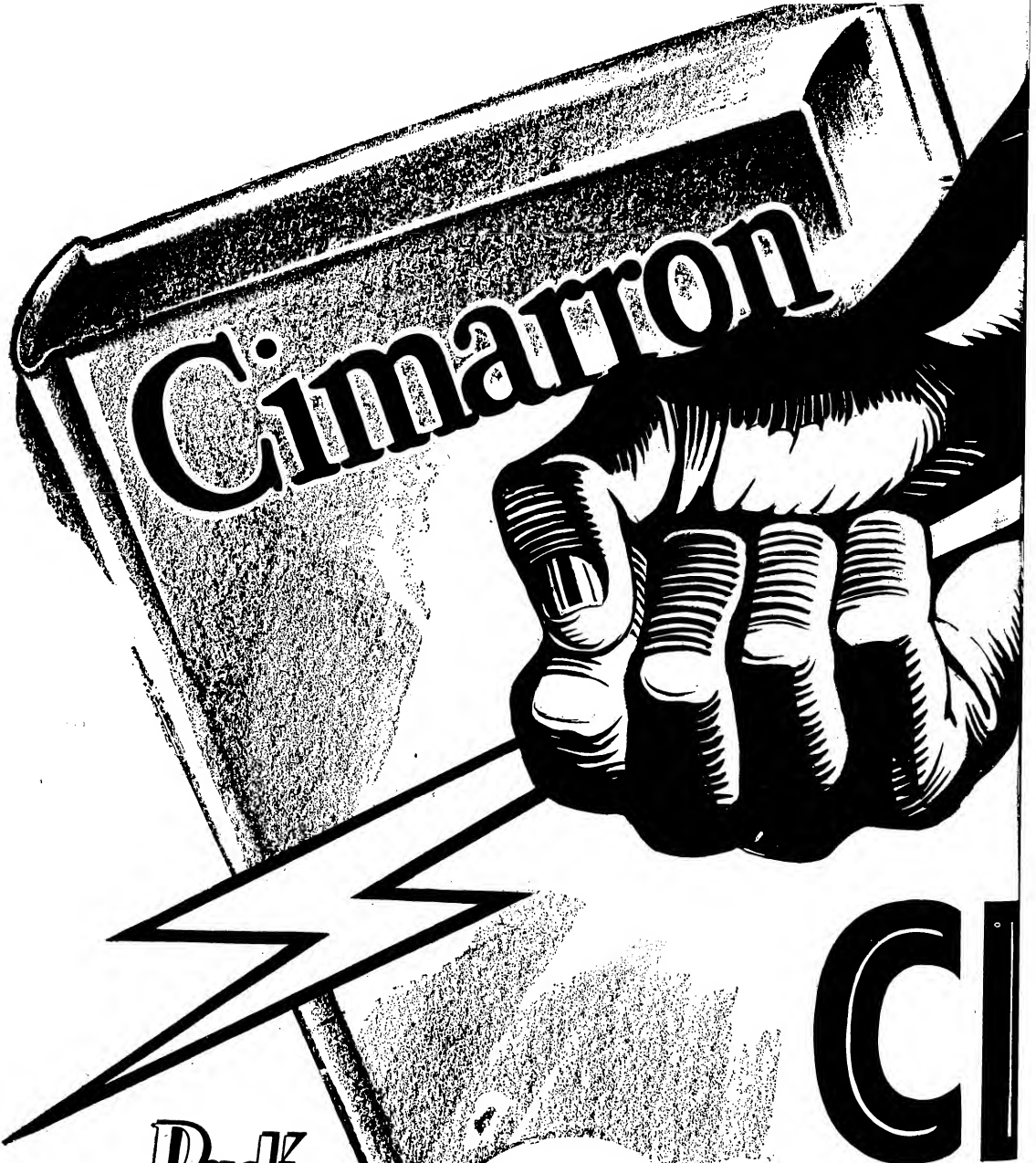
Name \_\_\_\_\_

Theatre \_\_\_\_\_

City \_\_\_\_\_

# BERLINER ACOUSTIC SYSTEM

# Year's Greatest Novel Follows 'N' Andy in New Pageant of



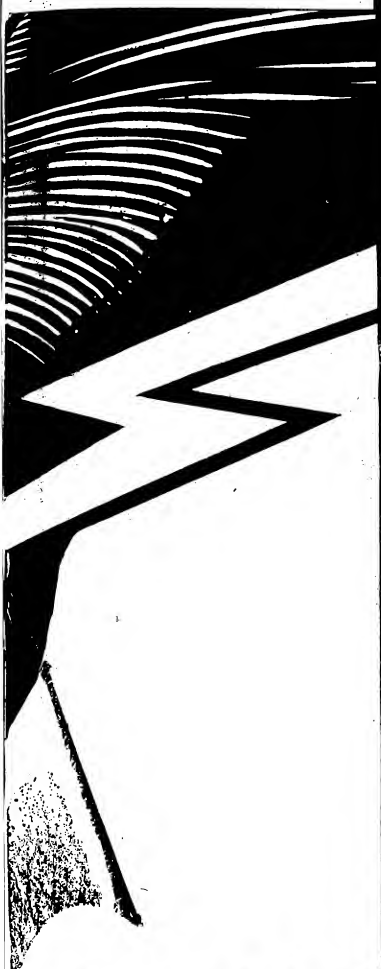
**Radio  
PICTURES**



Reg. U. S. Pat. Off.

Author of "Show Boat" and "So Big", and many other best sellers, Edna Ferber writes to a stupendous worldwide following. "Cimarron" got off with a rush and is setting an amazing pace at the book counters. Needless to say, Edna Ferber's name has a definite and far-reaching influence at the box-office.

# ws Amos the Titans



Onward sweeps the Radio Titan . . . Shining Son of Destiny...To Leadership of the Modern Show World! A Greater and Grander Pageant of the Titans is Forming !

Radio Pictures eclipsed all rivals a fortnight ago with the announcement that Amos 'N' Andy had signed a Titan Contract to make the Mightiest All-Time Attraction. Now Edna Ferber contributes THE YEAR'S BEST SELLER "CIMARRON" to the new Radio program! This news should be relished by every showman in the world.

It is no secret that Radio's 30-31 line-up will be an overwhelming sensation!

With pride, therefore, Radio Pictures announces as one of its superlative Titan Shows . . .

## EDNA FERBER'S

# MARRON

America's Epic of Empire . . .  
Greatest Outdoor Drama  
of All Show Ages . . . Pro-  
duced on Colossal Scale.



# Records Crash Before Terrific Onslaught of Mighty Hits from United Artists!!!

### LEADING EXHIBITORS SMILE AS SMASH LINE-UP DRAWS MILLIONS TO NATION'S BOX-OFFICES

"The swellest talkie-singing to reach Broadway. Richman has a billion dollar voice."—N.Y. News. "Exceptionally good entertainment."—Graphic.



Joseph M. Schenck presents  
**HARRY RICHMAN**  
"PUTTIN' ON THE RITZ"  
with **JOAN BENNETT**

James Gleason, Lilyan Tashman, Aileen Pringle  
MUSIC and LYRICS by IRVING BERLIN  
Directed by EDWARD SLOMAN

"A picture of unusual entertainment quality." San Francisco Call-Bulletin. "One of the best and most beautifully made movies of this year." St. Louis Times.



Joseph M. Schenck presents  
**HERBERT BRENON'S**  
"LUMMOX"

From the Best Seller by FANNIE HURST  
with **WINIFRED WESTOVER**  
BEN LYON EDNA MURPHY  
WILLIAM COLLIER, JR.

"A riot of laughter."—N.Y. American. "Probably the happiest picture now current. Fannie Brice at her funniest."—Brooklyn Standard Union. "Hilarious comedy."—Graphic.



Joseph M. Schenck presents  
**FANNY BRICE**  
"BE YOURSELF!"  
with **HARRY GREEN**

ROBERT ARMSTRONG  
Directed by Thornton Freeland

"Measures up to every standard of a great photoplay." Tampa Morning Tribune. "One of the best entertainment films of the year." San Francisco Call-Bulletin.



Inspiration Pictures presents  
**HENRY KING'S**  
"HELL HARBOR"

with **LUPE VELEZ**  
JEAN HERSHOLT  
John Holland Al St. John

"Particularly fine entertainment. Will appeal to the romantic of all ages."—San Francisco News. "Lillian Gish takes her place as a big star in the talkies."—Ex. Daily Review.



Joseph M. Schenck presents  
**LILLIAN GISH**  
IN  
"ONE ROMANTIC NIGHT"

Rod La Rocque, Conrad Nagel, Marie Dressler  
and O. P. Heggie — Directed by PAUL STEIN

"Screenland's greatest money stars in their most colorful roles. A smash-bang story that measures up to the highest box-office standards."



Joseph M. Schenck presents  
**DOLORES DEL RIO**  
"THE BAD ONE"  
**EDMUND LOWE**  
A GEORGE FITZMAURICÉ  
PRODUCTION

### UNITED ARTISTS PICTURES WHERE THE BIG ONES COME FROM

## COMING CROWD- GETTERS

GLORIA SWANSON IN "What A Widow"  
Directed by Allan Dwan. Musical-Comedy Drama.

EDDIE CANTOR IN "WHOOPEE"  
Goldwyn-Ziegfeld Technicolor Musical, Comedy.

D. W. GRIFFITH'S "ABRAHAM LINCOLN"  
With WALTER HUSTON. The "Birth of a Nation" of Talking Pictures.

RONALD COLMAN IN "Raffles"  
Samuel Goldwyn's All-Talking Box-Office Sensation

"BRIDE 66" with Jeanette MacDonald  
Arthur Hammerstein's-Joseph M. Schenck Musical Romance

### News From the Dailies About HOLLYWOOD

Through "Variety" now printing a four-page special bulletin weekly in "Hollywood," placed with the regular weekly "Variety" upon arrival Saturday, considerable of that Bulletin's matter of national interest is rewritten into the News of the Dailies below. Accordingly this department has been detached from the usual News of the Dailies page and placed instead in this Picture Department, where it will continue weekly.

New contract list at Fox shows many changes since Jan. 1. Directorial switches show that Donald Galaher, Marcel Silver, Frank Strayer and Millard Webb out; Guibrie McClintock and Leo McCarey added. Only one, Melville Baker, is listed as a stage director. Associate producers increasing by three. New ones are Ralph Block, E. W. Butcher and Harold Lipsitz. Changes among the writers name those off the payroll as Harold Attridge, Edward Barry, M. S. Boylan, George F. Brooks, Donald D. Ivie, Richard Fall, Elliott Lester, Charles McGuirk, William K. Wells, and John Willard. New writers are Sam Behrman, Homer Croy, Earl Crooker, Hal Evaris, Norman Hall, General Perry, Ernest Frank, Willard Robertson, and Lynn Starling.

zanne Dolve, Marcel Andre, and Armand Berlay, are original for the French version of "Olympia." Metro.

Fox studio is furnishing visiting tourists with "silencer" masks to overcome sneezes, wheezes, coughs, etc., when they visit the sound stages.

Henry Armette is working in "The Little Accident" for U. and "Georgette" tentatively. He then goes to RKO under term contract.

The I. A. T. S. E. is featuring femme m. c.'s at its benefit May 6. Ruth Chatterton, Winnie Lightner and Dorothy Mackall are among the official introducers.

Local fireman will go talker for a two-reel educational film to be made under the auspices of the International Fire Chiefs. To be made at the Metropolitan studios.

First Christie feature to be made for Columbia will be "Sweethearts On Parade."

Dorothy Jacobson, eastern model, and Humphrey Bogart, stage actor, are here to begin contracts with Fox.

Jerome Kern is in town to begin work with Otto Harbach on their first screen operetta, "Voice of the East." FN.

Chinese theatre resumed its midnight shows after dropping them for four weeks.

FN will produce "Main Street Princess" an original by Julian Josephson. Cast to be headed by Lila Lee and Douglas Fairbanks, Jr.

Larry Darmour has added two new directors and six writers to his staff to make R-K-O shorts.

List includes Lew Foster and Phil Whitman, directors; M. J. Barrows, Harry Bohar, Hampton Del Ruth, Billie West, and Scott Littlefield as writers.

Lenore Coffey, who took a respite from screen writing to enact motherhood, is back on the KN lot adapting "Mother's Cry."

Strand, Long Beach, Cal., reopens May 8, with pictures and Joe Tenner's California Ramblers (band) to play. O'Flay will work in front of the band for the first week. Different film player weekly scheduled.

Erie Kenton's first assignment on screen writing to enact motherhood, is back on the KN lot adapting "Mother's Cry."

Screen rights to "Conspiracy," stage play by John Emerson and Robert Baker, acquired by Radio.

U. is re-adapting "King of Jazz" in two versions to be separate m. and fem. leads for each translation.

Maurice Coburn's Repertory (Continued on page 58)

## P-P HOLDING OUT TERRITORY FOR ITSELF

Paramount Publix is reported unwilling to enter long working agreements or extend any long franchises to anyone in any part of the U. S. It is said that some requests for picture franchises that would sew up certain territories for others and have the effect of restricting Paramount from going in as an opposition operator have been flatly turned down.

This virtually places P-P in a position of total independence so far as territories are concerned, making it possible for the organization to build wherever it pleases or in spots where it is not satisfied with present outlet on its product.

It is officially known that the company does not want to upset any satisfactory arrangements with other circuits where it feels it is getting proper and favorable representation, but that the other hand is reported unwilling to extend the chance that this win continue indefinitely.

One of the larger operators, representing considerable buying power and having one of the larger mid-western cities fairly well sewed up theatrically, asked for a franchise from P-P recently but was unsuccessful in arranging a deal, apparent reason being that P-P may want to invade that territory themselves. P-P's invasion of the Philadelphia and New Jersey territory through the Comerford and Walter Reade deals signifies to the trade that the company may no longer be expected to subject itself to working agreements on large and important territories.

For years it has been commonly known that a working agreement existed between Paramount and Stanley (now Warners) under which latter gave the Par product apparently satisfactory representation in New Jersey and Pennsylvania.

### Folding Record

Hollywood, May 6. The Pacific Coast Record Co. has developed a disc for recording which it claims cannot be marred or broken. Material used is paraffin. Records can be folded for mailing, and when unwrapped the folds leave no marks.

Scratches on the face are not heard in the reproduction as the record material is pliable and the needle picks up the impression through the scratch. Disc is about 1-1/8 of an inch thick, the 16-inch size weighing about 5 ounces.

Small and U

Negotiations are pending between Universal and Edward Small to have the latter produce two pictures for it on their 1930-31 program.

Small, now in Europe, is looking for story material to be used in these productions. He will do his own financing, sharing on profit basis through release, after cost of production has been paid back to him.

Ralph Forbes, "Inside the Lines," R-K-O.

## Warners Locating Sites in All Neighborhoods of N. Y. Area

A part of the Warner Bros. expansion plan looking to a circuit of at least 500 houses by June 1 is determination to build houses of the deluxe type in every favorable neighborhood in Greater New York where suitable sites may be obtained.

At least 20 theatres are reported called for in the New York zone in the program. Each house to be modeled after the Beacon, seating between 2,500 and 3,000.

The Warners are now represented in New York with five theatres under their direct operation, including Hollywood, Warner, Winter Garden, Strand and Beacon. Central, which it has under lease, has been sublet to U. for "Western Front," current. In Brooklyn W.B. has the Strand, which seats 2,944. Beacon is near to this in number of chairs, having 2,909.

2,500 to 3,000

Around 2,500 or 3,000 is regarded by the Warners as the ideal size for a picture house. As a result the proposed New York additions will stick around these figures.

20 Selected

From the inside it is understood a few sites are in mind already for the 20 or more Greater New York structures that will fly the Warner banner, but what their locations are no one will officially divulge.

Extensive building by WB, plus

what the circuit now has, will place the brothers in close competition in the New York zone to R-K-O, Loew and Fox, one or the other or all having representation in at most every neighborhood in the metropolitan area.

This would result in changes in the sales of Warner and First National product to New York circuits. R-K-O, Fox and Loew are at present in the position where they can obtain the Warner and FN pictures. All have been buying the product.

### U's Party for China

Hollywood, May 6. Universal unit for "Ourang" sails May 8 from Vancouver bound for Hong Kong, China.

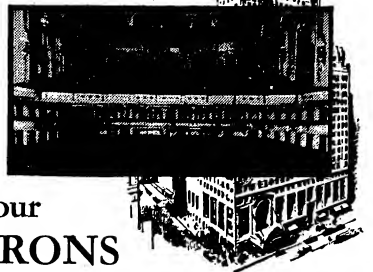
Patty includes Isadora Bernstein, Harry Carson, Julius Berheim, Lewis Phisioce, William Adams, Sidney de Lund and C. O. Cobb.

### B. & K. 1st Quarter, Good

Chicago, May 6. Balaban & Katz showed \$200,000 over 1929 for the first quarter, and over \$1,200,000 after taxes.

Reeves Eason to write a Western, Pathé. Catherine Hale, untitled film, Pathé.

Paramount Theatre and Office Building, New York. Theatre covered throughout with comfortable, acoustically correct American Seating Company chairs. C. W. & Gen. L. Epp, Architects



## So your PATRONS may enjoy the play or movie infinitely more, RESEAT!

"Came the talkies"; sound reproduction to synchronize with photography. Theatres dressed up; another era dawned. Beauty, harmony, comfort and acoustical perfection. Sound without reverberation, without echo. That is what the public asked of theatres.

So, American Seating Company saw a modern problem. They undertook acoustical research. They found that chairs of certain types have greatest sound absorption. That

seats could aid the ear—as well as make for comfort and beauty.

And soon the motion picture industry found that chairs meant more than physical comfort—more than beauty to harmonize with the design and decorative charm of interiors. That to attract patrons—to keep them coming to see—new sound equipment was not enough. New chairs were needed;— chairs whose acoustical properties brought to their audiences the speaking or singing voice—clearly and undistorted.

To many, re-seating—the replacing of old chairs with new—corrects sound distortions, and brings the bigger box office receipts that new sound equipment failed to bring.

Free... This Booklet—"Acoustics and its Relation to Seating"

Our booklet, "Acoustics and its Relation to Seating" will show you how the motion picture industry has a direct bearing on the comfort of people that patronize your theatre regularly. Our Re-seating Service is at your disposal, without obligation. The facts are available in our Department V.



A chair of this type was installed in the famous Chicago Civic Opera House. Full upholstered back, spring edge seat and Metropolitan type cushions, slumped in a building into theatre chairs maximum acoustical values. Only one of the many American Seating Company types and styles of theatre seating.

## American Seating Company



Makers of Fine Seating for Churches, Schools and Theatres. General Offices: 14 East Jackson Boulevard, Chicago, Illinois. Branch Offices in All Principal Cities.

**Treat them to Kooler-Aire**

**COOLNESS**

Your theatre heads the list of summer attractions when you offer the refreshing coolness produced by the silent

**Kooler-Aire**  
HEALTHFUL NATURE'S REFRIGERATION

Kooler-Aire is MORE than ventilation. It lowers the temperature as you desire, to suit conditions. It floods the house with an active circulation of Pre-Cooled, pure air.

**"The Silent Partner of the Talkies"**

No disturbing mechanical hums and roaring noises. Kooler-Aire masters today's requirements in every respect. This new, modern cooling system is used by Publix, Warner Bros., Fox, R-K-O and hundreds of independent exhibitors from coast to coast. Have you a copy of this new book? Write for it.

**Kooler-Aire Engineering Corporation**  
1916 Paramount Bldg., New York, N. Y.

To the Stage Artist  
To the Screen Artist  
To the Radio Artist

Here's

# TO THE STEINS

By  
**WALTER DOYLE**  
WRITER OF  
"MYSTERIOUS MOSE"

A ROUSING, ROARING, RIOTOUS  
NOVELTY THAT WILL MAKE  
'EM SHOUT FOR MORE

EXTRA CHORUSES  
GALOPÉ

**REFRAIN**

to all the good old Steins  
to all the good old Steins  
to all the good old Steins

Some in the East,  
Some of them glad,  
Some work at this,

Ev-ry one's a friend of mine!  
Ev-ry one's a friend of mine!

some some work at this  
some some work at this

some in the West,  
Some of them sad,  
Some work at this

Ev-ry one's a friend of mine!  
Ev-ry one's a friend of mine!

[To be spoken, ad lib.]  
Ev-en the best full of col-our get his pair a  
Ev-ry Steins is full of col-our get his pair a

Ev-ry one will get his pair a  
Ev-ry one will get his pair a

Braunstein and El-sen-stein, Drink to Braunstein, Goldstein, and Pink-al-stein.  
Braunstein and El-sen-stein, Drink to Braunstein, Goldstein, and Pink-al-stein.  
Braunstein and El-sen-stein, Drink to Braunstein, Goldstein, and Pink-al-stein.

Fein-stein, Wein-stein, Peri-stein, and Bill-verstein and don't for-get a couple of cheers for  
Fein-stein, Wein-stein, Peri-stein, and Bill-verstein and don't for-get a couple of cheers for  
Fein-stein, Wein-stein, Peri-stein, and Bill-verstein and don't for-get a couple of cheers for

Cohen, Cohen!  
Cohen!  
Cohen!

Now drink So drink So drink  
Now drink So drink So drink

to all the good old Steins  
to all the good old Steins  
to all the good old Steins

Ev-ry one's a friend of mine!  
Ev-ry one's a friend of mine!  
Ev-ry one's a friend of mine!

Some in the South,  
Some of them tall,  
Some wheth-er they're rich,  
Some wheth-er they're poor,

Steins,  
Steins,  
Steins!

So drink So drink So drink  
So drink So drink So drink

to the Steins  
to the Steins  
to the Steins

ALL MATERIAL  
NOW READY

Copyright MCMXXX by M. Witmark & Sons

WRITE - PHONE  
WIRE - CALL

## M. WITMARK & SONS

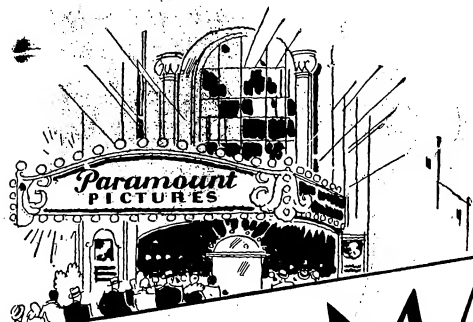
IRA SCHUSTER... GEN. PROF. MGR. .... BOB MILLER... RADIO and ORCH. MGR.  
 CHICAGO, 910 WOODS BLDG. .... 1650 BROADWAY, NEW YORK (CITY) .... LOS ANGELES, MAJESTIC THEATRE BLDG.  
 ST. LOUIS... 401 AMBA/ADOB. BLDG.  
 PITTSBURGH... 1623 BLVD. OF ALLIES  
 SEATTLE... 102 PIKE ST  
 BOSTON...

PHILADELPHIA... 1118 CHESTNUT ST.  
 CINCINNATI... 1208 CENTRAL PARKWAY  
 BALTIMORE... 427 MARLTON TERRACE

DETROIT... 901 WURLITZER BLDG  
 MINNEAPOLIS... 232 PANTAGEZ BLDG  
 DENVER... 1527 CHAMBERS ST  
 NEW ORLEANS... 733 CANAL ST

AUSTRALIA-J. ALBERT & SONS. LONDON-B. FELDMAN & CO.

# 8 MORE REASONS WHY PARAMOUNT EXHIBITORS ARE DOING THE BIG BUSINESS TODAY!



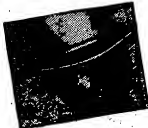
1930

## MAY

1930



The spring's biggest sensation!  
**"PARAMOUNT  
ON PARADE"**  
20 real stars playing real roles.  
"In a class by itself!", says Variety.



Bigger than "The Virginian"!  
**"THE TEXAN"**  
Starring Gary Cooper. With Fay  
Wray. By O. Henry. Outdoor thrill-  
ler. Directed by John Cromwell.



In an All-American modern comedy  
**MAURICE CHEVALIER**  
in "The Big Pond". With Clau-  
dette Colbert. The Personality  
King. Directed by Hobart Henley.



Brand new adventure thriller  
**"RETURN OF  
DR. FU MANCHU"**  
With Warner Oland again as "Fu".  
Rowland V. Lee Production



America's best selling novel  
**"YOUNG MAN OF  
MANHATTAN"**  
Claudette Colbert, Norman  
Foster, Charles Ruggles. Monta  
Bell Prod.



The new, slim and "It"-ful  
**CLARA BOW**  
"True to the Navy"—and her  
best by far since talkies started!  
Directed by Frank Tuttle.



Maker of "The Trespasser" directed  
**"DEVIL'S HOLIDAY?"**  
Nancy Carroll is a dramatic reve-  
lation in it! With Phillips Holmes,  
Hobart Bosworth, others.



Hail to the new grin king!  
**JACK OAKIE**  
"The Social Lion". With Mary  
Brian, Skeets Gallagher, Olive  
Borden. Ed Sutherland, director.

### LIKE THE START OF A NEW SEASON IF YOU'RE PLAYING PARAMOUNT!



# Reproductions of Theatre Ads in Various Cities, as Indicated

**DETROIT**

*"Every Man and Every Woman in the World Should See It!"*  
—Herald Hoffmann, Detroit News

**"ALL QUIET ON THE WESTERN FRONT"**

Out of the Pages of the World's Best Seller!  
Louie Wolheim, Lewis Ayres, Beryl Mercer and a colossal cast in a vivid story of woman-hungry war-torn youth. The life drama of a generation of mankind!

POPULAR PRICES  
Downtown Seats 50c to \$2.00  
Extra-Avenue Street, good original

**PARAMOUNT**



**BOSTON**

**SCOLLAY SQ.**

**7 Big Yagaville 7**

Combined to Give a Mammoth Stage Show

**A DAY AT THE CIRCUS**

THE GREAT ZAMBABI SAVAGES  
"MILE OF ESCAPE!"

WILD MEN  
WILD WOMEN  
WILD HORSES

WILD HORSES  
WILD WOMEN  
WILD MEN

**TORONTO**

**LOEWS**

They Call It "The Best of All Shows!"

AL HERMAN  
"Master of Glee and Song"

AL HERMAN  
"Master of Glee and Song"

**CHICAGO**

**STATE LAKE**

**SPRING is HERE!**

with MARY VAUDEVILLE and BILLY FISHER

**DETROIT HOLLYWOOD**

**Songs of the West**

JOHN BOLES and MARY VAUDEVILLE

**CHICAGO**

**AVARON**

**GREEN GODDESS**

with CHARLIE CHAPLIN

**BROOKLYN**

**STRAND**

**SCILLIE BOYE**

**PASSION IS ALL**

**ST. LOUIS**

**GRANADA**

**Wally Vernon**

**BUFFALO**

**LAFAYETTE**

**LADIES of PREASURE**

**IVORY**

**BARBARA LORRELL**

**NEW YORK CITY**

**ROXY**

Once in a Lifetime—a show like this!!!

Sparking with the metric melody you've ever lent an ear to. Scintillating with the loveliest girls; the cleverest specialties and most dazzling technical color your eyes have ever beheld—the perfect eye and ear entertainment.

**GALA PREMIERE FRIDAY**

CARL LAEMMLE Presents

**PAUL WHITEMAN AND HIS BAND in "KING of JAZZ"**

Perfection of Color  
Never Before Equalled!

Directed by JOHN HURDART ANDERSON

with John Boles, Laura La Plante, Glenn Tryon, Jeanette Loff, Merna Kennedy, Kathryn Crawford, Grace Hayes, Stanley Smith, William Kent

**PAUL WHITEMAN AND HIS BAND**

**GEORGE GERSHWIN**

**BIRMINGHAM**

**WHITE MULHALL**

A Real Picture Not a Revue Stars

**EMPIRE**

**EAST LAKE CITY**

**INGAL**

**WILD WOMEN**

**CINCINNATI**

**Strand**

**The FURIES**

**LOIS WILSON and H.B. WARNER**

**GRETA GARBO**

**CHRISTIE**

**CLEVELAND**

**OHIO**

**THAT WAY**

**LEONARD**

**NEW ORLEANS**

**LOEWS**

**High School**

**EMILY BORO**

**Joe Feller**

**PHILADELPHIA**

**State Uptown Circle**

**HARRY RICHMAN**

**Puttin' on the Ritz!**

**SYRACUSE**

**LOEWS STATE**

**Phil Baker**

**Free and Easy**

**Buster Keaton**

**Anita Stewart**

**John Gilbert**

**St. Louis**

**GRAND OPERA HOUSE**

**Venue**

**St. Louis**

**GRAND OPERA HOUSE**

**Venue**

**OKLAHOMA CITY**

**Capitola**

**Kisses**

**Capitola**

**ALBANY**

**Sammy Watkins**

**Sammy Watkins**

**CHICAGO**

**Publix Granada**

**Kaley**

**Lord Byron**

**Broadway**

**ATLANTA**

**Capitol**

**Captain the Guard**

**INDIANAPOLIS**

**Lyric**

**Viola Dana**

**Free Auto Park**

**25c**



Press Stunts

Topeka. Foreign stamps and stamp collectors' albums...

Wilmington, Del. Local management of the State theatre turned over the lobby of the Airdie to students...

New York. Metro has arranged for a radio tie-up with Sun Oil Co. broadcasting over the NBC network...

Chicago. State street merchants are playing up newspaper features in their windows and getting the most out of them...

Hollywood. In return for permitting members of the all-American football team to be photographed in Bradley "All American" sweaters...

Port Wayne, Ind. "Spring Is Here" brought forth some heavy advertising in the local dailies. The first national feature at R-K-O Embody used as the theme...

Ogden, Utah. J. D. Braunage, manager, of Paramount here, is writing the daily newspaper column for the Ogden Standard Examiner...

Local daily formerly had no picture column of any kind.

New York City. With the Air Show on this week at Madison Square Garden, New York, publicity was given its opening by a flock of armen flying circles over New York...

New York City. An expert named Coleman has been engaged to bridge lessons for the middle class of the theatre, devoting at least an hour or more to the stunt...

Milwaukee. Publicized as the "Red Devil," stunt flier brought from Chicago by Dayton has been the star of the only legit house of the film, "Richie Ren, Red Ace of Germany."

Alhambra publicity department, under direction of Ann McDonough,

hooked up with the Wisconsin "News," local Hearst paper, in prize contest in connection with "King of the Ritz"...

Minneapolis. As a result of a tie-up between the State theatre and a leading loop department store putting on an anniversary sale, the theatre itself and its attraction, "Patlin on the Ritz" were advertised in every street car in the city...

Minneapolis. Seventh Street theatre, RKO house here, is helping to relieve the unemployment situation by the display of men in the loop streets carrying banners over their shoulders to advertise "Inging" jungle act...

Hamilton, O. Popular and effective press stunt pulled weekly here by John A. Schwalm, manager Rialto. He buys space in local dailies every Monday, using eight column bold display head to announce free tickets...

Denver. After receiving the film of "Inging," the first thing that the members of the Orpheum did was to invite F. G. Bonfils of the "Post" to a private showing...

Chicago. Success of preview nights at the R-K-O neighborhood spots, Belmont and Englewood, has induced Publix-B. & K. and R-K-O to bring the idea down into the loop to bolster weakening grosses...

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O'Reilly Off'n It

Despite the fact that exhibit friends address him as Commissioner, plus the fact that for some time he has been associated with that title in the local license bureau, Charlie O'Reilly shortingly comments:

TEACHING HOUSE MGRS. TO SPOT SHORTS

With a view to better routing of shows, particularly the shorts and other matter leading up to feature spotting, Par-Publix is considering a plan under which a special department would be created at headquarters to see all shorts and collect prices for use of the manager in properly putting together his show.

The "suggested routines" would be sent every 2-P house so that fronts of shorts could be laid out in the best phoenicianic manner and improved on locally, wherever possible.

EXPRESS TOLL ON DISK SHIPMENTS INDE PLAIN

Los Angeles, May 6. Independent exhibitors in Montana, New Mexico, Nevada and Arizona are squawking over the high express rates for shipping their films from the exchanges. These exhibitors have only disk equipment for projecting.

Previews Downtown in Chi. as Money Getters

Chicago, May 6. Success of preview nights at the R-K-O neighborhood spots, Belmont and Englewood, has induced Publix-B. & K. and R-K-O to bring the idea down into the loop to bolster weakening grosses.

Publix Div. Mgrs.

M. J. Mullin, division manager of the Northwest for Par-Publix, will succeed J. Fitzgibbon as division director of the New England strated. Fitzgibbon is being promoted in the P-P theatre organization.

Chicago, May 6. Success of preview nights at the R-K-O neighborhood spots, Belmont and Englewood, has induced Publix-B. & K. and R-K-O to bring the idea down into the loop to bolster weakening grosses.

Behind the Keys

Topeka, Kan. Bishop James Wise of the Episcopal Church has intervened in the Sunday church benefit show court here. He wired the rector of the Emporia church asking him to suspend influence over the Emporia club church, to have the Sunday movie shows given in a downtown Emporia theatre, discontinued.

New Rochelle, N. Y. Bert Lowe is manager of R-K-O Proctor's, replacing R. X. O'Connell.

Bettsville, O. Lyceum, dark several months reopened by Harold Stumpf for weekends during summer. Valid.

Blacksburg, Va. Lyric opened here. House faces college campus and scenic 300. Half of town's population students.

Lynchburg, Va. Suit has been filed in Federal district court here by Paramount-National Theatre Corp. against National Theatre Corp. of Louisville, \$5,075 which the plaintiffs claim is due them by refusal of the Roanoke corporation to make good on a \$9,000 nine feature film releases.

Minneapolis. Al. Hancy has resigned as manager of the Hennepin R-K-O.

London, Can. New theatre, seating 1,600, reported planned for this city.

Peoria, Ill. Public-Great States has advanced Clyde Williams, manager of Peoria house of the chain, to northern Illinois district manager with headquarters in Joliet. Edna Mae Worley, Danville, succeeds Williams here and Rudy Born, one-time Peoria orchestra leader, who was made a Decatur house manager, has been transferred to Rockford, Ill.

Pine Bluff, Ark. The lease on the Siegle theatre has expired and has not been renewed. As a result, the manager says he will spend between \$40,000 and \$50,000 on the house and operate himself under the management of J. C. Well.

Augusta, Me. Changes in the Maine Publix theatre managements are to be made immediately, due to the taking over of all Notoco theatres by the Publix.

Charles S. Bassin, now manager of Peoria, has been transferred to Boston, for production work. Replaced by George Sargent, now of Strand, Portland, C. O'Donnell and Lowell, Mass., will replace Bassin at Strand. Clarence Cunningham, assistant at Strand, transferred to management of Rialto, Lowell.

Charleston, W. Va. Indications of an extensive chain of Warner theatres throughout West Virginia as a result of the granting of a charter of incorporation to Warner Brothers theatres, Inc., local men are the incorporators, and the offices are to be in the Union building. Capital stock of 1,000 shares, no par value. Warner Brothers recently purchased two theatres in Wheeling, two in Fairmont, and a site for another in Morgantown. Franchise for Warner Brothers pictures in Charleston is held by Keane theatre.

Burlington, Ia. Jewel theatre, recently closed by Jake Cohen, Ottumwa theatre operator, is closed for complete re-arrangement, including including including initial investment in new apparatus, and will reopen May 17. Kenneth Thompson, formerly of Charlton, will be local manager.

Burlington, Ia. A. H. Blank, who operates houses in smaller Iowa communities and R-K-O, are scheduled to stage a general information conference with R-K-O representatives have inspected two sites and it is expected that they will make a move to establish a house here early this summer.

Quincy, Ill. Excursion season on the Mississippi started with the steamer "Cotton" which has a negro orchestra for dance music.

Lenox, Ia. Defeated by only four votes at the March city election, the open-house project led by H. E. Froben, manager of the local house here, Olympic, who footed the bill, put through a special election in which Sunday shows won, 336-281.

Fontanella, Ia. P. D. Griffith, proprietor of the only picture house in town...

A special election in favor of Sunday shows with promise to install talker apparatus if the house goes on a seven-day schedule.

Dixon Williams, Jr. Public city manager here, replacing Hugh Smart. Latter was shifted to city manager at the Rex. S. Hambra also has new head in M. S. Phillips. Roy Howe at Strand, Spartanburg.

Gary, Ind. H. G. Sullivan has succeeded George Wolf as Public city manager here. Promotion resulted in raising W. E. Hall to management of Palace.

Knoxville. Floyd Smith, new city manager (or Publix), with E. Parrish made successor of Tennessee. Parrish succeeds H. Brock, resigned. Parrish, former Washington manager of S. C., C. C. taken by J. C. Moody.

Columbia, S. C. Imperial managed by J. C. Calhoun.

South Bend, Ind. J. P. Wheeler is manager of State, replacing H. G. Sullivan.

Stratford, Ill. W. W. Heasman promoted to Public city manager here. H. Crabtree succeeded Heasman at La Salle.

Texasiana, Tex. Edgar Simons replaced A. S. Washington, Jr., as manager of Simons, succeeded by George Saenger, replacing A. Booth, resigned.

Boston. Thomas James, manager of Sealy-S. was shifted to handle Regent, Newark, Conn.

Vernon, Tex. J. E. Unger manager of Rictorium, succeeded at Rialto, Amarillo, by B. V. Warren.

Rochester, Minn. Resignation of A. E. Miller, formerly at Lawlor, shunted J. L. Johnson into that house.

St. Paul, Minn. State managed by Hanko Boyce, replacing B. Cilne.

Minneapolis. William Claybrook now manager of Claybrook. Charles V. Hansen, assistant mgr. of Sunbeam, promoted to Manager.

Fairmont, Minn. Public changes here sent W. L. Nicholas to Nicholas and made H. S. Nicholas manager Strand. Latter formerly sat.

Winton, Minn. This town put over something new at its recent city election it elected P. G. Redding, owner and manager of the local film theatre, mayor and, at the same time, voted down Sunday shows. Redding, who, during campaign, had been elected by a large majority over two opponents, one of whom ran on an anti-Sunday platform.

Loux, Ia. This town in special election approves Sunday films. H. E. Hobben, manager, Olympic, only house here, paid costs of election.

Burlington, Ia. A. H. Blank, of new Great States Theatre Corp., may build new house here. He already operates Rialto and Grand Palace.

Schenectady, N. Y. Following close the announcement R-K-O has closed for a 2,000 seat house in downtown business section here came authentic report that the house will be located on a site on State street, city's main stem. According to report Dan A. Donahue, clothier, who just closed for Par house in Manchester, N. H., and has built for this corporation a number of other cities, will erect the house. At present he has store almost directly opposite Par house house, and this site is key, with purchase of the adjoining parcels consummated recently. Understood theatre is to be ready in a year.

Demolition of buildings on new R-K-O house site scheduled to be started by Par-Publix.

With an R-K-O vaude house, new R-K-O picture house and Par house, Par-Publix has just closed for Par house in Manchester, N. H., and has built for this corporation a number of other cities, will erect the house. At present he has store almost directly opposite Par house house, and this site is key, with purchase of the adjoining parcels consummated recently. Understood theatre is to be ready in a year.

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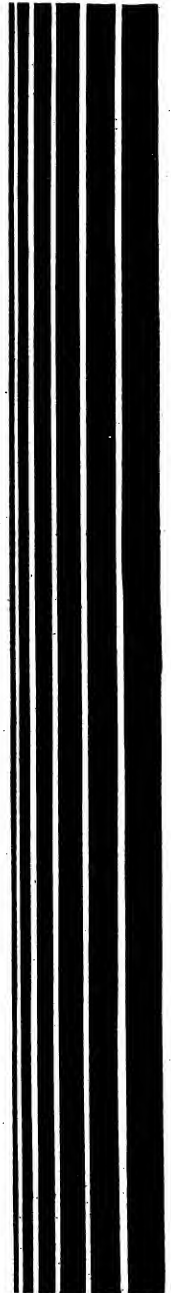
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**RKO**  
**HAS BOOKED**  
*the entire*  
**COLUMBIA**  
**OUTPUT** *for* **1930-31**



**THE SUPERIOR TWENTY**

**SUPERIOR  
 PRODUCT  
 MERITS  
 SUPERIOR  
 EXHIBITION**



## Publix in with Commercial Film for Revenue with Own Trailers

Different than anything before proposed, talkers have innovated a new type of film commercial that took its first big step when a contract was signed between Publix and the Theatre Service Corporation. It's for the projection of commercial trailers and style films.

The idea harks back to the neighborhoods and the old grind of former days when the stereopticon slide was used to advertise products and firms. Similar here but on a larger scale and taking in talkers and colors. Its importance is slanted

by the fact that a circuit like Publix has adopted it.

Net income to be derived from such a source by the inclusion of approximately 1,000 theatres as a start is inestimable. In essence it looks up like the bus and railroad advertising with probably rates going on the day, week and month basis on so much per theatre and locality.

Different from the usual commercial film in which various film companies are engaged and independent also is that the stuff is not to be of shorts length. Regular commercial films run 1,000 feet or more, but the new trailer style calls for 450 feet or so.

### Nothing Cheap

No cheap advertising or production will be permitted. High quality in the musical end is aimed for. As to revenue the idea is important because it is the kind of entertainment that will be collectable at rates not to be affected by weather, holiday conditions or otherwise. The rates are flat.

This also intimates the fact that Paramount and Publix through this deal will head in for its own trailer making on films now apportioned to various independent films. The probable idea back of the present movement being to have all film and theatre trailers made from and by the same source.

Whether this has been done or not is not known, but info is that orders have gone to theatre operators, division directors and managers to take stock of all existing trailer contracts and cease making new ones pending advice from the home office.

William Johnson is head of the Theatre Service Corp.

Tom Lennon and Mauri Grasham to dialog "Painted Desert," Pathé. Theodore Von Eltz, "Palm Beach," Fox.

## NEWSREEL PRICES MAY SLIDE BY NEW SEASON

Sound newsreel profits have passed their peak, chiefly because of their numbers. Now they are on a par with old silents in business. Next fall a marked reduction in rentals will be witnessed, it is claimed, other than Fox, which holds many five-year contracts.

The situation is figured as reducing the impetus for news theatre circuits, similar to the Embassy, New York, from the 150 contemplated at one time by Hearst-Movietone to but six. Of these it is said only sites have been selected in Chicago and Los Angeles. They will not open, at any event, until after the summer.

From the dominant position they occupied as pioneers in the field Hearst-Movietone interests have been admittedly clipped by Pathé, Paramount and even Universal reels, it is claimed.

Heavy competition in the newsreel field has already started in motion a sliding of rentals which affects all companies. Coupled with this is the tendency of producers having their own reels to give the same preference to their circuits. This, it is observed, is the difference, more marked between newsreel sales than those of feature pictures.

### R-K-O's New in Wash.

Washington, May 6.

R-K-O looks to be scheduled for a new house here of big capacity to replace the switched over Keith theatre now unutilized.

Location held tight, but Cahane, who built the Fox-Locust in Philadelphia, is slated for the local assignment.

### HOWARD WHITE PROMOTED

Los Angeles, May 6.

Howard White, former asst. purchasing agent for Fox West Coast, has been appointed purchasing agent succeeding C. A. Caballero. Caballero recently transferred to Fox, New York, as gen. purchasing agent.

## Criterion, N. Y., on Grind?

Without a talker Paramount considers containing sufficient pull for a \$2 top, its Criterion, New York, is expected to go grind. That will be after the social group leasing the house for "Silent Fanny" has had its rental stay in the theatre, to start shortly.

Policy of the grind period may be all shorts, without price scale set.

## Foreclosure Started on Lafayette Sq. in Buffalo

Buffalo, May 6.

Foreclosure proceedings against the Monument Theatre Corporation, operating the Lafayette Square Theatre here, have been begun by the Marine Trust Co., holder of mortgages against the premises.

The company is alleged by the bank to have defaulted in the payment of the semi-annual interest due in February and to have failed to pay city and county taxes. The bank holds two mortgages covering the theatre and a 10-story office building adjoining. A first mortgage for \$200,000 was placed in 1925 and a second for \$400,000 in 1927.

Reports along the local Rialto for some time past have had the house in financial difficulty with the disappearance of the theatre from the advertising columns of the newspapers noted by observers.

Reports current state that an adjustment of the difficulty will be had.

## "Haba-Haba's" Sex Angle

Hollywood, May 6.

With the example of "Inglis" as a clean up on the coast, Frank A. Stubbe made "Haba Haba." This he did by assembling animal stuff from libraries and giving it a big sex ballyhoo.

Hired Bandbox from Fox West Coast and on 25-cent grind did pretty good biz opening week.

## WILL COME UP JUNE 1ST ALL THINGS BUT ON 5-5-5

The 5-5-5 conferees on one form of contract and arbitration for the industry have decided that June 1, is the best date for the final show-down.

Everything has been okayed by the producers except: Deposit system, music seat tax, number of people on arbitration boards and a few other things.

### PUBLIX 4 IN N. E.

Four houses in Connecticut that at one time or another have played vaude, have just been acquired by Par-Publix.

They are Regent, Norwalk, 1,100; Empress, South Norwalk, 1,600; Palace, Stamford, 2,000, and Strand, Stamford, 1,400.



# NEW KELLY

LATE FEATURE DANCING COMEDIENNE OF "STREET SINGER"



NOW FEATURED  
CAPITOL, NEW YORK

THIS WEEK, MAY 2

NEXT WEEK, MAY 7  
LOEW'S PARADISE, NEW YORK

Direction RALPH G. FARNUM

# "THE MIGHTIEST WAR

## THE N. Y. TIMES RAVED.—

Mordaunt Hall Said:

"... presented before an audience that most of the time was held to silence by its realistic scenes. It is a notable achievement, sincere and earnest, with glimpses that are vivid and graphic... All of the players do capital work... One is gripped."

## THE N. Y. EVENING WORLD RAVED.—

George Gerhard Said:

"Far and away the most significant picture ever turned out by Universal... The direction is one of the best jobs ever seen upon any screen, and it raises Mr. Milestone to a niche in the movie hall of fame... Maxwell Anderson kept to the original text, including that part in which the three young soldiers ford a river without a stitch of clothing to call upon three French girls. And, although this is daring in the extreme, Director Milestone treated the scene with extraordinary delicacy, although he left little to the imagination."

## THE N. Y. AMERICAN RAVED.—

Regina Crewe Said:

"The epic picture of the war. A celluloid record for the ages. It had its premiere at the Central Theatre last night before an audience stunned with the terrific power of stark, awful drama... It plays upon the soul like a mad musician on a harp. It rips the heart to shreds and tatters. Eyes scald with tears. It is stifling in its immensity. Mightiest war drama ever seen in the ages of history."

## THE N. Y. MIRROR RAVED.—

Bland Johaneson Said:

"A great credit to Universal... The story is exquisitely simple... It is truly impressive, a powerful, brilliantly directed war movie. Nobody should miss it."

ERICH MARIA REMARQUE'S great story  
Directed by LEWIS MILESTONE, adapta-  
tion and dialog by MAXWELL ANDER-  
SON and GEORGE ABBOTT. Continuity  
by DEL ANDREWS. Presented by CARL  
LAEMMLE. Produced by CARL LAEMMLE,  
Jr. With Louis Wolheim, Lewis Ayres,  
John Wray.

**UNIVERSAL FIRST!**



# ALL WESTERN

# DRAMA EVER SEEN"

—Says Regina Crewe, in the New York American

**THE N. Y. TRIBUNE RAVED.—**

Howard Barnes Said:

"An enormously compelling talking motion picture . . . Not only a brilliant transcription of the most famous book of a decade, but a splendid achievement for the audible cinema . . . Intelligently adapted, magnificently directed and given an assured and even performance, 'All Quiet' is something to get definitely excited about."

**THE N. Y. TELEGRAM RAVED.—**

William Boehnel Said:

"In 'All Quiet' the cinema has produced the finest war picture since characters first began to flicker across the screen, one that has never, I believe, been surpassed either here or abroad. Here is a war picture beside which all others seem trivial. Magnificently directed. Beautifully portrayed . . . it fascinates you, holds you spellbound. It is tremendous . . . It simply MUST be seen."

**THE N. Y. DAILY NEWS RAVED.—**

Irene Thirer Said:

"It is so magnificent, so powerful, that it hardly behooves mere words to tell of its heart-rending appeal, of its dramatic fire, its breath-taking battle-shots. Milestone takes the directorial throne for 1930. His treatment is superb. His sense of the dramatic is unparalleled. His understanding of the true and tender details which play on the spectator's sympathy is perfect."

**THE N. Y. WORLD RAVED.—**

Quinn Martin Said:

" . . . a masterly incarnation of that shockingly vivid novel of valiant youth meeting lonely death . . . Mr. Milestone has achieved a magnificent success."

**THE N. Y. TELEGRAPH RAVED.—**

Oliver Claxton Said:

"I would like to marshal all the superlatives that have been heaped on the book and apply them to the film, for everything said about the novel goes—and then more so—for the picture . . . two hours of gripping emotion that cannot be exceeded in this or any other town . . . perfect . . . It is far and away the best motion picture that has been made . . . talking or silent."

**THE N. Y. SUN RAVED.—**

John S. Cohen, Jr., Said:

"The film represents a more or less stupendous achievement in movie making. It is stupendous in its picturizations of trench battles, of men under fire, of youth caught up and snuffed out . . . The spirit of the book is whole-souledly in the film . . . All of the acting is good . . . See 'All Quiet' and think it over, or rather try to prevent yourself from thinking it over—if you can."

**THE N. Y. JOURNAL RAVED.—**

Rose Pelswick Said:

"It is a dramatic production . . . well cast, intelligently directed and splendidly made . . . a credit to its producers and those concerned in the filming of Remarque's sensational document . . . Battle scenes tremendously vivid. Milestone has done excellent work in treatment of the story and his handling of the sweeping action . . . an impressive production."

**THE N. Y. GRAPHIC RAVED.—**

Julia Shawell Said:

"An important epic . . . a directorial achievement . . . an impressive panorama of the devastation on the German side of the Western front."



# KING of JAZZ

"Once in a Lifetime a show like this"



**100%**

## Technicolor

*They'll all want to see*

"A FABLE IN JAZZ"—Color cartoon showing how Whiteman came to be crowned "King of Jazz."

"MY BRIDAL VEIL"—Sung by Jeanette Loff with the Hollywood Beauties, Stanley Smith and the Market Dancers.

"IT HAPPENED IN MONTE-REY"—Song sequence featuring JOHN BOLES, Jeanette Loff, Nancy Torren, Twin Sisters G, George Chiles, Market Dancers.

"THE RHAPSODY IN BLUE"—The first dramatization of George Gershwin's immortal jazz masterpiece interpreted by Paul Whiteman and band. The Sisters G, Jacques Cartier, Roy Bagley, and the Market Dancers.

"THE MELTING POT"—A tremendous number, remarkable for size, music, color and scenic effects. The music of all nations, with players and native costumes and instruments.



## UNIVERSAL'S B.O. K.O.

starring PAUL WHITEMAN and HIS BAND

**K**ING OF JAZZ, by Universal, is a sensation in Technicolor. Another thrilling, haunting pulse-quickener—packed with a Bon-Bon variety of musical morsels. And glorified by **COLOR!** Watch it sweep Technicolor to a new first place in the eyes of everybody, everywhere. Feature the name. **TECHNICOLOR!** B.O. for **BEST!**

# TECHNICOLOR

is a box-office name

*Advertise it!*

## TECHNICOLOR PRODUCTIONS

BRIDE OF THE REGIMENT, with Vivienne Segal (First National).

BRIGHT LIGHTS, with Dorothy Mackaill (First National).

CHASING RAINBOWS, with Bessie Love and Charles King (Metro-Goldwyn-Mayer), Technicolor Sequences.

DEVIL MAY CARE, starring Ramon Novarro (Metro-Goldwyn-Mayer), Technicolor Sequences.

DIXIANA, with Bebe Daniels (Radio Pictures).

GENERAL CRACK, with John Barrymore (Warner Bros.), Technicolor Sequences.

GLORIFYING THE AMERICAN GIRL, with Mary Eaton, Eddie Cantor, Helen Morgan and Rudy Vallee in revue scenes (Paramount).

GOLD DIGGERS OF BROADWAY, with Winnie Lightner, Conway Tearle, Ann Pennington and Nick Lucas (Warner Bros.).

GOLDEN DAWN, with Walter Woolf and Vivienne Segal (Warner Bros.).

HEADS UP, all-star cast (Paramount).

HELL'S ANGELS, with Billie Jeanes Hall, Jane Winton and Thelma Todd (Cedco), Technicolor Sequences.

HIT THE DECK, with Jack Oakie and Polly Walker (Radio), Technicolor Sequences.

HOLD EVERYTHING, with Winnie Lightner, Georges Carpentier and Joe E. Brown (Warner Bros.), Technicolor Sequences.

IN THE GAY NINETIES, starring Marlon Davies (Metro-Goldwyn-Mayer), Technicolor Sequences.

IT'S A GREAT LIFE, starring the Duncan Sisters (Metro-Goldwyn-Mayer), Technicolor Sequences.

KING OF JAZZ, starring Paul Whiteman (Universal).

MAMBA, with Eleanor Boardman, Jean Harlow and Ralph Forbes (Titan).

MAMMY, starring Al Johnson (Warner Bros.), Technicolor Sequences.

MELIE ANISSE, with Bernice Claire, Walter Pidgeon and Edward Everett Horton (First National).

NO, NO, NANETTE, with Bernice Claire and Alexander Gray (First National), Technicolor Sequences.

PARAMOUNT ON PARADE, all-star cast (Paramount), Technicolor Sequences.

PARIS, starring Irene Bordoni (First National), Technicolor Sequences.

POINTED HEELS, with William Powell and Helen Kane (Paramount), Technicolor Sequences.

PUTTIN' ON THE RITZ, with Harry Richman (United Artists), Technicolor Sequences.

RIO RITA, with Bebe Daniels, Robert Woolsey and Bert Wheeler (Radio), Technicolor Sequences.

SALLY, starring Marilyn Miller (First National).

SHOW OF SHOWS, with 77 stars (Warner Bros.).

SHOW GIRL IN HOLLYWOOD, with Alice White (First National), Technicolor Sequences.

SON OF THE GODS, starring Richard Barthelmess (First National), Technicolor Sequences.

SONG OF THE WEST, with John Boles and Vivienne Segal (Warner Bros.).

SONG OF THE FLAME, with Bernice Claire and Alexander Gray (First National).

SWEET KITTY BELLAIRS, all-star cast (Warner Bros.).

THE CUCKOOS, with Bert Wheeler, Robert Woolsey and Dorothy Lee (Radio).

THE MARCH OF TIME, all-star cast (Metro-Goldwyn-Mayer), Technicolor Sequences.

THE ROGUE SONG, with Lawrence Tibbett and Catherine Dale Owen (Metro-Goldwyn-Mayer).

THE MELODY MAN, with Alice Day and William Collier, Jr. (Columbia).

THE MYSTERIOUS ISLAND, with Lionel Barrymore, Lloyd Hughes and Jane Daly (Metro-Goldwyn-Mayer).

THE SINGER OF SEVILLE, starring Ramon Novarro (Metro-Goldwyn-Mayer), Technicolor Sequences.

THE VAGABOND KING, starring Dennis King, with Jeanette MacDonald (Paramount).

UNDER A TEXAS MOON, with Frank Fay, Noah Berry, Myrna Loy and Armida (Warner Bros.).

UNDER WESTERN SKIES, with Sidney Blackmer and Lila Lee (First National).

WIDENESS NIGHTS, all-star cast (Warner Bros.).



STRICTLY MODERN

(Continued from page 21)

rate actor of lengthy stage experi- but his Herculean comings a little outside of the looks. Blackmer didn't ease up enough, probably. Rich- mon's performance stands with Miss Mackall's as the pictures best

Slight comedy playing. with no songs. Big.

REDEMPTION

(All Dialog)

Metro production starring John Gilbert. Directed by Fred Niblo. Photographed by Ernest Nadel. Eleanor Boardman, Rene Adore and Claire McDowell. Al Capitol, New York, week of May 2. Running time, 82 minutes.

Dull, sluggish, agonizing. Hardly a redeeming aspect. Even the photography, editing and other taken-for-granted items are under stand- ard. While it is general to make reviews to look for the bright side which in this instance would be John Gilbert's words to this beg the question, "Redemption" is unworthy of first runs regardless of John Gilbert.

Indeed it may fairly be advanced as a trade angle that the more first runs this film plays the greater the injury will be done to the very thing which is its one selling point, namely, Gilbert's star rating. Wisdom would indicate that important spots are concerned. Picture has already been on the Metro sheet some time and to sneer at it is to sneer at the story.

Story is a mutilated old-fashioned adaptation of Tolstoy's "Living Corpse" with the suspense and the role of the corpse. Endless succession of scenes jumping from one to the other, never clear, and producing nothing but mental fatigue in the spectator. Gilbert will be the chief sufferer and Fred Niblo will get a bad rap in reputation. Many sequences are extremely careless and perfunctory and at no point is motivation or characterization brought out. Al- most at the finish in a Russian magistrate's court an inkling is caught of the film's attitude. This is a fat judge who suddenly and without audience preparation, be- comes the receiving end of speech on a topic which he has never heard of. A fat judge who suddenly and without audience preparation, be- comes the receiving end of speech on a topic which he has never heard of. A fat judge who suddenly and without audience preparation, be- comes the receiving end of speech on a topic which he has never heard of.

DR. FU MANCHU

(All Dialog)

Paramount production and release di- rected by Rowland V. Lee. New episode in detective series starring Dr. Fu Manchu. Cast includes Florence Byerson and Fred Scott. At the Grand, New York, May 2. Running time 78 minutes.

Another chapter in the lurid melodramatic series made more or less from the detective stores by Sax Rohmer, English writer and, like the others, will get by on the strength of the novelist's following among the reading public. As a pic- ture it's absurd, being wholly im- posed on a really skillfully made story with the excellencies of the book written down to the dumbest level in the medium.

Best that can be said of the production is that this audience didn't laugh at its own credulity and that's a fair test. Whole affair rates fair program material, nicely played and a good technical pro- duction, but gosh awful literary quality.

Picture has a brisk opening. Fu Manchu having been apparently killed in the previous picture, it became necessary to bring him to life again. That is accomplished in an elaborate Chinese funeral, done with much spectacular pomp and circumstance. Spectator shows the archdemon escape from his own coffin by a spring door, while an Oriental attendant is kill- ing the casket with molten lead. Subsequent explanation is that Fu Manchu had made himself seem dead by the use of drugs and his own devising and comes to life later to pursue the hated white men. He takes up a trail of Dr. Fu Manchu all over and the story becomes a checker game between the wily Oriental and the super detective, Smith. The weaving of complica-

tions by which one or the other is trapped every few minutes and es- capes by a miracle, the intricate ar- rangement by which Fu makes a simple job of murder an elaborate confection reach the degree of dead seriousness which, after all, is the test of the picture.

It takes an hour and 13 minutes to go through the preliminaries to the final taking off of the Chinese master criminal. This time he takes a plunge into the river carry- ing with him a destructive bomb and when the explosive goes off in a grand column of water, one has the feeling that Dr. Fu Manchu is now disposed of for good. For that reason it is almost worth sitting through.

Picture is a duplicate of the earlier chapter, including the com- edy relief by the cissified Sylvester, played with strong arm comedy ef- fect by William Austin.

Picture has a nicely staged wed- ding scene with Jean Arthur look- ing remarkably beautiful as the bride. Neil Hamilton, one of the most natural of leading men, does all that is possible to hold up the puppet role of the hero and O. P. Heggie is once more the super- human cool Inspector Smith. Couple of real Chinese help along the at- mosphere with Warner Oland a little less convincing as the Chinese epicure in homicide, perhaps be- cause the picture this time calls upon him to do things that are monstrously implausible.

Gladden James, Tom Satchel, Betty Boyd, Paul Hurst, Will Sta- ton and Victor Potel. "Pleasure Is- land," Titl.

Frank Strayer to direct "So This Is Mexico," Titl.

Walter Pidgeon opposite Marilyn Miller in "Sweethearts," FN.

STAMPEDE

(Sudan Made)

Pro Patria production, handled here by Harold Auten. Written, directed and photographed by Major and Sheila Treat and Eredl Hides. At the Chicago, beginning April 25. Running time, about 70 minutes.

Excepting a few sequences, this is a long, tiresome exhibition by stiff members of the Hababian tribe, al- though in their native haunts in Sudan. Poorly cut and cumbers- omeously titled, the theme through- out the natives are paced wad- dle elementary for an American meller. Sure-seaters and some of the seconds in neighborhoods and communities that go heavy for edu- cationals can book this without any special advantage.

Long gobs of footage are concen- trated on migrations. These are re- peated several times with variations. The last is a desert fire, largely por- trayed in reaction.

Idea, that loses itself in stretches of quantitative details to mis- cellaneous dances and etc. to prove the tough time folks in Sudan have chasing water holes.

By way of a story, Sheikh Asgar comes trooping along with his gang just after a lion has finished a na- tive woman. She is left babe, who is immediately adopted and grows up to be the hero.

Animals that impress as being fresh from the zoo. This an- imal may be doing a great injustice, but if it is so, Africa can't be such a tough spot, after all. Either that or else the writers of the theme, who also shot the action, had it with them in getting the best of the pose. Waly.

2d FLOOR MYSTERY

(All Dialog)

Warner production and release. Di- rected by Lew Del Ruth. Based on Earl Derr Bigger's novel "The Agony Col- umn" by Lew Del Ruth. Released by Warner. Beginning at Warner's Victoria May 2. Running time 50 minutes.

On a you-fool-me and I'll-fool- you premise Grant Withers and Lo- rena Young are able to fringe an- other one of those upstairs murder mysteries with the much needed in- gredient of travesty. The joke has just as many chills for fans who like to be chilled as the all-serious themes. Then comes an intermis- sion, of which there are several, to remind that after all it's just a youth trying to make the acquain- tance of a girl by complying with her invitation to the "agony col- umn" of a London paper and writing her exciting letters.

Good program material for some of the lesser first runs and a positive entertainer for the neighborhood houses.

Exhibitors can get out plenty of paper on "The Second Floor Mys- tery." If they want to splurge the thrill angles they may use the gun- fighting, Scotland Yard and Africa bar poses. Where theatres cater to less intelligent and more intel- ligent audiences the fact that the "thriller" is based upon Bigger's comedy yarn, "The Agony Column," with excerpts from some of the let- ters, can be plastered out front. It is one of the productions that offers an alternative to the Lord Straw- berries and Lady

(Grapefruit are the non-de-plumes Geoffrey West, virile American, and Marjorie Ferguson, attractive Eng- lish maid, name each other in the miscellaneous newspaper wail col- umn. It all comes about through the same being their favorite beau- tiful fruits. And that they are strangers separated by a watchful Aunt Hattie, played by Claire Al- dowell. Then Strawberries starts writing Grapefruit and immediately the heavy story of adventure, mys- tery and murder starts.

One of the most exciting se- quences is an auto chase with the American's car driven off a cliff. Lady Grapefruit waits until the last letter when she commences turning tables on Lord Strawberries. A real inspector shows up with the letters and Captain Fraser, who really lives above Strawberries, is found dead. There is more lurid action and the plot starts all over again with the audience thus stim- ulating it literally until the frame- up is disclosed.

There are a few discrepancies, but the thing is intended to have them, being one of those every- thing-goes sort of affairs. There is more action and the plot work than an entire serial of the silent days ever hoisted. And, after all, it's all in fun. Waly.

ASPHALT

(Silent)

U.S. production and release. Directed by Joe May. Screenplay by Erich Pommer and Hans Schober. At the Grand, New York, May 2. Running time, 82 minutes.

"Asphalt" is so well produced that it is a good entertainment in spite of (Continued on page 43)

\$55,000,000 Fox Film Corporation Secured 6% Gold Notes Due April 15, 1931 Price 100 and interest

A letter from Mr. W. C. Michel, Vice-President of the Corporation, is summarized as follows:

Company: Fox Film Corporation is one of the largest and most prominent companies in the world engaged in the production, distribution and exhibition of motion pictures. Its product is distributed throughout the world.

Fox Film Corporation has acquired from Fox Theatres Corporation the latter's holdings of common stock of Loew's Incorporated.

Security: These Notes, in the opinion of counsel, are a direct obligation of the Company and are specifically secured under a Trust Indenture by the pledge of 660,900 shares of common stock of Loew's Incorporated and all the capital stock of United American Investing Corporation, which has a substantial stock interest in Metropolis and Bradford Trust Company, Ltd., owners of 64% of the ordinary stock of Gaumont British Picture Corporation, and represents an investment on the part of Fox Film Corporation of \$20,000,000.

Equity and Assets: As at December 28, 1929, the pro forma consolidated balance sheet of Fox Film Corporation and wholly owned subsidiary companies, as prepared by independent auditors, reveals net tangible assets, without deducting this Issue, of approximately \$157,208,511 (including over

\$9,800,000 of cash), an amount equivalent to \$2,850 for each \$1,000 of Notes.

Earnings: The consolidated net earnings of Fox Film Corporation and subsidiary companies, available for interest requirements on this Issue, after maintenance, taxes (other than Federal income), depreciation, amortization and other deductions, including profits applicable to minority interests and interest requirements on the mortgage and funded debt of subsidiary companies, for the two fiscal years ended December 28, 1929, as reported by independent auditors, are given below:

Table with 2 columns: Year, Amount. 1928: \$6,572,840; 1929: \$3,966,355\*

\*The 1928 and 1929 figures are before the deduction of special charges consisting of obsolescence of silent film, scenarios and advertising expenses in the amounts, respectively, of \$2,085,137 and \$2,376,225. In this figure given above for 1929, profits on the sale of securities \$5,612,698 have not been included, nor have there been deducted cer- tain non-recurring charges aggregating \$938,364.

Management: The management of Fox Film Corporation will be vested in certain principal operating executives who have been responsible for the past success of the Company, augmented by the engineering and scientific staffs of General Theatres Equip- ment, Inc.

This offering is made subject to the conditions more fully set forth in the complete descriptive circular, a copy of which may be had upon request.

HALSEY, STUART & CO.

INCORPORATED

Dated April 15, 1930 and redeemable. Interest payable at the office of Halsey, Stuart & Co., Inc., in New York and Chicago. Interest payable October 15 and at maturity, April 15, 1931, without deduction for any Federal normal income tax not in excess of 2% per annum. Principal will be payable at the principal office of the trustee in New York, London. Notes negotiable as to principal only, in the denominations of \$1,000, \$5,000 and \$10,000. All statements herein are official or are based upon information which we regard as reliable, and, while we do not guarantee them, we ourselves have relied upon them in the purchase of this security.

# "IF I HAD A GIRL LIKE YOU"

by **LOUIS W. McDERMOT**

*The Season's Greatest Fox Trot Song!*

**CHORUS**

Im lone-some and blue, but when I look at you, There's one thing I know is true, I would-nt be lone-some, I would-nt be blue, If I had a girl like you, I've wait-ed a life-time, I've hat-ed the night-time, Those long nights have made me blue, I would-nt be wait-ing, I would-nt be hat-ing, If I had a girl like you, I don't know why I'm feel-ing the way I do, I hope that I have-nt made-a mis-

# 2 Sen FEIST

## No Pro Com With Th

THE MOST UNUSUAL BALLAD OF THE DAY—THE PRIZE

# "The Song With"

by **BENÉE RUSSELL**

**RUDY VA**

# "YOU'RE THE SWEETEST GIRL THIS SIDE OF HEAVEN"

THE SWEETEST SONG ON EARTH!

Lyric by **GUS KAHN** Music by **HARRY ARCHER & CARMEN LOMBARDO**

A LILTING FOX TROT SONG — IT'S GREAT!

# "Where The Golden Daffodils Grow"

Lyric by **GUS KAHN**

Music by **HARRY ARCHER**

FROM UNIVERSAL'S "THE KING OF JAZZ"

# "IT HAPPENED IN MONTEREY"

Lyric by **BILLY ROSE**

Music by **MA**

*You Can't Go Wrong With Any FEIST Song!*

## LEO. FEIST, INC., Cor. BROAD (ENTRANCE

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sational  
**HITS!**

# "DOWN The RIVER OF GOLDEN DREAMS"

gram  
plete  
out  
em!!

REFRAIN

Down the river of gold - en dreams, Drifting a - long; hum - ming a song of  
love. Where the sil - ver - y love, moon beams. We'll not be  
blue un - der the blue a - bove. And where we find the riv - er's end,  
Where the wil - lows bend, There our days will spend to - geth - er,

by  
**JOHN KLENNER and  
NATHANIEL SHILKRET**

*The Golden Waltz -  
A Waltz  
Dream!*

WINNING SONG IN THE N.Y. EVENING GRAPHIC CONTEST!

# out A Name!

LEE'S OUTSTANDING RADIO HIT!

MAKE THEM SING - MAKE THEM SMILE - THEY'LL LOVE IT!

# "Around The Corner"

Lyric by GUS KAHN Music by ART KASSEL

THAT GLORIOUS FOX TROT BALLAD THEY WANT TO HEAR!

# "Alone With My Dreams"

Lyric by GUS KAHN Music by HARRY ARCHER

PAUL WHITEMAN'S TREMENDOUS SUCCESS!

# "RAGAMUFFIN ROMEO"

Lyric by HARRY De COSTA

BEL WAYNE

WAY and 50<sup>TH</sup> ST., NEW YORK  
(ON 50<sup>TH</sup> ST.)

- [PHILADELPHIA] [MARKET ST.]
- [KANSAS CITY] [GAYETY THEA. BLDG.]
- [LOS ANGELES] [405 MAJESTIC THEA. BLDG.]
- [BOSTON] [240 TREMONT ST.]
- [LONDON, ENG.] [138 CHARING CROSS RD.]
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Orchestrations

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# BOX OFFICE CHEERS from COAST TO COAST

**LOS ANGELES**  
seconds the emotion!

Repeating unanimous verdict of New York, Boston and Philadelphia, a chorus of praise from press and public greeted the first showing in Grauman's Chinese Theatre of

# JOHN McCORMACK in SONG O' MY HEART

WITH

Maureen O'Sullivan...John Garrick...Alice Joyce  
J. M. Kerrigan...Farrell Macdonald...Tommy Clifford  
Edwin Schneider...Effie Ellsler...Emily Fitzroy  
Story by TOM BARRY • Directed by FRANK BORZAGE

A talking  
and singing  
movietone  
romance

**9th WEEK in  
NEW YORK**  
**7th WEEK in  
BOSTON**  
**6 WEEKS in  
PHILADELPHIA**

In Los Angeles:

"Song O' My Heart" is a genuine accomplishment. There was frequent applause at the opening for the McCormack songs and high praise can be bestowed for both the manner in which they were done and the recording.  
—Los Angeles Times

If "Song O' My Heart" had nothing else to recommend it, "Little Boy Blue" would make it well worth hearing. The comedy couldn't have been put into better hands than those of J. M. Kerrigan. He and Farrell Macdonald are a grand pair.  
—Los Angeles Examiner

"Song O' My Heart" should prove a perfectly fine matinee picture. If you don't like crowds of women, it is just as good at night, for McCormack's voice is one of the rare fine experiences that you will get from the screen. — Los Angeles Record

Rarely does one picture have so many elements that are pleasing. It has heart warming appeal, that charm of direct simplicity in its tender story, and the fascination of sympathetic direction by the man who made "Seventh Heaven" and "Humoresque", Frank Borzage.  
—Los Angeles Express

"Song O' My Heart" abounds with thrilling surprises for the fan intrigued by fresh faces. Maureen O'Sullivan has a fine future and Tommy Clifford captivated the first night throngs. Farrell Macdonald and J. M. Kerrigan are two of the richest comedians seen here in films.  
—Los Angeles Daily News

It is written and acted with unflinching good taste and a becoming air of reality and should please all McCormack admirers.  
—Los Angeles Evening Herald



ASPHALT

(Continued from page 39)
(Asphalt)
A boy cop and a girl crook do a lot of bromidic things, but in a different way, atmospherically and esthetically. That's why silent houses make it possible for some of the wired spots to consider it. The picture is a good in-between for all but the better first runs.
How it got that title in a mystery, since there is no reference to roadways except when the intro is flashed. This is the usual hodge-podge of German trick photography, with asphalt, road builders and etc. occupying a few seconds in the running time.
Berlin street scenes quickly lapse into the meat of the story, a pretty girl crook slipping a diamond from a gullible old clerk. The young cop frisks the crowd and finds the stone in the handle of a parasol.
It is now obvious that the producers intend depicting the sterling qualities of the coppers and also that sometimes a crook is a crook through necessity. If UFA had succeeded in this trend, however, the theme would have been a clumsy imitation of the story reshaped many times in Hollywood.
Betty Amann is an unusually pretty little actress, but much of her appeal in "Asphalt" is sacrificed by

close-ups which bare those long lashes as false and the tears as staged. The girl is a better in the semi-range views having to do with her apartment and how she lures the young policeman from the door.
One of the most amusing and warmest sequences is when Miss Amann, after leaving the cop, leans up and reclining in bed, leaps at him like a monkey.
Each such is amusing as the boy patrolman until the fight sequence with Betty's regular friend, On Seitzler, who is the sole of consul general. There is much hearing of crockery, but, like most of the action in this production, it has little action.
The consul is shown robbing a bank, and that takes the official curse of things when the cop, not knowing this, kills him in the bedroom row.
There are plenty of discrepancies in the script, but "Asphalt," despite these and the inclination to pad the running time on irrelevant incidents, has a continuity strongly enough threaded to be listed among its qualities as an entertainer. Waly.

LOVE IN THE RING (20% Dialog) (GERMAN MADE)

Berlin, April 12.
"Love in Ring," Ufa production, 20% dialog, with synchronized score. Directed by Hansi Kunze. Recorded in the Lignee-Breusing system, Max Schmeling starred, and Renate Mullen and Olga Tschschowa featured. At Moor-Saal, Berlin.

This feature, which couldn't have cost much to produce, will probably be a money maker on account of Schmeling doing the lead in it. The heavyweight boxer is a favorite here and, the audiences will undoubtedly want to see him once.
It is a pity the picture wasn't a little better, as it might have established the boxer as a permanent screen favorite. His personality is sympathetic and often gets across. If he had been better directed, the amateurish mugging in which he sometimes indulges could easily have been eliminated.

Story, too, is a great hindrance to him. It treats the old theme of the boxer who is loved by a poor girl, but falls for a rich vamp who cares nothing for his career and saps his strength. But the "girl of the people" opens his eyes, and he discovers the villainous with an elderly admirer. Despite her attempt to impersonate a clinging vine, he spurns her.

After the "big fight," marriage and America.
Some comedy moments in the early part are very pleasing and a view of the boxer under a shower goes for the ladies. But as soon as the drama sets in, it gets excruciating. Even such a fine player as Olga Tschschowa is forced to put too much steam behind her playing and poor Schmeling is made simply ridiculous.

Reproduction of dialog and music recorded by the Breusing-Lignee system and reproduced by the Kineton equipment left much to be desired in tone quality and clarity. Trask.

CITY OF SONGS (All Dialog) (GERMAN MADE)

Berlin, April 1.
"Vienna, You City of Songs," Wien. Du Stadt der Lieder. All dialogue in German and English. Directed by Richard Oswald; scenario by Ernst Neubeck. Music by Hans May. Max Hansen featured. At "The Nassau," Berlin.

Considering this farce was completed in 14 days it should be a money maker in Germany and Austria. No aspiration as regards quality or originality and depends for its appeal on the seven comedians who play the leading roles. All are favorites in Berlin, though most are unknown in the provinces, they get their stuff across in a style to appeal to the peasants.

Richard Oswald, director, doesn't cover himself with much glory or show that he has much feeling for the talker. Instead of making his comics suppress themselves, a necessity before the camera, he lets them play all over the place.

A particular offender is the Berlin favorite, Paul Graetz, who mugs to a fare-thee-well. Max Hansen featured, also a disappointment. On the stage he seems fresh and amusing, but the heartless camera shows up his age, and his juvenile mannerisms seem almost like a burlesque. His thin high tenor records like a female impersonator. Of the half-dozen only Max Ehrlich delivers 100% personality, and this because he plays legitimately, with few but telling strokes.

Of the women, who include two operetta favorites, Charlotte Amberg and Irene Ambros, only one, the

comparatively unknown Grete Natzler, seems to have anything.
The tone recorded on Tobis and reproduced on Kineton is as might be expected, considering it was a quickie, uneven. Some of the scenes are very satisfactory, while others, especially the loud ones, are unclear and tinny. Plot trifle difficult as, in the first place, it would take too long to explain and, in the second, there isn't any. Trask.

MURDER WILL OUT

(All Dialog)
Produced and released by First National. Based on the story by Murray Leinster. Directed by Clarence Badger. Featuring Lila Lee, Jack Muihall and Noah Berry. Cast includes Alec B. Francis, Tully Marshall, Malcolm McGregor and Claude Allister. At Loew's Roof, New York, one day, April 29. Running time, 60 minutes.

Weak. Grind stuff for whom it

offers speculative exploitation from title only. Story offers nothing new and action is nil. Too much talk and hoax solution spoils entertainment. Altogether the film lacks imagination, and cast isn't given proper chance.
About Chinese blackmailers attempting to collect hush money from a young and wealthy business man on pain of death. After passing through three supposedly mysterious deaths the film winds up suddenly with the nabbing of the gang by a submarine crew on the high waters in New York harbor. Blackmailers are revealed as being really three former friends of the spotted victim out to do him no good.

Muihall plays the business man but doesn't look it. And certainly doesn't act like one. His dialog registering is off. Miss Lee and Noah Berry, former as love interest and

later as fake detective and member of the blackmail trio, okay but not given right opportunity. Others play regularly, but handicapped by the yarn.

From the manner in which the picture handles, it looks as if the director sailed along on a sea of suspense and found himself stumped for a solution. So the quick finish.

Tom Reed adaptation for "Boudoir Diplomat," L.
Ralph Block will produce "Scotland Yard" and "Time Out," Fox.

Phil Doransy, title part "Painted Lady," Fox.

Everett Cheatham and Lloyd Ingraham, "Last of the Duanes," Fox.
Charles Butterworth's first screen part opposite Winnie Lightner in "Life of the Party," WB.

LOVEY GIRLS

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**Dance Ensembles**

For

**UNIVERSAL'S**

**"KING  
OF  
JAZZ"**

WITH

**Paul Whiteman**

**RUSSELL E. MARKERT**

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**Press Comment**

THE NEW YORK TIMES,  
MAY 3, 1930

*By Mordaunt Hall*

Dance numbers on the screen have invariably been tedious, but in "King of Jazz" they are never on the screen too long, and while they are on exhibition they are thoroughly diverting."

---

THE MIRROR, MAY 3, 1930

*By Bland Johanson*

Russell Markert trained the dancers, and that should be enough to guarantee their perfection to anybody who has seen Roxy's 32 Roxyettes.

---

## Russell E. Markert's Broadway Productions

"RAIN OR SHINE"  
"WHITE'S SCANDALS"  
"ANIMAL CRACKERS"  
"JUST A MINUTE"  
"AMERICANA"

---

## Russell E. Markert's Dancers

R-K-O VAUDEVILLE

---

## Russell E. Markert's 32 Roxyettes

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## Russell E. Markert's American Rockets

R-K-O VAUDEVILLE

Personal Management, HARRY KRIVIT

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## "CAUGHT SHORT" SENSATIONAL!

**Marie Dressler—Polly Moran setting new laugh records!**

**LOS ANGELES**—Held over 2nd Record-Breaking Week!

**DETROIT**—Held over 2nd Record-Breaking Week!

**SAN FRANCISCO**—Biggest business in many months!

**OPENING BIG EVERYWHERE!**—The season's Sure-Fire Hit!

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**Imagine! Brought back for 2 week engagement after Initial First Run in SAN FRANCISCO!**

**BOSTON**—Biggest gross in history of State. Beats record held by "Big Parade"!

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*The Good News Company*

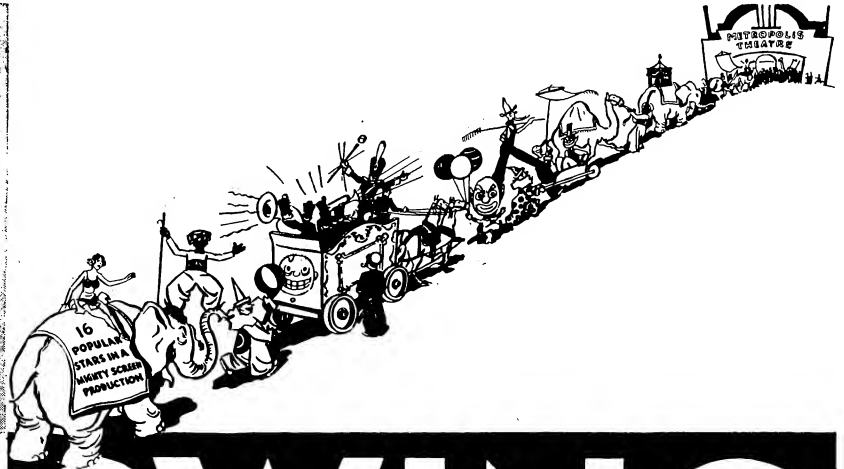
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BIG TOP  
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THE BIG  
DRIVE**



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**Opened this week in  
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Now watch it crash  
thro' for new records!**



# PATHE

# BIG CIRCUITS NEEDED ACTS

## Sam Sidman Accuses Bert Lehr of "Lifting" Sidman's Stage Character

Cleveland, May 1.

Editor Variety:

If any apology is due for making this an open letter I make it on the ground that I do not know Bert Lehr, personally, only by reputation (?).

Pardon me for digressing for a moment, but the word "reputation" suggests a Shakespearean quotation from "Othello"—which aptly applies to me and I—"What's reputation?" oft got without merit (as in his case) "oft lost without deserving" (as in mine).

I consider Mr. Lehr's letter regarding Joe Brown's performance in the picture, "Hold Everything," outrageously presumptuous, wholly without warrant, and it rather suggests the upstart.

To me it savors too much of the fellow, who, caught in the act, joins in the hue and cry of "stop thief."

Evidently Lehr has forgotten his past, and when he did to me, and as he gave me this opportunity, I am going to remind him, during his earlier career he took me for his copy. He took all I had, my trick of voice, my style of work, my mannerism, and my personality. Lehraped me in everything and yet he refers to himself as an original comedian, having gained his present position by his "creative" style of work.

Well, he's wrong. He stripped me stark naked and stole all I had, yet through all these intervening years I did not even whimper, complain, nor did I seek recourse to a court of law as I read he is resorting to, regarding Mr. Brown. By the way, Mr. Lehr (copy), will you please look up "Sid" of Variety who reviewed the picture, and make this correction, tell him it was not Solly Ward whom you copied, but me. You'll do that for me, won't you?

**Material and Producer**  
Unjustly, you feel yourself aggrieved, Mr. Lehr. Long before you took up this line of business, there were mutual producers, material producer and actor that any interpolation by a performer in any production remained the property of (Continued on page 58)

## 50 GOLF BUGS GET 2 DAYS OFF THIS WEEK

It's a bad break for non-golfers the R-K-O New York offices this week. For Thursday (5) the R-K-O golf tournament starts and ends at the Westchester-Biltmore Club, near Rye, N. Y. About 50 entries have been forwarded. A warm time in weather and competition is looked forward to.

## Man, Woman and Dog

Alma Rubens has been finally penciled in for the Palace, New York, although she has been east for R-K-O for some weeks. She's there week 17.

On the same bill is Heywood Brown and "Rin-Tin-Tin," dog.

**Harry Watson Cared for**  
Hollywood, May 6.

Harry Watson, former vaude and burlesque comic, has been placed in a health resort at Tunjuna, Cal., by the N. Y. A.

Watson was suffering from a breakdown of health.

**Teck Murdock in Hospital**  
Denver, May 6.

Teck Murdock was rushed to a local hospital for an operation while having the R-K-O Orpheum last week. He'll be laid up for about three weeks.

Vox and Walters were sent on to replace Murdock in the Orpheum road show in Omaha this week.

## REALIZATION IS STARTING NOW

Various Reasons Given and Others Omitted Why Giant Circuits Must Fill in with In-Person Acts—Next Season Will See Start.

### LARGE THEATRE GROUP

Big picture circuits cannot escape extensive use of vaude acts, showmen on the inside are now admitting though with a show of reluctance. Behind the scenes the theatrical man is trying such a way that indications are R-K-O will be only one of several powerful vaude circuits in operation within a very short time.

Because of changing conditions, economic pressure and theatre operation on a giant scale, vaude may stage a tremendous comeback during the next season or two.

The picture giants, it is admitted, are being forced to vaude shows, this for various reasons. The building up of large individual theatre organizations by Paramount, Publix, Warner Bros. and Fox, with the trio to have at least 3,500 houses by next year, or 1,000 or more each, is placing those giants in the position where they may be forced to vaude policies.

Aside from the conditions brought about within a comparatively recent period of time to force the picture goliaths to acts in person, there is now a lately acquired desire to try vaude film policies on a substantial scale, according to the best inside information. The shows may not be framed in the vaude way as commonly known, but in the person acts will be talking.

Showmen in the big picture organizations reveal many other reasons for a very likely swing to vaude which they never before have taken the trouble to point out. Preferring to say as little about vaude and its possibilities with their circuits as they could.

Besides the sentiment in favor of vaude seems to be changing in big circuit quarters. That alone (Continued on page 58)

## Spice Stays in, but Dirt Out, Says Brown, for R-K-O Vaude; House Men Are Responsible

### How Kemp Slips In

Though the rest of the Warner string has been pulled out, Paterson, N. J., remains under contract in the R-K-O office for vaude bookings. Because of Paterson, Harold Kemp of Warners has been declared eligible to play in R-K-O's golf tournament.

## MAE WEST BLUE; LOSES COUCH

Operation for removal of her cooch dance was performed on Mae West's act after the opening at Fox's Audubon, New York. Audubon was Miss West's first date on a Fox percentage route.

The West turn at the uptown Fox theatre was reported to have reached a new level in blue stuff. Management decided to cut out all the dirt, but later, from accounts, discovered that if cutting the dirt, nothing would be left. Decision was to let it go as was—all but the cooch.

Prior to going with Fox, Miss West was submitted to R-K-O and Loew's and rejected by both.

### Soph's Stag Party

Sophie Tucker has arranged to sail to London June 2 on the "De France" for her contracted appearance in a London revue. On the trip she will be surrounded by a bunch of stags.

The stags are Jack Yellen and Milt Ager, Sophie's writing team, without whom she won't appear, and Ted Shapiro, the ever-green accompanist for "The Madams."

Soph's husband, Al Marcell, will not go along. Neither will either of the wives of Yellen and Ager. However, no suspicion.

## Spanking Wife Over Hot Soup May Bust Up the Shelleys—Divorce

Chicago, May 6. Local divorce mills keep clipping the marriage knots, with cruelty still the ace squawk.

Ray Bond, vaude performer, secured legal separation from Charlotte Bond, with mental cruelty meaning whatever it means. They married in Oklahoma City, June 4, 1915, and separated Jan. 8, 1928. Bond and two children by a former marriage.

According to Ben Ehrlich, who handled it, and also the following case, Myrtle Shelley, legit, ought to get a divorce from Edward Shelley, commercial artist, because he spanked her whenever he thought the soup was too hot. Or too cold. And sometimes he pinched her, or mixed up his delivery with a couple of left hooks. They married July 11, 1928.

Alma Wasilavsky Shore, dancer, with the San Carlos and Ravin Opera companies, has decided to quit the marriage column for awhile. She has sold Marjorie Shore, broker, charging him with cruelty and a bad temper. Her chief complaint is that he exhibited his temperance while they were on their honeymoon in San Francisco. They married June 27, 1928. She could not stand it after May 21, 1929.

### Murray in Musical

Hollywood, May 6. Ken Murray is opening a new musical comedy, "Hi There," in San Francisco, May 14 at Erlanger's Capital. Itans are to play there four weeks and then open in L. A. at the Mason. Paul Hissinger is backing the show and Alexander Lefwich directing.

Cast includes Odette Myrtle, Helen and Milton Charleston, Foster, Pagan and Cox, Bessie Pagan, Tolly Walters, Carlin Kelsey and his band, and Ken Murray.

### Reynard's House Wired

Marion, O., May 5. Grand opera house, for many years managed by Ed. Reynard, former vaude entrepreneur, and his Marion troupe, recently went into receivership. Last week reorganized, the show and converted into an all-around show by Ohio Theatre Corp. group of Marion men.

Janet Gullis, formerly of Bellfontaine, holds lease on house and has named Charles E. Grace as manager. Theatre is using Western Electric equipment and opened May 1 with "Broadway."

"I'm no Puritan. I don't intend to take the spice out of vaudeville. But R-K-O will not tolerate out and out vulgarity and dirt at the expense of offending patrons," stated Hiram S. Brown in regard to the circuit's crusade against the dirty gag in vaude.

"Every house manager has been ordered to see that his shows are kept clean," he continued. "They have been informed that they are responsible for what goes on in their theatres and that if failing to execute orders they will be dismissed. They have been told to use their own judgment in what constitutes undesirable smut. We trust the managers won't go too far, but far enough to clean up the material so that youngsters and respectable people may patronize an R-K-O theatre without blushing.

"Picture producers keep spice on the inoffensive side of the line, so there is no reason why vaude cannot do the same. Stage part of the bills should and must be as clean as the films."

R-K-O president agreed it is important that a sensible line be drawn between spice and dirt. That line must be drawn with restraint and good judgment by the house managers. If they fail to grasp the proper medium and proceed too far with censoring, it would be ruinous, stated Mr. Brown.

**Hardy Dirty Gags**  
He mentioned a few smutty gags he has heard used recently and said he can find no excuse for them.

Outside New York shows must be closely watched, Brown declared, due to an alleged attitude of many acts in the vicinity of New York of home office inspection.

Numerous acts were found to be spotlessly clean, said Brown, when viewed in New York. Reports from out of town managers were that these same acts were using offensive material. Check ups revealed that in most instances the managers were correct and the acts had switched gags upon leaving New York.

**Latitude for Managers**  
The routine for managers is to order all objectionable gags out. If an act refuses, the act is dismissed. If the manager can pull the act off the bill or, as a more severe alternative, ring the curtain down on the objectionable act.

If the manager orders a gag out and the gag isn't taken out, and the manager does nothing to see that his orders are carried out, the manager is liable for dismissal. Or if a manager overlooks a gag that is justly considered dirty and does nothing to clean up the show, he also will be tossed.

## NOTICE AFTER 12 YEARS

Carroll Pierce Leaving R-K-O Publicity Office

Carroll Pierce, with the Keith and R-K-O publicity department for 12 years, specializing on the Palace, New York, for the last two weeks' notice by Mark Luescher Saturday.

Successor to Pierce will be Don Patrice, formerly Patience' vaude spokesman. He will handle the Albee, Brooklyn, besides the Palace, and arrangement of the R-K-O publicity office.

Pierce had been the late Webster Kingsley's assistant for many years. When Kingsley hit trouble to get out of the Palace, he took over the Palace.

Patrice departed also on the first change in the R-K-O publicity branch since the circuit's entering its first year in the new bills to R-K-O. All other departments, including the booking office, have long since undergone almost complete reorganization.

Sing-Play for **MOTHER'S DAY** Here's Your Copy

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**VAMP**

**VOICE**

*p* Mam-my mine there's a light di-vine in your eyes that shine for me  
 And that light tells me I'm al-right tho' the world may not agree. What  
 ev-er they say or do I know how I stand with you.

**CHORUS**

*p-f* Who cares what the world may say? No mat-ter what comes my way  
 I'm ev-ry thing to my Mam-my Who cares if I  
 lose the race? no mat-ter who takes my place I'm still the King  
 to my Mam-my How much does she love me  
 I'll tell you no tie How deep is the ocean  
 How high is the sky? Who cares if my  
 friends have gone? you'll find me still hold-ing on Cause I can sing  
 to my Mam-my. Mam-my.

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# Loew's Declares All "Names Out"; Costly Experiment Through Now

Loew's is through booking heavy money "names" in its vaudeville for the next several months, at least. Results from the Loew booking office's gamble with about 16 former Keith and R-K-O "names" acts showed about 50% equalled expectations or better, while the rest failed to draw in proportion to their salaries.

Always shy of the big money Loew standards in the past, R-K-O for the first time experimented with a few of them this year. To do so, from reports, the circuit spent close to \$300,000 more than usually allotted for vaude. In several instances the extra expenditure was not returned through the box office, from accounts. In others, but fewer, the comparative increase in grosses was greater than the entire circuit.

Many of the "names" booked by Loew's as a departure for that circuit after headlining for R-K-O for years, were considered too high priced by the latter and discarded when refusing to accept salary reductions.

Loew's Exploded Theory  
Loew's reported theory when booking them was that since they were "names" through years of headlining with R-K-O, that in a Keith's, they would be considered as "names," yet new faces, by the Loew audiences. Most of the Loew houses have their own clientele. The Loew patrons, it was believed, would welcome the former Keith stars as such, particularly since many had never seen them before, and for years knowing of them by reputation.

One peculiarity brought out by the "names" in the Loew playing was that when drawing at all they drew and repeated on each other in certain theatres only. These theatres were more of the vaude type than others on the Loew circuit, in the audiences patronizing them showed equal preference for the vaude and pictures, rather than showing the most interest in the film portion of the bills like the other run of audiences. It was in such houses that the "names" made their best showing.

Ciphers in "Picture" Houses  
In the theatres where the pictures meant 75% or more, the same "names" played to good business when the picture was strong and the opposite when the picture was weak, which indicated they meant nothing in this sort of house.

When this was discovered, Loew's discontinued issuing long routes for all the theatres under blanket contracts and proceeded to book the "names" on a week-to-week basis and only for theatres where "names" before them had shown drawing strength.

With the Loew "name" buy now over, the books are back to normal and the high salaries out temporarily at least. Loew's will book a high priced "name" now only if assured of increasing business by doing so. There are but a few of that type of headliner left in vaude.

**Brox Sis on Route**  
Brox Sisters will begin a 19-week route for Public opening in New Haven June 5.

They are coming east following the marriage this month of Patsy Brox to Bob Gerstenzang, non-pro, in Hollywood.

## 3 VAUDE SPOTS ONLY LEFT IN ALL CHICAGO

Chicago, May 6.  
Vaude takes one more slap here, with the Belmont, R-K-O vaudifilm, straight pictures with house taken over by Public-B, & K.  
Leaves only three vaude spots in entire Chicago metropolitan area: Palace, two-a-day, but shortly going vaude; St. Elmo-Lake, and the southside Englewood.

## SMART PERFORMER IS SMARTER THAN BOOKER

Peter Higgins, currently playing a third holdover week at the R-K-O Palace, New York, disagreed with the booker's judgment and turned down a fourth week offer.  
The young tenor, who recently signed a five-year picture, radio and vaude combination contract with R-K-O, stated he believed a fourth week at the Palace would tend to wear out his welcome. Higgins' answer to the booking office's offer was that a fourth wouldn't do the house or himself much good.

## Clayton Hearing May 21

Chicago, May 6.  
The case of Lou Simon against Lou Clayton, one of the three Schnozzles, after Clayton had stopped payment on a \$5,000 check in 1928, came up in court here Monday.  
Clayton came in from Cincinnati where the act had closed, to appeal the garnishment of the act's \$4,000 salary for the showing at the Palace here.

Clayton said it was unfair to hold the entire act's salary, since only one-third belonged to him. Court set aside the garnishment, with the consent of Simon's attorney, and placed the final hearing for May 21.

## Omaha Cuts One Act

Omaha, May 6.  
R-K-O Orpheum, usually playing five-act bills, cuts to four acts for the next four or five weeks, due to successive lengthy feature pictures booked in. Since started this week with "Ladies of Leisure" (Col.), running 100 minutes on the screen.

Orpheum plays the New York-based western four-act road show. Fifth act, when used, is sent from Chicago.

**Fyffe for Carroll?**  
Will Fyffe, Scotch comedian now abroad, may head the cast of Earl Carroll's new "Vanities," currently in rehearsal and when ready due for spotting at the New Amsterdam, New York.

Carroll cabled the comic this week and is awaiting reply.

Jimmy Savo has been engaged as a principal.

## CHILD CAN SING ON RADIO—NOT ON STAGE

Frank Mazette, salesman, of 618 East 17th street, was found guilty in Special Sessions of permitting his five-year-old daughter to sing in public. He was fined \$50.

The child has established a reputation as a singer over the radio under the name of Baby Ruth. Municipal Justices decided the child could continue as a radio performer, but must not appear at public gatherings.

## Minor Staff Cuts Reduce R-K-O's Coast 'Nut' \$350

Los Angeles, May 6.  
R-K-O having issued an economy order for its Coast division, Frank Vincent has completed a check-up on the seven houses in his territory. In the changes and wielding of the ax, Willard Welch, brought on from Chicago, replaces Jack Coudry as manager at San Diego, but no other managerial changes are expected.

Vincent is cutting expenses in all houses, mainly eliminating staff employees of minor consequence. A saving of \$350 a week is anticipated, the seven houses each discounting \$50.

Originally the circuit figured on eliminating \$1,500 a week for this division, counting upon doing away with the orchestra at the Orpheum, San Francisco, an \$1,150 item. Musicians, however, can't be shoved out due to a contract with the union.

## Checker on "Floor"

R-K-O posted a man on the New York booking floor this week to see that agencies do not violate the rule against more than two men from an office on the floor at one time.

Four men from several offices have been seen together on the floor at various times recently.

Booking office's complaint is that more than two from each agency clog up the space and give the bookers twice the normal number of faces to say no to.

Checker is supposed to time them in an hour.

# With Unknown Headliner, N. Y. Palace Goes \$4,000 Red Last Wk.; \$16,000 Gross; Under Holy Week

**Dirty?**  
Removed around the 47th street corner, the N. V. A. may sue the Variety Artists-Benevolent Fund of England for alienation of affections.

## EXPLOITATION BY ARTISTS OF VAUDE

Poses of vaudevillians wearing and carrying various articles of wearing apparel, with the pictures to be used by R-K-O theatres in tie-ups with local stores and merchants, may be generally tried by the circuit for exploiting vaude next season.

Experiments in the commercial photograph idea are to be made with Zelda Santley over the R-K-O circuit. Miss Santley does a single singing turn and is chiefly a mimic of stage names.

R-K-O also intends using Miss Santley's mimicry outside the theatre for exploitation. At local business men's dinners Miss Santley, instead of delivering the usual hokc speech, will give a short imitation of the town's best known character and take-offs on any of the speakers preceding her.

**Plunkett's Coast Agency**  
Hollywood, May 6.  
James Plunkett opens a coast branch of his agency May 15.  
He will commute between Hollywood and New York, 50-50.

# Talkers Biggest Luring Gamble For Specialty and Chorus Girls

Despite large number of layoffs, producers and others building acts report it never was so difficult as now to get specialty people and girls, even if the salary held out is larger than it was two years ago. Coming of talkers and the anxiety of chorus girls and specialty artists to try in that field has largely resulted in the dearth of procurable talent.

Getting more and more difficult to shape a production act requiring girls or specialty people, some producers are actually despairing of the chance to get together an act at the right salary figure that will look, o. k.

Girls are willing to take \$40 in pictures instead of twice the amount in vaude, most taking the position that if they ever get into talkers

they may be made, whereas vaude lately has offered little, plus possibility of only a few weeks booking and plenty of layoffs after weeks of rehearsal.

**Loafing**  
"They even lay around idle waiting for that picture chance rather than accept a vaude act," one producer stated after saying he was trying to put together a revue but gave up after encountering difficulties on getting proper talent.

"The only stuff you can pick are those who wouldn't have a chance in vaude," he said.

For many years flash producers now and then had their troubles in getting girls wanted because the girls didn't care to go on the road. This alibi has been replaced by the one about the chances they have in talkers.

R-K-O's New York Palace, showcase for that circuit's vaudeville, grossed \$16,000, lowest in years, last week, and lost about \$4,000 on the week. Gross was \$5,000 under the Holy Week take. Holy Week is supposed to be the worst seven-day stretch of the year for show business.

Cause for the Palace's low box office figure was the show. Headlining was the Don Azpiazu Orchestra from Cuba, having played the one week in this country prior to the Palace, and in the Palace for a \$3,500 salary. The Palace plays no pictures and must depend on the headliner or lesser stage "names" to do the drawing, but especially the headliner.

The Cuban orchestra didn't mean a thing at the Palace box office, yet was headlined there all week and topped what was generally considered to be a bad straight vaude bill.

When R-K-O's Chicago Palace goes pictures in another few weeks, the one week in this country prior to the Palace, and in the Palace for a \$3,500 salary. The Palace plays no pictures and must depend on the headliner or lesser stage "names" to do the drawing, but especially the headliner.

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The two reasons for the Palace's existence as a straight vaude stand are that it's considered necessary as a show-off place for saloonkeepers, bankers, etc., and that it makes a profit by the year. That its actual and individual profit from operation is very comparative to the loss it imposes on the rest of the circuit by raising salaries, is not considered.

Palace's annual profit through the box office lately has been from \$150,000 to \$200,000. That comes from average weekly gross of \$20,000 to \$25,000. Cost of the vaude bills, largest part of operating expense, ranges between \$10,000 and \$13,000 a week. Up to a few years ago, when straight vaude was more popular and the Palace bills' salary lists were around \$8,000 weekly, the yearly profit was considerably greater, going to \$600,000 or over.

While the Palace may earn \$150,000 this year, the loss it will indirectly cost the circuit will run into many hundreds of thousands. Palace plays \$3,000, \$4,000 and \$5,000 acts that cannot be bought unless given additional weeks in other theatres. The other theatres cannot buy such salaries, but as the Palace must have "names" and the "names" demand extra time, the other theatres are forced to play and pay them.

Because of that the Palace is considered by many to be one of R-K-O's most harmful elements. As a showcase for the vaude it is merely a whim and expensive flash. Standard acts' salaries are increased for the Palace in lengthening bookings, with the increase reflected throughout the circuit.

With \$16,000 grosses and bills like those of the past few weeks, vaude may start next season without even one straight vaude house to show off in.

**Belle Baker** goes to Europe in June for a month of bookings, arranged by the Morris office.

# NOVELLE BROTHERS WITH SALLY JOY

Thank **GEORGE BLACK, VAL PARNELL** and **GEORGE and HARRY FOSTER** for **TWO PLEASANT WEEKS at the PALLADIUM, LONDON, and FURTHER OFFERS** which we had to **REFUSE** owing to **PREVIOUS BOOKINGS**

**NOW HEADLINING CIRQUE d'HIVER, PARIS, INDEFINITELY, and RE-ENGAGED FOR SEASON 1931**

### Backstage at the N. V. A. Benefit

Palace could use a show like the N. V. A. had at the Metropolitan Opera house Sunday night (4). More "names" than a phone book. Even such hardboileds as Pat Cassin and Major Donovan said it was the best benefit bill they'd ever seen.

Roxy symphony orchestra, singing chorus, ballet and Roxyettes; Paul Whiteman orchestra, George Gershwin, Kelly Kids, Smith and Dale, Will Mahoney, Patsy Kelly, Bill Demarcus, "Sketch Book" chorus, Harry Fox, Lou Holtz, Ted Husing, Graham McNamee, Jack Beal, Trilzie Frignza, Jules Bledsoe, Mae Murray, Jack Osterman, Dodge Twins, Rudy Vallee, Will Osborne, Peter Higgins, Ben Blue, Hal Skelly, "Green Pastures" chorus, Fannie Brice, Lucky Boys, Don Azpiazu band, Jim Corbett and Sophie Tucker.

About 20 others too late to get on, among them Frances Williams, Paul Ash, Ruth Ford, Art Frank, White and Manning, "The Ingenues," Jans and Whalen, Chester Hale Girls, Mae West, Larry Rich and Cherie, McAllen and Sarah, Alma Rubens, Puck and White, and Sunshine Sammy. All in make-up and would have shown had there been time. Just as much credit due them as those who appeared.

Roxy ran like stage as he did last year. When last year's show was over, said he never do it again.

8:40 Until 12:15

Opera stage and over at 12:15. So much talent to squeeze in, intermission dropped. That kept the backstage mob on toes for close to four hours without a nap, and the audience applauding just as long.

Bill to be Roy and Earl Carroll out on the stage for a shake to break it up. The show would still be running. When a two-act like Roxy and Carroll stepped out after all that talent, they knew the show was over.

Holtz, Osterman, McNamee and Husing in C. D. Rudy Vallee and Will Osborne on the same bill. Vallee got the break with the early spot, because he arrived earlier. When Osborne announced his boys would play and he'd sing the "Stein Song," house almost died. Vallee had used the same number a few moments before.

Osterman's Vallee take-off. Will Mahoney working his head off in the "Sketch Book" scene and his dance on the xylophone.

#### Asides

"Go ahead and make your show, but don't forget to come back." Only one stage ma walked out in a huff with her kid.

Holtz knee-deep in Carroll beauts. Sarah's swell gams in web stockings.

Soph looking like a blonde Galli-Curei on the opera stage, but using her own lyrics.

"When do I go on?" What a thrill at the opening with 212 musicians on the stage.

About 25 autograph fiends chased out the stage door during the evening. Plenty of material for them.

"You're on fourth from now." Sandwiches and coffee from the N. V. A. club. Stage hands grabbing the actors' food.

"Caruso used to dress in that room!" A comic playing sick to get on early and his straight man holding his head to verify it.

Mahoney needing a bath after the bath tub scene.

Fannie Brice looks this short in box shoes. Two pairs of doubles: Paul, Whiteman-Larry Rich and Roxy-Gus Edwards.

The old doorman who looks like Buffalo Buff and the two "girls" who

### Headliner Is Held Over By Broken Promise of Loop Palace's Booker

Chicago, May 6. Irene Franklin is holding over currently at the R-K-O Palace as its headliner, after accepting second billing last week in the same house to the Harry Carroll Revue.

Miss Franklin claimed she had been promised the headline spot in any R-K-O house played. This appears to have been understood, with the Carroll act having the same clause in its contract. Miss Franklin threatened to leave the bill last week under a threat of broken agreement, but was prevailed to remain when the New York booker for the Palace stated he would hold over and headline her this week.

Vaudevillians around here have never before heard of so many funny things as have occurred in the two Palaces' bookings of recent months.

### N. V. A. Benefit Dud In Minn.; 900 Paid \$1

Minneapolis, May 6. Business conditions here may have affected the annual N. V. A. midnight benefit at the Minnesota theatre, Public ace house here.

Out of 500,000 population in the Twin Cities only 400 paid to see the benefit, despite a three-hour show with some 20 all-star acts from all local theatres for \$1 top.

Show had been heavily advertised. Acts included Olsen and Johnson, Babe Egan's Redheads and Johnny Perkins. Attendance was only a third of last year's benefit.

have been waiting the Met curtain open and shut for a week a show for 15 years, not around Sunday.

Abe Lastfogel only agent backstage all night. "Looking for material?" "No for a sandwich."

Lou Golder booked the acts and Major Donovan handled 'em. About \$35,000 from the Met bill, estimate.

"Don't blow. You're on next." "Yeah—next when?"

### N. V. A. Hat Collections Not Nifty; About 70% of Last Year's Estimated

#### CHICAGO'S N.V.A. TOTAL FOR WEEK DROPS 50%

Chicago, May 6. Collections here for the N. V. A. Fund were off, around 50% of last year. Total was \$7,900.

Publix-B. & K. houses collected \$1,500 for the entire circuit. This is the first year B. & K. have helped the fund. R-K-O spots contributed \$5,700. From the Palace, \$2,000; the State-Lake, \$1,500; Belmont, \$600; Englewood, \$600; and the Woods, \$1,000. The Fox houses collected \$700.

Publix-B. & K' houses seemed lax in collections. Ushers with baskets merely stood at head of aisles as patrons passed, and one day's collection in big house is said to have been \$34.

#### Morris Coast Bookings

Hollywood, May 6. Within two weeks the William Morris coast office will start booking Public houses in Portland, Seattle and San Francisco.

Harry Santley will be in charge of placing four acts in each spot. Bills will be vaudeville in style and minus stage bands.

Jack Fine, Chicago vaude act producer, has switched to New York for further operations.

N. V. A.'s 14th annual national drive for funds, first in which all the major circuits participated and first under Eddie Cantor's presidency, closed after a week Sunday night with a monster benefit bill at the Metropolitan opera house, New York. Total amount gathered in current drive is estimated at around 70% of the approximately \$600,000 taken in last year. Exact figures unobtainable before next week.

N. V. A., with Saranac Sanatorium and New York's weekly payroll list, requires \$1,000,000 annually for support.

Most unexpected result of the week's drive was the response from small neighborhood picture houses never before contributing an effort. Most anticipated from any of the grids was \$40 or \$50 each on the week but several turned in as high as \$300 and \$400. This was attributed to the fact that the collections were new to the picture house audiences, not fed up on the years of hat passing as the vaude patrons apparently were.

Best proportionate showing of any city was made by Los Angeles. Best returns, of course, from New York City, but comparatively not the heaviest.

Bill at the Met grossed around \$35,000. Accepted as the best benefit show in New York for years and sold out.

#### Butterfield's \$5,000 Check; No N. V. A. Collections.

Chicago, May 6. Col. W. S. Butterfield's gesture to N. V. A. this year was a check for \$5,000.

Last year N. V. A. collections in the Butterfield Michigan houses netted \$2,200. This year collections were taboed. Check was proffered instead.



# ADAMS SISTERS

AFTER NEARLY A YEAR AND A HALF IN ENGLAND, HAVING PLAYED IN PRODUCTIONS FOR CHARLES COCHRAN, LEE EPHRAIM, GEORGE ROBEY AND JULIAN WYLIE

In Vaudeville for Stolls, Moss' Empires, General Theatres Corporation, and Several Independent Dates

IN CABARET—PICCADILLY HOTEL

NOW OUT TO CONQUER NEW FIELDS

SAILED FOR AFRICA APRIL 17

OPENING MAY 5

**INTERNATIONAL  
DANCING  
COMEDIANS**



**HARRY A.**

**ALICE**

**WHITE AND MANNING**

**EUROPEAN TOUR AGAIN THIS SUMMER**

**"WHENEVER MORE SENSATIONAL COMIC DANCE ROUTINES  
ARE CREATED, WHITE AND MANNING WILL CREATE THEM  
AND AS ALWAYS BE THE LEADERS"—Press**

**MANY THANKS TO MR. GEO. GODFREY AND ASSOCIATES FOR A PLEASANT R-K-O TOUR.**

*Direction*

**CHAS. MORRISON**  
R-K-O

**WM. MORRIS**  
INDEPENDENT

**OPEN FOR A PRODUCTION NEXT SEASON**

# R-K-O PALACE

NEW YORK THIS WEEK, MAY 3

# NORMAN THOMAS QUINTET

IN

## "HARLEM - MANIA"

SAILING MAY 15

TO OPEN

# PALLADIUM, LONDON, MAY 26

With New Personnel

**SONNY THOMPSON**

A GREAT COMEDIAN AND MASTER OF THE DRUMS

**WILLIAM FOUNTAINE**

BARITONE

LATE STAR OF "HALELUJAH"

**NORMAN THOMAS, Jr., and**

**FRANK ALLEN**

IN FEATURED DANCES

**"HOT LIPS" FRED MASON**

IN THE PIT

**MR. THOMAS at the Piano**

R-K-O: ABE FEINGOLD of the HUGO MORRIS OFFICE  
FOREIGN: WM. MORRIS OFFICE

### SARANAC LAKE

By "HAPPY" BENWAY

The Donegans (Francis and wife) left for California, planning to give the talkers a trial.

Nellie Quealy showing big improvement after four weeks set-back, in bed.

Taxis have combined in charging 50c for short trips, effective May 1 with no exercise patients starting a squawk campaign.

John J. Farrell, 9 Front st., recent arrival, showing marked improvement. His considered an incipient case.

Some of the up patients have started fishing trips.

Harry English, 64 Park ave., is in bed with a slight set-back.

I. A. T. S. E. patients here are Harry Clark, 6 Baker st., doing well on limited exercise; Al Downing, 10 Baker st., great come-back, unlimited exercise; Valentine Kincaid, 80 Park ave., walked downtown, first time in six months; Mike McManee, 9 Front st., in bed but showing great progress.

Although in bed and a little run down, Luba LeRoy, 9 Front st., is picking up and showing up real well.

Preparation being made at Camp Intermission (Lake Colby) for the arrival of the Morris family. Seems Saranac ain't Saranac without Mr. and Mrs. "Bill" Morris.

Oscar Loraine sent word he had arrived in New York okay and will go to work next week.

Frank Garfield, 9 Front St., left for Nashua, N. H., to spend several months.

#### Saranac Colony

- Harry English, 64 Park avenue.
- Richard Moore, 84 Park avenue.
- Irving Bloom, 84 Park avenue.
- Mae Armitage, 7 Front street.
- Andrew Molony, 21 Enoch street.
- Francis Donegan, 171 Park avenue.
- Ford Raymond, 63 Baker street.
- Harry Clark, 6 Baker street.
- Jack Ncoll, 6 Baker street.
- Al Downing, 10 Baker street.
- Dave (DDH) Hall, 108 Park avenue.
- Alice Carman, 52 Park avenue.
- George Harmon, 34 Park avenue.
- Russ Kelly, 19 Broadway.
- Harry Barrett, 302 Broadway.
- Charles Harlan, 302 Broadway.
- James Haegney, 6 Military Road.
- Connie Reeve, 42 River street.
- Joe Reilly, 54 Sheppard avenue.
- Marion Greene, 115 Lake avenue.
- Alice Roth, 32 Franklin street.
- Christina Keenan, 66 Lake Flower avenue.
- Thoms Abbott, 66 Lake Flower avenue.

#### 80 Park Avenue

- Happy Benway.
- Fred Rith.
- Eddie Voss.
- William Holly.
- Lawrence McCarthy.
- Vernon Lawrence.
- Bobby Hatz.
- Dave Mavily.
- George Neville.
- Valentine Kincaid.
- Dick Kuni.
- Chris Hagedorn.
- Ben Schaffer.
- Heien O'Reilly.
- Allie Bagley.
- Nellie Quealy.
- Ethel Clouds.
- Xela Edwards.
- Sue Nace.
- Lilly Leonora.
- Angela Papulis.
- Viola Allen.
- Anna Mae Powers.
- Gladys Bishop.
- Catherine Vogelle.

#### 9 Front Street

- Frank Garfield.
- Julia Kubas.
- Charles Bessnah.
- Leah Temple.
- J. C. Louden.
- Mike McManee.
- Al Pierce.
- Luba LeRoy.

#### 72 Park Avenue

- Harry Namta.
- Joe Donatello.
- Edward DeCoro.
- Dorothy Tolson.

#### Left Saranac

- Thomas White.
- James Williams.
- Oscar Loraine.
- James Cannon.

#### New Comers

- John J. Farrell.
- Luba LeRoy.

WRITE TO THOSE You Know In SARANAC

## Booking Scout Causes Plenty of Trouble By Butting in as "Direct"

Invoking of the copyright laws is threatened if Joe Melino, half of the Melino and Davis team, who has slipped his producer to sign a two-year option contract with R-K-O beginning in September, tries to use any of the material of his present act at that time.

Melino is under contract to Alex Gerber, lately dropped from the R-K-O franchise list, until September. Gerber, who claims one of the R-K-O act scouts, Arthur Blondell, talked Melino into a direct-booking contract when recently seen in Boston, got him to sign it last week before starting an Interstate tour.

Melino and Davis are getting \$450 a week at present, but Blondell talked Melino into taking \$375 under the two-year optional agreement, this resulting in a jam when Charlie Freeman, who booked the act for Interstate found out the discrepancy in salary. Office felt Gerber was putting something over on it, thinking he had knowledge of the Melino deal with Blondell. It was ruled that no option existed, but the day before the act went out to start the Interstate dates, Melino signed the contract with Blondell, it is claimed, this further jamming up matters.

#### Burn Ups

Gerber claims that when he heard Blondell had been contacting Melino at an appropriation date in Boston and asked if he was trying to make any deal for the act, the act scout stated he only called on Melino to make a couple suggestions to him about his act, regarded at that time as queer for an opposite representation, but forgotten about until the circuit squawk on the Interstate date came along.

Besides Gerber's loss of the

Melino and Davis act for next season after it has been well established, Charlie Morrison, through whom Gerber books with R-K-O, also loses his commissions, that also a burn him up from reports.

Fortified with Washington copyright of all the material in the Melino-Davis act billed as "Two Pints of Comedy" and copyright on the song "I Want a Man," Gerber has taken up with attorneys the matter of stopping Melino or anyone else from using any part of it, this resolving itself down to R-K-O's signing under long-term of Joe Melino and nothing else.

Gerber in a contract with Dolly Davis, other member, making it impossible for her to work with Melino after September. Blondell's reported plan was to have Melino get another girl.

Steaming over what he characterized as an act scout's deliberate weaning away of one of his acts, Gerber threatened to take the matter to high execs in R-K-O but has not yet done so.

### ENOS FRAZERE "Ame of Finesse"

THIS WEEK MAY 3, SEATTLE

MANAGER LEE P. STEWART & LEWIS MOSLEY

### SIDNEY BENNETT,

son of Bessie Bennett, who died at No. 2 Grenville Road, Plymouth, England, on the 30th of January, 1928, is requested to communicate forthwith with Messrs. Jago and James, Solicitors, at 4 Sussex Terrace, Plymouth, aforesaid.

# Marcus Loew BOOKING AGENCY

General Executive Offices

## LOEW BUILDING ANNEX

160 WEST 46<sup>TH</sup> ST. BRYANT 7800 NEW YORK CITY

### J. H. LUBIN

GENERAL MANAGER

### MARVIN H. SCHENCK

BOOKING MANAGER

CHICAGO OFFICE

600 WOODS THEATRE B'LD'G

### JOHNNY JONES

IN CHARGE

R-K-O Palace, New York, This Week, May 3

JACK and BILLYE

# CAVANAGH

"A Piece of Rope and a Pair of Personalities"

Direction Weber-Simon

ARNOLD-MICKEY-CHARLIE-TEDDY

## FOUR CIRILLO BROS.

STILL R-R-ONG IT

WEEK OF MAY 17, CHICAGO, PALACE

BOOKED SOLID

Direction: JACK WERNER-ED. KELLER

PALACE

(St. Vaude)
Another bad bill, second straight, following the frazzled big week at the Palace has come to a close while it played to the worst Saturday matinee attendance in even a while, and the reason is the only reason. Nothing to draw 'em in; nothing to make them laugh if they did happen to come.

There is but one laugh turn in eight. Making it a pushover engagement for that, the act, but a few occasions the rest of the show and the house.
Accepting the Palace as the emblem of vaude, aude, aude, we'll again borrow from a picture house, and this time the loan saves a Palace bill from utter flop. The Roxy theatre ballet, thrown out of work by the engagement at the Roxy of Paul Whiteman's orchestra, is the bill saver. In the company (New Acts) are Patricia Bowman and Leona Massine, Roxy's featured dance team; Ruth Durrell, coloratura soprano; and 20 dancing girls. Seaton does a good deal of work such colorful dressing and graceful action. Either a nice bit of booking, or it fell through. The Roxy Palace week with its two-a-day should be a picnic for the Roxy crew after that the Roxy crew will be daily on its home grounds.

Twenty-two girls in the Roxy turn and 21 ingenues in the Palace bill, which closed. For other women, one of them Mae Murray, in the first part, or 48 altogether on the bill.

Spotting had most of the females and all of the flash in the second Leona come on. The first section. Not a laugh after intermission, nearest thing to coming to the stage. The Roxy Robins an excellent musical novelty rather than a laugh getter. Miss May has the same old act.

The Ingenues were 40 minutes closing. In spite of that, the bill did run as an act. The Roxy act closed at 5:10. Plenty of cutting, possible without harming the bill and they have to have a chance to eliminate the superfluous time and grab another comedy act the moment the Roxy act is over. A comedy turn would have meant a lot and there was room for one.

Following act, a few musty and for flash. In vaude, could do much better in less time, say 30 minutes. This is a bad bill. Frequently crawls instead of sprinting. The newness here and the Ingenues' astounding finish. The Roxy variety of the girls, all of them tripping and quadruping on various instruments. Investigation shows that the solo alone must have been terrific. Production also superb. If the owner, Sherman, gets his dough back he's a magician.

After 35 minutes of the band stuff, a girl steps on. The Roxy act, a lean Boydell. That arrived after five o'clock. Something was necessary before the drapes to allow a change in set. But something selected isn't quite strong enough to follow 35 minutes of anything.

The Roxy act, a lean Boydell. That arrived after five o'clock. Something was necessary before the drapes to allow a change in set. But something selected isn't quite strong enough to follow 35 minutes of anything.

Opening, the Norman Thomas Quintet, repeating. Last trip the combination was a little better. Made little difference, for they stopped the show. Doing so well in the first part, the Roxy act, "Blood and Thunder," the satire on old-fashioned mellers, deuced. Now that the Roxy act is over, the Roxy works and asking the audience to hiss and applaud at the right moment. The Roxy act is over, the Roxy works and asking the audience to hiss and applaud at the right moment.

signed by Higgins places him on the verge of failure and fortune.
Al K. Seaton does everything his own way next to closing Part One. Doing his old "Bap at the Bench" he has a few good lines for the vaude for situations. It's not bad vaude an Hall does it. In this instance, he has a few good lines for the vaude for situations. It's not bad vaude an Hall does it. In this instance, he has a few good lines for the vaude for situations. It's not bad vaude an Hall does it.

R-K-O

(Vaudeville)
The biggest nut yet stamped on the four-act units, current vaude bill stands at a cost of around \$2,600 and is packed with solid entertainment. In going over the average \$3,000 budget these boys have been coming out on the booking office make up with difference in talent.

Ken Murray headlines, with his turn grabbing the lion's share of the show in money and time. Murray, \$1,250 is a boy for vaude, with Milton and Helen Charleston and an un-billed comedienne. After that, a stogie, thrown in, with Ed Murray, who has a few wide cracks all the way, in the same manner of delivery he's been around for a while. While originality of gags can't be traced directly to him, Murray is a laugh getter, regardless of what he does. Helen Charleston, always cute, has a few good lines and a rolling, while her brother, Arthur, carries along a steady patter of comical remarks that has its knockout punches.

Neat novelty opener in the Kitayama, Japanese hand balancing act, is contained on the bill by the girl partner just looks. Kitayama is an old timer in what he does, and his act is one of his best. It is a contortionist stunt performed on an elevated perch only about the size of a chair. Foster, Fagan and Cox, rathskeller trio, have agreeable voices. Murray, who has a few wide cracks all the way, in the same manner of delivery he's been around for a while. While originality of gags can't be traced directly to him, Murray is a laugh getter, regardless of what he does.

(RKO), feature. Biz very good.
Spun.

ALBEE, BROOKLYN

(Vaudeville)
Strong bill here this week, but plays to a weak audience. Saturday matinee. Crowd was also apathetic. Vaude is the major attraction. The Roxy act, a lean Boydell. That arrived after five o'clock. Something was necessary before the drapes to allow a change in set. But something selected isn't quite strong enough to follow 35 minutes of anything.

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STATE

(Vaudeville)
Ace house of the Low Circuit has Jules Bledsoe, the whiz colored ball player, who has a few good lines for the vaude for situations. It's not bad vaude an Hall does it. In this instance, he has a few good lines for the vaude for situations. It's not bad vaude an Hall does it.

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Ace house of the Low Circuit has Jules Bledsoe, the whiz colored ball player, who has a few good lines for the vaude for situations. It's not bad vaude an Hall does it. In this instance, he has a few good lines for the vaude for situations. It's not bad vaude an Hall does it.

(Vaudeville)
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ACADEMY

(Vaudeville)
Academy is not putting on the heavy dog vaude bills it was a year or two ago. Seems to be pretty well grooved and is reported a money-maker. The Roxy act, a lean Boydell. That arrived after five o'clock. Something was necessary before the drapes to allow a change in set. But something selected isn't quite strong enough to follow 35 minutes of anything.

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HAMILTON

(Vaudeville)
Diversified layout for first half here, but could have said more to the laugh. The Roxy act, a lean Boydell. That arrived after five o'clock. Something was necessary before the drapes to allow a change in set. But something selected isn't quite strong enough to follow 35 minutes of anything.

HIPPODROME

(Vaudeville)
Mid bill gets a near Saturday matinee when the Roxy act, a lean Boydell. That arrived after five o'clock. Something was necessary before the drapes to allow a change in set. But something selected isn't quite strong enough to follow 35 minutes of anything.

(Vaudeville)
Mid bill gets a near Saturday matinee when the Roxy act, a lean Boydell. That arrived after five o'clock. Something was necessary before the drapes to allow a change in set. But something selected isn't quite strong enough to follow 35 minutes of anything.

and into a chain held aloft by an understander. Woman mostly act, five minutes playing full stage. Over nicely.
Show went 183 minutes with four or five minutes of extra time. The Roxy act, a lean Boydell. That arrived after five o'clock. Something was necessary before the drapes to allow a change in set. But something selected isn't quite strong enough to follow 35 minutes of anything.

STATE-LAKE

(Vaudeville)
A good bill despite three male acts out of the five. High points were Hanlon Bros., opening with their dual dancing and spook burlesque; and the closing act, Princess Agreucia Slaviansky and her Royal Russian Chorus (20 of men and women).
Hanlon Bros. (3) were off to a good start with the bellhop dual act, and the Roxy act, a lean Boydell. That arrived after five o'clock. Something was necessary before the drapes to allow a change in set. But something selected isn't quite strong enough to follow 35 minutes of anything.

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JEFFERSON

(Vaudeville)
A poor idea of a neighboring bill, over after the Roxy act, a lean Boydell. That arrived after five o'clock. Something was necessary before the drapes to allow a change in set. But something selected isn't quite strong enough to follow 35 minutes of anything.

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PALACE

(St. Vaude)
Loose bill opened strong, settled somewhat (losing) the show closed nicely. It was a bill that on the whole deserved better business than it got. The Roxy act, a lean Boydell. That arrived after five o'clock. Something was necessary before the drapes to allow a change in set. But something selected isn't quite strong enough to follow 35 minutes of anything.

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ROXY

(Paul Whiteman on Stage)
New York, May 3.
Roxy in person went glowing after...

dance on stairs. Seb Meza followed with a drunk dance. Shapiro and...

MILLION DOLLAR

(Presentation)
Chicago, May 2.
This is the spot where 12 years ago...

Meanwhile the stage of this farthest downtown house has been put...

Vaude is cosmopolitan this week, opening with a couple of Japanese...

Against a supremely agonizing feature...

FOX, B'KLYN

(Unit—Jazz Temple)
Brooklyn, May 3.
Fox's "High Society" line-up features...

"Vaude is Pat's color-opera..."

STANLEY

(Top of the World)—Unit)
Pittsburgh, May 2.
Better than the last four or five...

"Top of the World" marks return of...

"The City of Dreadful Night"...

Unit opens with a messenger boy...

Picture, "The Big Pond" (Par.)...

CAPITOL

(“Japanics”—Unit)
New York, May 2.
Increasing dependence of picture...

There are other slow spots, notably a Japanese fan ensemble by the Chester Hawks...

Ted Claire is the consignee of these gaudy flappers...

Against a supremely agonizing feature...

FOX, B'KLYN

(Unit—Jazz Temple)
Brooklyn, May 3.
Fox's "High Society" line-up features...

"Vaude is Pat's color-opera..."

STANLEY

(Top of the World)—Unit)
Pittsburgh, May 2.
Better than the last four or five...

"Top of the World" marks return of...

"The City of Dreadful Night"...

Unit opens with a messenger boy...

Picture, "The Big Pond" (Par.)...

compartment for duo band instrumentation...

CHICAGO

(Presentation)
Chicago, May 2.
Johnny Farrell and Gene Sarazan started out as a box-office natural...

A stand-out in this show, "This is the Life," produced by Will J. Harris...

Paul Ash, besides lending his presence to the band, enters...

PENN

(“Krazzyland”—Unit)
Pittsburgh, May 2.
What it takes, Herman Timberg has...

PENN

Unit is staged in a futuristic "temp" idea...

Only two specialties in unit...

Unit opens with a messenger boy...

Picture, "The Big Pond" (Par.)...

PARAMOUNT

(“Campus Date”—Unit)
New York, May 2.
Bright and lively singing and dancing presentation...

It works out nicely; giving a variety of results...

Appear next in college lecture room with Pat, pere, playing the role of a student...

Paul Ash, besides lending his presence to the band, enters...

Crawford's organio; brief but a gem...

RECAL

(Colored)
Chicago, May 1.
Stepin Fetchit came into this house for an in-the-flesh dance...

New reel cut down to half a dozen clips of Paramount news and footage...

Weak spot followed with Germaine's dancing...

Stepin Fetchit closed and a clean snappy "Sally" (F.C.) feature. Loop.

Here an organio in absence of Dick Leiber, on sisk list for several weeks.

Variety Bills

NEXT WEEK (MAY 10) THIS WEEK (MAY 3)

Numerals in connection with bills below indicate opening day of show, whether full or split week

LONDON

Week of May 5
PINSURRY PARK
The Hearnes
Betty Jamieson

Fox (3)
"Idon in Green"
"Idon in Green"
"Idon in Green"
"Idon in Green"

WASHINGTON
Fox (10)
"Idon in Green"
"Idon in Green"
"Idon in Green"
"Idon in Green"

Montreal
Lorraine & Minto
Lorraine & Minto
Lorraine & Minto
Lorraine & Minto

Manry King Co
Wilton & Weber
Strop Lasker & Lichten
Stuart & Lank

BIRMINGHAM
Dorothy Ward & Show
Dorothy Ward & Show
Dorothy Ward & Show
Dorothy Ward & Show

Earl Carroll
Earl Carroll
Earl Carroll
Earl Carroll
Earl Carroll

Richmond
"Daning Around"
"Daning Around"
"Daning Around"
"Daning Around"

At the Pavilion Theatre
London
England
Rajah of Rhythm
JACK POWELL

Howard Sloat
HOWARD SLOAT
HOWARD SLOAT
HOWARD SLOAT
HOWARD SLOAT

Picture Theatres

New York City
Capitol (3)
Capitol (3)
Capitol (3)
Capitol (3)

New York City
Clark & O'Neill
Clark & O'Neill
Clark & O'Neill
Clark & O'Neill

New York City
Chester
Chester
Chester
Chester
Chester

Manhattan
Manhattan
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TUESDAY

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Advertisement for Dr. Julian Siegel, Official Dentist to N. V. A.









# Broadway Chatter

Ben Dwyer imports his cigars. Paramounters estimating a wedding gift to Lou Goldberg.

Jim Ryan is going after the cherubs.

Orange stands rushing again along the Main Stem.

Two sisters, Rubin, in the Paramount Theatre office.

Joc Weil is distributing ties from a hook-up on a Universal picture.

Ned Williams still the pal of Ben Pollock.

Eddie Hitchcock trying to buy a bottle of cream on Broadway.

Grace Harworth may be in the new Galge show.

Carmella Ponselle to Europe May 9.

Tina Hall, of "Three Little Girls," fainted on the stage.

Rudy Vallee peevish at Herb Williams over a gag in latter's act.

Edna Lawrence is back from Saranac and looking oke.

Harry Kraft is getting grayer by the minute.

Stanley Sharpe due back from the coast this week.

Sol De Vries, treasurer, is going on a vacation, the first in 42 years.

Mark Linder, playwright, goes to the coast May 15. Will free lance.

Arthur Lubin hasn't forgotten how to smile, trying to cast 30-odd women for one play.

Renee Charton, former chorister, has opened a tea room in Greenwich Village.

Each of the Three Sailors has bought a motorboat. They're parked at Whitestone Landing, L. I.

"Billy Green, advised by his physician, recently to "play the air."

Next to the stage door of the Palace Theatre, the new home of **MRS. GERSON'S GRILL**

After 11 Years on Broadway

has applied for an m. c. job on a 5th avenue bus.

Eleven-thirty, Sunday, Basil Gerson does his own serving. Two cash customers and a crasler fed.

York and King arrive in New York from London this week. They open for R-K-O May 17.

Jack McCauley is telling the world you can't fool those highballs on women.

Eddie O'Connor has scrapped his weekly "Show Bulletin" and is now publicizing "Stepping Sisters."

Henry Vanacelli is off 'blond dames. Claims they get into his eyes.

Edward Small, Hollywood producer, is headed for the Continent. He sailed last week.

Did you hear of the gunman who held up a girl and took her for a bride?

Eddie Kane, former pug, has quit the roped arena since his recent marriage. He is now plotting a taxi.

Visiting Californians got some coast weather in New York last week. They also got a thrill with a motorboat on the evening.

William Brandell, vaudeville producer, is at Hyman's hotel, Pleasantville, N. Y. is suffering with neuritis. Left side affected.

Jimmy Huxande, vaude former Yid linguist, since hitting the wide open spaces up state, has gained 26 pounds.

Johnny Kelly, fire adjuster in Times Square district, has jumped ship and now in the insurance biz, but no alarms.

Norman Frankel gets a four month vacation with pay. Goes up to Totten Lodge May 15 as an assistant social director.

Dave Epstein, free lance Hollywood publicist, who came on the opening of "Western Front," has returned to Hollywood.

"Blue Room" Dave is going heavy for the deborin' stuff at his uptown eatery. Cutaways and spats in morning and tux in night.

Bill Maler is back from the Coast, claiming he didn't click because too many "Mummy" singers beat him to it.

Jimmy Huxande, French playwright, departed for the coast

# Paris Chatter

Mrs. Georgie (Florence Courtney) Jessel, with Christian Science book and all, joined her husband. Both are now touring Italy, Austria, Hungary and Germany. Expect to return end-May.

Despite Al Jolson's world-fame, he's still Al Jolson in the Belgian and Dutch countries. Somehow that sounds more natural to 'em and they even bill him with the 'n' in his name instead of Jolson.

In a fortnight, Jane Aubert learned enough Italian to be able to act in that language for an Italian vaude tour.

Luclen Muratore, opera singer, also mayor of the village of Blot, near Nice, has resigned with all the city council, his protest against high assessment of the village in the county taxes.

Mark Hanna, Paramount special rep in Calcutta and the Orient, follows from Bombay to Venice, en route to Paris and America May 16 on the "Cracovia" of the Lloyd Trieste line.

Mrs. Hana (Beth Berr) is playing a late party, in "Rosa Marie" and may appear for the Isola brothers here this summer.

Some pet exees when getting over here go berserk and offer contracts to French film possibilities for foreign versions on slightest provocation. One exee wanted to take a girl back on a few hours' notice, following a late party, but she'll probably go to Hollywood later on "Sonny Boy," so popular on the Continent they're playing it now in tango rhythm, and not bad.

Evelyn Nesbit finished her one-month engagement at Kelly's Ritz and left for Bilgry at Colon for an indefinite period. Miss Nesbit proved a good drawing card and, odd as it may seem, women were more curious to see her than the men.

Nite life was tiresome, Miss Nesbit told a local reporter. She hopes to retire after leaving Panama and study Theosophy and evolution.

Elvira Simm's Tantrums

Elvira Simm, entertainer at the Haypland cabaret, disappeared for a week. She was found wandering about in the Administration building at Balboa Heights. When asked what she wanted, Miss Simm ran and locked herself in the janitor's closet.

Police took her to Gorgas hospital for treatment. When able, she will be returned to New York City, as she came to Panama from there in April 1929. "This thought too much nite unbalanced her mind. California, native cabaret, padlocked for ten days for too much roughhouse, said the mayor."

Octaviano B. Perez, Panamanian newspaper man, attempted suicide after a quarrel with his paramour, Ana Elvira Emeliana, California cabaret entertainer.

Perez was intoxicated, which made his aim poor. He shattered his shoulder and a plate glass window in a grocery store. To the hospital.

Ana then came the jail.

Balboa and Ancon Canal Zone club houses will soon be equipped for talking pictures.

Rubber Checks

Dr. Albert S. Colon, ex-nitite club manager for Bilgry, sailed for Havana after giving a local jeweler a rubber check for an \$875 diamond ring. Many jewelers in the Colon claim Dr. Best left owing something. He had a larger wardrobe than the Prince of Wales, and popular. His actions have greatly surprised his friends.

Best is a regular doctor and came to Panama as such on a United Fruit boat. He had been in the city since last month. His brother is said to be in New York. Dr. Best will be met by the police in Havana and returned here.

Dane Madison, dancer at Atlantic City, called on her stationery when her mother was near death at her home in Akron, O.

around idle, for Miss Smith was a healthy femme who appeared in no need of an understudy. A short while ago Miss Roselle went into a night club in Detroit. At the beginning of last month Miss Smith took ill suddenly with laryngitis and was out of the show for a month.

# F. & M. Operating A. C.'s Coming Beauty Contest

Atlantic City will revive its Beauty Pageant this year, selecting the 48 most beautiful girls in the various states of the union through a tie-up with Fanchon and Marco, who will be in charge of the entire contest. They will produce a unit to be headed by "Miss America."

Bert Adler will make newspaper tie-ups throughout the country with newspapers on the stunt, with a guarantee each state's selection will be given a route with a Fanchon and Marco unit.

Voting on the beauty winners will begin throughout the U. S. in the middle of July, with the selection of "Miss America" at Atlantic City prior to the beginning of the pageant.

# Chatter in Loop

That on-again-off-again mustache of George Kingsbury is on again.

Delma White, with the selection of Panama lids, back from South America. Harry Munns is feeling the spring in his bones. He's got a trick lighter.

Fred Lowenthal is heading for New York.

Epidemic of green derby hats along Boul Mich.

Edward Raquello lost his perfect hair.

R-K-O agents gave Jack Fine a watch so he could keep tab on himself.

Eddie Talbot, who is fighting his waistline, now drinking tomato juice exclusively.

Barney Dean says he wonders if a singing cadet won't go just as big as a singing lawyer.

Delma White, who claims to be the world's best yo-yo thrower, is showing himself on State.

Madeline Woods now owns a canary yellow and a cat's eye green sport.

Aurora drew 10,000 race fans at the opening last week. Record attendance.

Thomas Sheehan, the well-dressed man, treasurer of the Harris, will sail for Italy May 16 on the "Roma."

Seymour Shapiro, inde agent, is taking the 15-day diet, there not been much change.

Surface lines have given cons and motemen airplane caps. Figure the subway will start shortly.

Max Richard dived into four feet of water in a hot tub's pool and was up wearing a commission on his forehead.

Ashton Stevens and Charles Collins did not, as reported, squabble at the Fern Club's festa in the Goodman theatre.

Max Turner, after months of wondering, has discovered on the new "Tribune" that his official title is Resident Manager.

Marcella Lally, over WIBO, has become recognized as the country's first definite television "type."

Gives a half-hour television broadcast daily.

Fred Donaghey, former drama critic of the "Tribune," still denying he is going with the Shuberts, but she's reached there by phone any time.

When the N. Y. "Telegram" queried Robert Garland, its drama critic, if he had come here to marry Queenie Smith, he wired back: "She says 'No,' but I'm not discouraged."

John Bernardo's dignity suffered a grave setback when the suave manager of the Metropolitan was mistaken for Gerald Chapman's ghost instead of Mayor Jimmy Walker.

Preston Sturges and his cerebral brain in town for a day, interviewed mostly by the society reporters. Playwright visited the dressing room he used when at the Adelphi last year in "Frankie and Johnnie," but shed no sentimental tears.

Things that come out in the spring in Chi: Come with the big 1930 hat who walks west on Randolph street every 1:30 p. m. in a blue coat, with a white hat, his way around the loop, Bible in hand; bearded Russian moujik who tramps solemnly down Michigan boulevard on Saturdays; young blond according to the manager of the Metropolitan; two pitchmen on Clark street north; groups in front of the Revere House and St. Regis; Grant Park permanent lay-offs; cripple girl looking begging from the State-Lake building; excursion boats at Navy Pier, and Saturday night hoodlums at the same place on Saturdays; young blond according to the manager of the Metropolitan; two pitchmen on Clark street north; groups in front of the Revere House and St. Regis; Grant Park permanent lay-offs; cripple girl looking begging from the State-Lake building; excursion boats at Navy Pier, and Saturday night hoodlums at the same place on Saturdays.

**NEW YORK THEATRES**

**HOTEL UNIVERSE**  
A New Play by PHILIP BARRY  
MARTIN BECK Th. W. 45 St. Evs. 8.30, 10.15, 11.30

**A Month in the Country**  
By IVAN TURGENEV  
GUILD Th. 42d St. W. of Dy. Evs. 8.30, 10.15, 11.30

**THE APPLE CART**  
LAST WEEK  
Bernard Shaw's Political Extravaganza  
ALVIN THEA. 52d W. of Dy. Evs. 8.30, 10.15, 11.30

**8TH CAPACITY MONTH**  
BROCK PIMENTON Presents  
**Strictly Dishonorable**  
Comedy Hill by Preston Sturges  
Sized by Antoinette Perry & M. Penberton  
AVON THEATRE, West 45th Street, Evs. 8.30, 10.15, 11.30

**BELASCO** Th. W. 41st St. Evs. 8:40 and 10:15 and 11:30  
10th MONTH  
DAVID BELASCO Presents  
**It's a Wise Child**  
A New Comedy by Laurence E. Johnson

**2ND YEAR IN NEW YORK CITY**  
**STREET SCENE**  
has moved from the PLAYHOUSE to ANOTHER THEATRE  
For further information see daily papers  
Evs. 8:40, 10:15, 11:30

**GRACE GEORGE**  
In the St. John Ervine comedy  
**"FIRST MRS. FRASER"**  
with Katharine Lawrence Grossmith  
PLAYHOUSE 49th St. E. of Dwy. Evs. 8.30, 10.15, 11.30

**JOHN GILBERT**  
Tolstai's Dramatic Tragedy  
**REDEMPTION**  
A Metro-Goldwyn-Mayer Picture  
with Charles Bickford, Comedy  
The Stage-Rogue  
with Charles Bickford  
CAPITOL B'WAY 51st St.

**ROXY**  
AND HIS  
**PAUL WHITEMAN**  
AND HIS  
**KING OF JAZZ**  
John, Beldi, other stars, Technicolor  
with Paul Whiteman, orchestra  
and George Gershwin in a merger with  
the greatest orchestra at the chorus  
in "Theophrastus in Blue."  
Dora Oros 10:45-Midnight Show

**RKO THEATRES - LET'S GO**  
L. B. KEITH'S  
**PALACE** 5th & 4th  
Evs. 8:30, 10:15, 11:30  
MAE MURRAY  
"The Ingenue"  
PEPPER HIGGINS  
25-ROXY BALLET-25

**RKO PRODUCTIONS** 58th ST. NEAR 5th AVE.  
Wednesday to Friday, May 7 to 9  
Learn about Love from  
RICHARD DIX  
and Lois Wilson in  
**"LOVIN' THE LADIES"**  
and Other R-K-O Attractions

**RKO PRODUCTIONS** 86th ST. NEAR 10th AVE.  
Wednesday to Friday, May 7 to 9  
Learn about Love from  
RICHARD DIX  
and Lois Wilson in  
**"LOVIN' THE LADIES"**  
CHARLES HUGULES  
AUNT JEMIMA











## Six New Plays in Paris and Not One About Unfaithful Wife in 'Em

Paris, May 6.  
Mixed lot of new productions in Paris probably representing activity in anticipation of the tourist trade, due now or soon.

The angle about the group is that there are six Paris productions and not one has anything to do with an unfaithful wife or husband. Barring incidental slants any one of them could be played in New York, and America and get the patronage of the local Epworth League.

**"Priest With the Poop"**  
"Mon Curé des Pauvres" ("Our Priest With the Poop") is offered by Isola Brés, at the Theatre Sarah Bernhardt. It's a dramatization of Clement Vaubert's novel of the same name, adapted by Fierre Chainé and André de Lorde. Aimed at the local trades people, whose tastes would surprise untraveled Americans for the most part.

It is a nicely done and makes a good commercial production. A crafty antiquarian persuades an innocent priest to exchange a priceless antique crucifix for a modern carved wood, the good cure being accused of stealing the church property and displaced from his charges. He becomes a working man among poor people, where his benevolence and good works win him fame.

His god-daughter, employed as an aviator by the government, intercedes for him and the Pope himself gives the old man his blessing and sees him made Bishop for Northern Africa.

In the cast are Felix Oudart, Rola Norman, Alice Tissot, Lina Noro and Yvonne Herbert. Henri Montoux appears momentarily as the Pope.

**"The English Teacher"**  
"Le Professor D'Anglais" ("The English Teacher") was fairly well received at the Comédie des Champs Elysees, a new play by Legris Gignoux, dealing with the story of the wife of a timid French professor, a charming woman who seems to find wealthy pupils for her husband and enriches his position at the seashore.

Pleasant comedy arises from the fact the Prof. knows nothing of himself and has a hobby of comparing all people to the characters in Shakespeare. He never for a moment suspects that his own women pupils and also the boy's father are in love with his wife, who tactfully hides her feelings from her remaining true to her dreamer husband.

The professor at length awakens to the situation and there is a storm, with the charming couple patching it all up at the finish. Louis Jouvet, Jean D'Amont and Mile. Crepin are among the players. Valentine Tessier is charming as the wife.

**"Double Passion" Flop**  
Auguste Villerois's domestic drama, "Double Passion," is a flop at the Odéon.

An heiress admires her trusted guardian, much older than herself, but marries a younger man, only to become disgusted at his eagerness to get control of her fortune. She separates, taking her wealth with her, and, relinquishing her inheritance, divorces him to marry the young man.

The Scala has revived Maurice Yvain's irrelevant opera "La Tséarvna," originally done at the Palais Royal six years ago. Present production is excellent and promises success. In the cast are Georges Lecomte, Robert Arnoux, Gabriel Martot, Andreus, Mimes, Alcega nonheur, Marguerite Fierry and Pierrette Carlot in cast.

**"Francoise"**  
"Francoise," operetta by Robert Valdes, music by Joseph Krejci, was produced at the Caumartin by George, promising moderate measure of success. Piece is fairly diverting, and its music agreeable, but as usual, story is trivial.

Mild plot has a "Merry Widow" slant. Francoise is the little orphan in the country with a nonchalant brother who causes his ruin by bad advice about investment. She is to be sold by her fiancé to a millionaire neighbor. Francoise refuses his consent, convinced the rich man is sacrificing herself for the family food. He is finally persuaded otherwise.

Georges Lecomte, Robert Arnoux, Gabriel Martot, Andreus, Mimes, Alcega nonheur, Marguerite Fierry and Pierrette Carlot in cast.

**"At New Pigalle"**  
The Japanese troupe headed by the native actor Tokuji, opening at the new Pigalle, still nicely

## Bon Johns Girls' Money Saved Them from Going Stranded When in Genoa

Paris, May 6.  
Miss Bon Johns and her girls' band took in Paris, despite the outfit was stranded in Genoa as Paris advices declared. Band leader admits the girls were not paid, but had turned of their own.

Girls without their leader have gone on playing and now are in Scandinavia with contracts that will take them up to November.

Reason the stranding story got around was that the American girls had to plead poverty to stand off touches from Continental acts during the money trouble.

Miss Bon Johns sails for New York, May 7, on the "De France."

## "HEADS UP" LOOKS GOOD

Two Personal Hits But Harlan Dixon Not Mentioned

London, May 6.  
"Heads Up" was smartly produced at the Palace, staging having the required speed.

Special hits were scored by Sydney Howard and Louise Browne. Atlas and Lamar, men dancers, came through strongly. Harlan Dixon as usual, but seemed to attract no attention. Newspapers failed to mention him.

## CAIRO FALLS FOR MUSSOLINI

Cairo, May 6.  
Egypt's first Italian picture is current at the Jovy Palace here as a novelty. Picture house is a new one and will be devoted to sound screen material over the summer. Italian subject is entitled "Amore di Zingara."

Town seems to have gone Mussolini all around. Kursaal theatre is housing an Italian opera company called the Leprie troupe, doing extremely well.

New show at the Kiteat club is international in makeup, favoring an Egyptian cast. In it are Claude, celebrated comedian; Stephany from the Paris Olympia; Robert and Lusiana, billed as direct from the London Alhambra, and Margie and William, from the Paris Empire.

## WERNER KRAUSS' WIFE SUICIDE—JEALOUSY?

Berlin, May 6.  
Paula Krauss, wife of Werner Krauss, prominent stage star here, committed suicide by taking poison a few days ago. Newspapers attributed her act to melancholy. Her husband and she have been together since the professor is that of Walter Feh and Murray Leslie. Together seven months.

## American Methods in Argentine's Selling

Buenos Aires, May 6.  
Victor Schlegel, a Fox representative, is putting the company on the map energetically. Since his advent he has boomed the Fox brand and now has showing at one spot or another hereabouts for "Sunny Side Up," "Sky Hawk," "Cock Eye World" and "Romance of Rio Grande," all Fox subjects. He also has brought American exploitation methods into the selling of product.

## WILBUR'S TROUPE FOR ORIENT

Honolulu, May 6.  
Richard Wilbur sails for Los Angeles May 15, Joseph Szale. He expects to organize his dramatic troupe for the Orient there.

with a curious naive play called "The Amorous Adventure in Cherry Blossom Land," entirely in pantomime.

Newspaper reviewers give the piece highly favorable attention. C. B. Cochran and Maurice Browne are taking the little organization to London starting June 23.

**One Raw One**  
"Zou" is a new operetta at the Follies Wagram, lyrics by youthful Jean Boyer, book by Felix Gendery and Jeanette Svalde. Difficult to put the substance of the piece in writing, but its point is too coarse even for Paris. Has to do with a wealthy youth who yearns for disinterested love. He deposits his whole fortune in an "accidental" accident in the most near-sighted and to revert in romance.  
Edmond Roze, Dréan, Henry Julien, Adrian Lamy, Marguerite Duvil, Christiane Flor, Davyde Simon and France Delly play it.

## London Worries Over Transients Preferring Continent—25% Off

London, May 6.  
London show business is worried over the state of the tourists trade. Influx of Americans during April is 25% below that of last year, while Paris is crowded with travelers from across the Atlantic.

The early crowd from the States have been of higher social estate than the general run and have proved themselves better spenders, but it is the falling off in numbers that disturbs showdom.

Outlook is better. Investigation business that advances bookings on the trans-Atlantic lines is large, principal ships being booked solid for the usual summer season.

## COMMAND ACTS NOW LINED UP

London, May 6.  
British Broadcasting Co. is paying \$2,500 for the broadcasting privilege of the Command performance now set for May 22 at the Palladium for the benefit of the Variety Artists' Benevolent Fund.

George Black of General Theatres, is very reticent about the program for the event, but it is understood the following list has been submitted:

Jack Payne, British Broadcasting Band, DeGroot, Julian Rose, Coram, Gilie Potter, Payne and Hilliard, Will Hay (specially requested for his third command performance) Toto, if his Paris engagements permit, dance flash comprising the Palladium Girls, Stone and Vernon quartet, Chilton and Thomas, Max Wall and Nervo and Knox, Gaston Palmer and Odalo Careno.

Of these 14 acts, four are American. Jack Payne is the only uncertainty.

## Screen Beat Stage

London, May 6.  
Despite a wet Easter which helped theatre business and with patronage augmented by the football cup final and the opening of the opera season at Covent Garden, April legit business was generally poor.

On the contrary the picture attendance was big although the grade of screen talkers was low.

## William Moani's Death

Sydney, May 6.  
William Moani, acrobat with Mc-Farland's circus, died on tour, victim of accidental poisoning.

Moani is believed to have drunk water from a contaminated source and died of the arsenic it contained.

## "Silent Witness" Good

London, May 6.  
"The Silent Witness," first produced some months ago at the "Q" theatre under the title of "The Man in the Dock," made a very good impression, opening at the Comedy. It is a court room melodrama, singularly well acted and splendidly received.

## American Rights to "Spot"

London, May 6.  
Lee Ephraim has the American right to Edgar Wallace's crime melodrama "On the Spot" to play. Play is doing well here. It has to do with bootlegger wars in Chicago.

Ahearn in S. A.  
Pharris, April 23.  
Charlie Ahearn's Millionaire Band of Mistinguet's revue at the Casino de Paris leave Aug. 21 for a three months' South American tour.

Ahearn opens Sept. 15 in Buenos Aires to play the Cairo circuit.

London, May 6.  
Whether they will go direct to the Continent, passing up England, is the amusement business' problem. France is making special efforts to attract travelers by reducing hotel and other tariff that bear down upon aliens.

The Travel Association of Great Britain and Ireland is at work on an elaborate publicity drive, flooding the American correspondents with information about the "space" in the American newspapers.

## GEO. WIRTH RETIRES; RAN CIRCUS FOR 50 YRS.

Sydney, May 6.  
George Wirth has just retired from the management of Wirth's Circus, which he has personally managed for 50 years.

Show opened in one of the most valuable in this part of the world, now goes into the control of George's brother, Philip.

George Wirth is an uncle of May Wirth, the rider, who has been in the States for some years. He has made occasional trips over here.

## Knoblock's Trite Play

London, May 6.  
"The Mulberry Bush," new comedy by Edward Knoblock, opened at the Criterion and looks like an indifferent success.

It is a light comedy involving a mixture of mistakes and divorced wives with emphasis on the inevitable bedroom scene.

## "SUSPENSE" COMING OVER

Dillingham Exercises Rights on English Play  
London, May 6.  
With the arrival and departure of Bill Munster, it is announced that Charles Dillingham has exercised his option on American rights of "Suspense" and will take over the original company with the exception of Gordon Harter directly the engagement closes here.

Reason for the Harter exception is that he is under contract to Clayton & Waller for "Sons of Guns." It is probable that Charles Coburn will have the Harter role.

## Luigi Dies

London, May 6.  
Luigi Naintre, 73, known as Luigi, managing director of the Embassy Club and one of the best known night club operators in the world, died suddenly of heart disease late last week.

He had been in the amusement catering business for many years.

## "ABIE" REVIVAL

London, May 6.  
Clayton & Waller are reviving "Abie's Irish Rose," with Joe Greenwald in his original role. Piece opens in the provinces May 26.

Act Sold to Oposish  
London, May 6.  
Stone and Vernon, booked at the Kit Cat for a month, were sold to the Savoy after a fortnight.











# Literati

# Inside Stuff—Legit

was brought up by Kelly of Fiction House, who bought \$1,100 worth of copied MSS. from leading wood pulp magazines, but the case rested on Conlon's tale.

**"Public Relations" Preferred**  
Chicago's city desks are no longer getting a flood of applications from journalism school graduates. Public relations offices are getting the big play instead. So great is the number of word-beds that several city offices advise interviewees, ruling that all applications must be made by letter. None of the applicants claim to have had any press experience, but all admit having done "features," with the definition of feature as vague as ever.

Queer angle is that the newcomers have their eye on the commercial features, up possible theatrical connections.

**O. Henry Contest**  
Last month for entries in the 12th annual O. Henry Memorial Contest. Contest closes June 1. Three prizes for first, second and third best short stories published by an American author. Prizes \$500, \$250, and \$100.

Authors may submit their own published stories, or editors might suggest stories published by them. Blanche Conlon Williams heads the selection committee.

**Hersey and Writers**  
Considerate editor is Harold Hersey. Before leaving on a vacation trip with Mrs. Hersey, he notified all contributors to be withheld, as no acceptances could be made without him. That's not the only evidence of Hersey's considerate attitude towards authors, however. Hersey's string of mags now pay for material on acceptance.

**Vienna Weeklies**  
While the Paris editions of the New York "Herald" and the Chicago "Tribune" are set out in Paris for general Continental circulation, in Vienna are two English weeklies selling for 50 groschen (7 1/2 cents), having their feet on British and American lines.

C. Ward of the "Vienna Herald" heralds the King's English in his weekly, "Vaughn V. Fry edits the other rag, "Vienna Times," and stresses the American phase. Both weeklies are very weakly.

**Good or Bad Influence**  
John MacCormac, the New York "Times" erudite chief correspondent in Vienna, sees the "Variety" influence in the suggestion of Emil Vadny, his assistant, that the "Times" bureau in Vienna get a couch in the office.

Mr. Vadny is also "Variety's" Vienna correspondent. MacCormac could only blame his conferee's yen for a couch onto "Variety."

Actually, it should be explained, the "Times" is almost a physical necessity for the staff in view of the all-night watch at the wire, news breaking that way in that territory.

**After Foreign News**  
Seven great dailies have built up extraordinary foreign news services in the past year, but the ever-increasing foreign news from the A.P. and U.P. and INS is surprising those news services as in America for information of this kind.

The Chicago Daily News, "Philadelphia Ledger," New York "Evening Journal," New York "Tribune," Chicago "Tribune," New York "Times" and the "Christian Science Monitor" are the septet going heavy on the foreign news.

**Poor Paris Service**  
Poor French mail, telephone and cable service figured primarily in the European news this morning, as their headquarters from Paris to London is at the latter central news bureau about the "Six Hours" in the "Daily Mirror" and "The Times" contribute their daily news collections and London transmits to America.

**"Photoplay" at 750,000**  
James R. Quirk's "Photoplay" will run to 750,000 copies with its June issue, the cost of the back cover being going up to \$4,300. That in spite of an avalanche of new fan mags since the arrival of the talkers.

**Pretty Gag**  
Here's a gag employed by a new fiction mag, called "First Stories": Editor furnishes his one author with a reticulate and get some moving the 10 and submits them to the editor. Editor retains five stories for publication, as payment for the situation.

Dean Randolph Ray, pastor of the Little Church Around the Corner, will be tendered a dinner at the Hitz next Sunday. He is an official of the Episcopal Actors' Guild which is handling the occasion.

Rev. Ray, well known among professionals, has been conducting a bread line near the church for some time.

The successor to Lily Damita in "Sons of Gous" is still unchosen. Arthur Swanstrom went abroad last week with the idea of obtaining an actress to fill the part. A French artist is in line for the assignment. Miss Damita went to have withdrawn from the musical May 10. Instead she has set her departure date back to June 7, leaving for the Coast at that time.

Commonwealth census now being organized for legists are no longer falling for shoeing producers' terms. They demand to share in the stock and picture right revenue with producers on all shows in which they are gambling their services.

Several shows now in rehearsal with bond waiting arrangement, have granted such terms, with a few others still holding out but having difficulty in casting.

Emil Vadny, one of the New York "Times" correspondents in Vienna, and also Variety's correspondent at that point, was chiefly instrumental in hearing the Shuberts on behalf of the late Mrs. Adele Strauss, the widow of Oscar Strauss, the composer. Mrs. Strauss since died but Vadny learned of the widow's complications over "Die Fledermaus" which the Shuberts did this past winter under another title, he enlisted Austrian friends to extend copyright protection to the aged widow in order to further protect her royalties.

Mr. Vadny is a prominent Viennese journalist, Hugaevian by birth, and never before in America.

He inquired of Variety's Paris office whether or not his negative impressions concerning the Shuberts, and their desire to deprive Mrs. Strauss heirs of their royalties, were correct. Some 5,000 miles away from Broadway, and not caring ever to be there, Mr. Vadny's opinion of the Shuberts seemed quite Broadway-wise.

Inside slant on the British workman—chump lead-slinger of all time—was afforded in first night of "La Folle Pure" at the Victoria Palace, London. Pretty heavy musical, carrying a lot of scenic weight, and the management reckoned they'd better be on the safe side. They ordered Gene Austin and the Shuberts from the Union. They came along, had a look back stage, went out for a drink, thought it over, and quit. Didn't see why they should handle the heavy stuff, when they would get the same dough for lounging about in the wings on "Journey's End."

Company had had a bit of trouble with the stage hands during rehearsal and the union would bring out on the opening night. They took it up with the Union and the lads are getting panned hearty. The show is now going on peacefully with no hammers being dropped accidentally from the lights. But you never can tell.

A New York musical producer currently on the Coast is donating more than a few worried minutes a day in the direction of a dance director who is also out there. Situation arises through the dance stage having entered a more or less innocent "frame" with the producer to "make a deal on a new show. Stage unit would arrange to a postponement of the proposed production for a few months if the dance director in question would be available at that time to stage the number. The star is now in Hollywood, too.

In fact, the producer owns the dance director considerable coin from his last effort as he has furrowed brow over the possibility that if he doesn't remit the step routiner may tip the star to last winter's "frame," whence the luminary is almost sure to go over to another management which is, and has been, making overtures.

When the name is fixed there never was any chance of the dance director doing the show late this summer because of a picture contract—but that was the reason tendered the luminary to gain consent to the postponement.

ations, and touches up the other five files when first established as the author so that he may sell them elsewhere.

**The Short Short Story**  
Short short story, considered fancy when first established as a regular weekly feature in "Collier's," has grown in regard and use to a point where it is considered a distinct contribution to literature. Generally under 1,000 words, rarely employing the surprises or shock called "O. Henry ending," the short short story is finding increasing favor among those who buy the short stories short and with a trick finish.

Until about two years ago, "Collier's" was the only mag using the short story. A survey of the field, following a recent request from "Variety" reader for a list of short story markets, reveals almost a dozen and a half mags using this type of fiction. "Liberty" pays 10c a word, and "Collier's" almost twice as much. Pulp-paper mags using short shorts pay as high as 5c a word, considerably higher than word than for longer fiction used by them.

Short shorts fit in with every kind of publication. Broadway-theatrical programs use them, houses of a Detroit athletic club uses them, and even "Mentor," intellectual mag, uses them, in addition to "Collier's," "Liberty" and the rest.

And most everybody is writing them.

One of the big book publishing houses, whose head died recently, is reported seeking a purchaser. Heirs are unwilling to continue the business. Merger offered by one smaller publisher for the rights to the "Brevets" 30c Per Word

A contract signed by Konrad Brevetti, short story writer, calls for him to deliver 20 short stories of 5,000 words each to a certain mag, within a year, with Brevetti to get 30c per word for the entire output.

**Vagabond Editor**  
H. B. Kallenborn, former editor of the Brooklyn Eagle, has gone radio. He's engaged by Columbia system for a commercial plug on the Cunard steamship lines. He will appear on WABC Friday nights in travel talks entitled "We Look at the World."

**Denver Gets Field's Home**  
Eugene Field's Denver home has been given to the city. It will be moved to one of Denver's parks and preserved as a shrine.

**M. W. Ety-Lely, "Variety's" Hague correspondent**, has July "Dijlmat" short story, slated for July "Wide World Magazine" (London). He will appear on WABC Friday nights in travel talks entitled "We Look at the World."

Asking price so big it places book publishing with the large industries.

Parents' Mag, 55 fifth avenue, New York, offers a prize of \$250 for the best two-part story dealing with the relations of parents and child, written for adult readers. Not more than 6,000 words and submitted before Nov. 1, 1930.

Pacific Coast edition of the Wall Street Journal will shortly install a dramatic department, with Fritz Tiddler as editor.

Tiddler formerly was press agent for Clarence Brown, picture director.

A. A. A. (American Automobile Association) is planning a pretensions mag for its members, to make its first appearance after the summer. Title will be "Holiday." Frank T. Editor of "The Sportsman," will vacate his post with that publication to edit the new mag.

**E. W. Osborn Dies**  
E. William Osborn, 69, newspaper man, died of a stroke of apoplexy May 5 at the home of his niece, Mrs. Kenneth Williams, at Auburn, N. Y.

For more than 43 years Mr. Osborn had been connected with the New York "Evening World." He was highly regarded as an editor, book reviewer and dramatic critic on that paper. About a year ago he severed connections with the "Evening World" and retired.

Mr. Osborn was born at Winthrop, Me., and went to Auburn when 12. He attended public schools there and first entered the newspaper field with the Auburn "Eagle." He is survived by his widow, Mrs. Ida Hirsald Osborn, and a sister, Mrs. May Kurtz, of Winthrop.

**Foreign Correspondents**  
With "Variety" seeking to establish a world wide show news service of its own, the thought of a "Variety" foreign correspondent visiting New York was as foreign as the correspondent.

Therefore it was with surprise attached that a phone message to "Variety's" New York office said that E. P. Jacobi of Budapest is stopping at the Hotel Plaza and

backstage gossip and demanded his letter be published in the "Abendpost" as his desire.

Wagner retorted by post that he would comply, but that his opinion remained unchanged. Mr. Jacobi, publisher balked at further critical exchange by refusing to print Collins' letter. "The Incident," he told Wagner, "is closed."

**Best Sellers**  
(Best sellers for week ending May 3, as reported by the American News Company and branches.)

FICTION

|                                |                       |
|--------------------------------|-----------------------|
| The Door (\$2.00) .....        | Mary Roberts Rinehart |
| Nurse Nurse (\$2.50) .....     | Rebecca West          |
| Party Dances (\$2.50) .....    | Joseph Hergesheimer   |
| Clironon (\$2.50) .....        | Edna Ferber           |
| Great Meadow (\$2.50) .....    | Elizabeth M. Roberts  |
| Woman of Andros (\$2.50) ..... | Thornton W. Wilder    |

NON-FICTION

|   |                               |
|---|-------------------------------|
| Strange Death of President Harding (\$3.50) ..... | G. B. Means and J. D. Thacker |
| Grandeur and Misery of Victory (\$5.00) .....     | George Clemenceau             |
| Our Country (\$3.00) .....                        | Alec Waugh                    |
| Mata Hari (\$3.00) .....                          | Thomas Coulson                |
| I'll Tell You Why (\$1.00) .....                  | Charles (Chic) Sale           |
| Byron (\$5.00) .....                              | Andre Maurois                 |

would like to call. "Hotel Plaza was another shock. "Variety" muggs just walk past that hotel if ever having any excuse for being around Fifth avenue and 59th.

E. P. Jacobi called. A woman, and in New York with her brother on a semi-business trip to place plays, her first visit. That "Variety's" Budapest correspondent was a woman had not suggested itself, though the correspondent is new.

A very pleasant native Hungarian who speaks English perfectly, with but a trace of an accent. Queried about the English, Mrs. Jacobi said she had been privately tutored from five years on, and now speaks five languages.

Seeking to gently convey to the Budapest correspondent it has been done by mail with all of "Variety's" foreign representatives, that the foreign news mailed or cabled should be international in nature, not local nor national; that such news is not intended for America alone, but that a story from Russia should hold as much interest in South America as in South Africa, etc., amongst showmen. Mrs. Jacobi quickly revealed she had analyzed that situation for herself.

The first show paper to ever attempt to organize a foreign news service for its own use, "Variety" has not found it as difficult as anticipated. It is contemplated that about 25% of the first year's cabling would be wasted, but the foreign correspondents, now mostly English speaking newspaper men in Europe, secure the aggressive campaign of attachment made by Abel Green since in Paris for "Variety," has reduced the wastage to not over 10%.

One of the funny and at the same time aggravating cables, came from Sydney, Australia, via Bombay, at 15 cents per word, deferred to date. It contained 100 words saying a prominent actor had narrowly escaped death in an auto accident. The reply was made stating the cable information had not been used and adding if the actor had been killed, it would not have required 100 words at 15 cents per word.

Another correspondent in Central Europe grew so accustomed to cabling every local theatrical happening he finally cabled that his pen check in London was on time and asked why the delay?

When "Variety" some years ago got the rep as the first trade paper

**"Propriety" Among French**  
French bookseller, recently in this country, reports that those naughty French books, in French, aren't popular at all, but in Germany and in Belgium.

Asked why the French don't print those things themselves, inasmuch as they are so neat in France, the bookseller declared it's a matter of propriety. He says French book publishers are funny on propriety. And so also why the French don't retail and get out some naughty books in German, he says a Frenchman won't do it as a matter of patriotism.

"Panama Life"

Jules DuBois, John Soule and Glen Wright, American newspaper men employed by the "Six Hours" in Panama, begin the publication "Panama Life."

Along the lines of the "New Yorker" in English.

Conlon Moves

Ben Conlon, formerly associate of "The Argosy," has joined the Street & Smith's. Conlon will be in Conlon, copied by a plagiarist, from one of this firm's flying tales, that sent the young thir to stir. He







**AIR LINE**

(Continued from page 72)  
commercial. There's a male quartette with some old barbershop chords and a pipe organ that's the real foundation for the period. All kinds of pop stuff. The old Irish numbers by the Celtic singers on WOR over effectively. The "Billy Goat" number was especially entertaining.

**R-K-O Hour**

No bouquets for the R-K-O hour on WEAJ. Main props, Pete Higgins and Margaret Schilling. R-K-O doing build up for the tenor especially who was announced as being under a new five-year contract to R-K-O.

The main improvement noted in the period was the orchestral music. Sure a relief from the usual type heard from this period.

Program quite prim and serious although Ben Blue made an at-

tempt to inject comedy, aided by the band and Alice Hamilton with her slangy sallying as to the trend of times. It was oke but not sufficient to balance the deluge of songs offered by Irene Dunn, Miss Schilling, Ann Seymour and Higgins. The Cuban orchestra did its best to lift the program out of its rut, but the numbers presented appeared to be a little too heavy for the air.

**Classical Rash**

If the bands continue to go classical it looks bad for the pop song writers. Last period to decide its future programs and stick to the concert numbers and the all-musical layouts is the Jack Frost Melody Moments via WEAJ. This much was definitely announced and came as a result of a vote by the fans as to what type of programs they liked best. The "concerts" had the edge and so ordered.

So this means that Oliver Smith, tenor, will get plenty of work and Eugene Ormandy will have to adhere strictly to the straight melodies for the period's music.

Don Bigelow Debut  
Will Osborne has gone from the Park Central and in his stead is Don Bigelow and orchestra. Mr. Bigelow tried to put guts into his initial broadcast.

He opened with "Sing a Little Theme Song" and followed with a medley of four numbers from "Sons of Guns" and then to "If I Had a Girl Like You."

Up to this time no vocalizing. Then he used "Sing You Sinners, Sing," with vocal refrain. Then a little apologetic strain in his introduction of "an old favorite in new dress," namely "Japanese Sandman." And then "Sweetheart Serenade." All this summed up surely set Bigelow in right.

Johnny Johnstone's band goes into the Post Lodge, Larchmont, N. Y., May 21, for the summer.

Frank Funda and orchestra engaged by George Fomerantz to play this summer at the Nassau Hotel, Long Beach, L. I., starting June 16.

**DISK REVIEWS**

(Continued from page 73)

Dance, from "Simple Simon," make a melodious and one-steppy combo, while "Dust" and "Leave It That Way," from the film, "Children of Pleasure," have an insinuating swing.

High Hatters divide another disc with Nat Shilkret. They play "Only Love Is Real." Shilkret handles "Woman in the Shoe" with whole strains wherein the ear fails to detect the original, or any, melody. Most of the music houses have spoken and woekeke a company is preferred to over fancy, if individual, versions.

George Olsen (Victor 22370) Two from the Paul Whiteman picture, "It Happened in Monterey," slow fox trot, pegged as the number one plug of "King of Jazz" combines, as rendered by Olsen, with "Song of the Dawn" into a nice disc. More for listening than dancing, however.

Jack Purvis (Okeh 41404) "Mental Strain at Dawn" is chiefly arresting because of the title. "Copyin' Louis" on the other side, trumpeting for those who thrive upon words.

Ray Miller (Brunswick 4755) Quite lacking in distinction in the new series. Consists of "Kiss Me With Your Eyes" and "When It's Spring in the Rockies."

Casa Loma (Okeh 41403) Noise signifying zero for disc buyers of any discernment. A swinging of wood would be quite as musical as such blasting. "San Sue Strus" and "China Girl" are the titles.

**2-Headed Finish**

(Continued from page 3)

contest. That will swallow up the small independent circuits.

Juxtapositions have become so common in the industry since the game of the giants started that the outward evidence of Par and Warner now competing by going into each other's territory and picking up house after house, means nothing in the light that it would ordinarily be shown. A little digging shows that what appears as white is often red, as one Warner executive puts it.

Raskob  
According to "juxtaposition" the report several weeks ago that Raskob was swinging his controlling Warner stock interest to Radio as the first move in its expansion program is just the opposite of what was revealed. It's Warners and Par now in the Warner camp, regardless of what Radlottes, themselves, say. Raskob is shaping up as a mystery figure so far as mergers and his own stand are concerned. From the start he is credited with promoting the General Motors solution. About that all agree. But whether he is going to stick by his working partner, Mike Mecham, in the preliminaries and make the initial move in behalf of Radio or whether he is going to take a position in the Par direction is another issue. So far both sides claim Raskob's support.

Raskob's first move is the Al Smith dickens with DeForest in which the Warners are interested and in which Par, via Lasky visit to Berlin, is also mentioned through the Schlesinger-Kligflim arrangement.  
If Raskob has taken sides the same is not apparent in the Warner camp, now outwardly manifesting every evidence of competing as

strongly with Paramount as with R-K-O, at least in the theatre end.

Wall Street is feeding its public with a greater film trade knowledge than ever before. Pages of mimeography are being exuded from the different companies on The Street to the direct hands of buyers, who before were content to have but a little knowledge of the activities within the field.

The "future" is being hammered in most of all of this copy. That one picture in "the past" could have flopped and woekeke a company is given as the chief reason for the industry having been regarded in a speculative manner.

That the past should be discounted by the future, that the amusement industry is now becoming seasoned in relation to consistent earnings and improved investment position are a few comments topped off by this likening:

"Like the utilities and tobacco companies, the big producers and exhibitors of popular priced film entertainment have been able to show mounting earnings during recent months in spite of the decline in general business."

The observation that the present five leading picture companies represent a net investment of \$600,000,000 is also ballyhooed.

Jack Denny's band, formerly at the Mount Royal, Montreal, went into the William Penn, Pittsburgh, Monday (5). Emerson Hill followed Denny into the Mount Royal, May 1.

**HERE AND THERE**

Jules Albert's band has been signed to a two years' exclusive contract by Bob Kerr, of the Artists Bureau of C. B. S.

Albert's band, a western aggregation, recently arrived in New York from Chicago.

Harry Hoch has been added to the band orchestra department of Fox's Red Star Music Company.



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and  
"BLUE IS THE NIGHT"  
and  
"WHEN I'M LOOKING  
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# CAN'T PULL L. A. DANCE HALLS OFF SLUMP

Los Angeles, May 6. The past season has been tough on local dance halls. A glance will show 10 operating in Los Angeles and one in Hollywood. All have taken the sock.

Half of the local halls cater to Philipinos and with the recent race riots the police have put the pressure on the operators by having a detail stationed at all "mixed" halls.

Solomon's, the most popular spot in town for the hoofers, has been trying to build up with a floor show. but admission has been held down to 35 cents. The Rose Room and Wilson's haven't enjoyed strong patronage since early in the fall. Wilson recently closed one of his places and is now concentrating on the Cinderella Roof which was made popular by the late Herb Weddoff.

Other downtown the El Patio, class spot of the burg, is about the only one out in front. Catering to family trade, and a name band, it has been able to hold up under the generally poor conditions. All other halls are featuring a free gate and five cent taxi dancing. One allows two dances for a nickel.

Coppers have been hard on the girls in the Philipino halls, but the femmes claim that these boys are the best spenders, and if they have to dance for a living they might as well get the most money. Besides, they say, the brown ones never get fresh.

## 2 ROAD OPENINGS

Castilian Garden and Woodmansten Inn Start Summer Season

Jack Goldman's Castilian Garden on the Pelham road had its premiere Thursday evening, with Ben Pollack's orchestra leaving a splendid impression for its dance music. Despite rain in the early part of the night the Castilian filled to capacity before midnight.

Woodmansten Inn, on the same road, rebuilt within three weeks since its fire, opened Saturday night with Emil Coleman's band. On a pleasant evening Woodmansten filled up twice or more, with the other road places close by also holding the usual Saturday night crowds.

## Tragedy Record

Within 48 hours after releasing a special record, "The Ohio Prison Fire," Tommy Rockwell of Oklah had received orders for 10,000 discs. Orders came principally from small and backwater country.

Okleh had the song written and waxed 10 days after the tragedy occurred.

## Broun Airs Himself

Heywood Broun, in addition to a little vaude fitting, working the Palace, N. Y., week May 17, is all set for a series of radio broadcasts for Columbia.

Broun starts daily talks of 15 minutes each, barring Saturdays and Sundays, commenting on news topics of the day under the caption, "Heywood Broun's Radio Column."

Jesse Crawford back on the air starting May 18 at 8.30 p. m. As formerly he will be heard via WABC in a series of pipe organ programs.

## Johnny Hudgins High Pay For Colored Nite Club

Johnny Hudgins, just back from the road tour of "Blackbirds" which closed in Chicago, has been engaged to head the new floor show at the Nest Club, Harlem, which opened May 1.

Appearing with Johnny is his wife, Mildred Hudgins, a femme chorus of six girls and a band.

It has been five years since Hudgins has appeared in a New York nite club, his last engagement being at the Cotton Club. He's been working shows and vaude since that time.

His \$400 stipend makes him the highest paid of all colored night club entertainers in New York.

## Coffee Dan's In K. C.

Kansas City, Mo. 6. A new night play spot opened here this week on the Hotel Aladdin roof. It is called "Coffee Dan's" and is patterned after similar places in Chicago and San Francisco.

## GORILLA LOVE THEME

Los Angeles, May 6. Villa Moret is publishing a theme song for "Tingali," the gorilla film. The title of the number is "My Ingali."

## Covert at Pavilion

With the engagement of Guy Lombardo's orchestra to open at the Pavilion Royal on the Merrick road, Long Island, next month, John and Christo, proprietors, have concluded to continue the covert charge over the summer.

It will be \$1 on week days and \$1.50 over the week ends.

## Organists Out

Hollywood, May 6. RKO economy has eliminated two organists. They are Oliver Wallace and Eddie Eben.

Al Friedman, formerly with Joe Morris, hooked up with Harry Blum, a new publisher.

Friedman departed for Chicago Saturday, where he will open and manage the branch office for Blum.

# Inside Stuff—Music

## NBC's Zone System

To expedite deals and other transactions, NBC has divided the United States stations into three districts, each having separate authority.

First division spreads from New York to Cleveland, including 28 stations. Manager of this district is George McClellan, vice-president and general manager; who also supervises the entire country. Second division, from Cleveland to Denver, with Chicago as headquarters, and containing 36 stations. Chief is Niles Trammell, vice-president—and Chicago mgr.

Third group is the Pacific, containing nine stations, with San Francisco as district quarters and Don Gilman as general manager.

## English Firm Expanding

Campbell, Connelly & Co. is extending its activities in Europe shortly. Firm has just organized separate French house to be known as Editions Campbell—Connelly, with offices in Rue Grange, Paris, to become operative within May 1.

The first number to be published in the French house is "Lonely Troubadour," one of the hits in the current Palace Revue. Offices in Berlin and Copenhagen will be the firm's next move.

## Columbia Studio Noises

Plenty hammering and fixing on the 19th floor of the C.B.S. building have caused much noise to go out over the air with the C. B. S. programs. Just couldn't be helped.

Due to these foreign noises, C.B.S. is receiving numerous wires and phone calls from ether fans who want to know what the trouble is. C.B.S. replies to all inquiries by saying "just additional C.B.S. activities."

## Band Dates Backward

New York bookers of bands for summer resorts report a noticeably dull season so far. A real spell of hot weather may increase the demand for dance bands.

A few of the New York upstate places have recognized bands, but except for Saratoga, during August when the racing season is on, there are few orchestra contracts given tentatively under negotiation.

## Dairies' 12 Operas

Los Angeles, May 6. Adhor Dairies of Los Angeles is financing broadcast of 12 complete operas over KFI. Pietro Cimmi has been engaged to stage the Italian pieces, with Prior Moore of the station staff doing those in English. Operas will run from 8 to 10 p. m. every Tuesday.

Adhor has bought 150 24-sheet boards to steam up the shows.

**JESSE CRAWFORD**  
**ORGANIST, PARAMOUNT THEATRE, NEW YORK**  
 WITH MRS. JESSE CRAWFORD AT THE SECOND CONSOLE  
**"THE MOONLIGHT REMINDS ME OF YOU"**  
 Composed by Mrs. Jesse Crawford  
**"THE SEVEN SONGS"**  
 PARAMOUNT-PUBLIX HOUSE (Columbia Broadcasting System)  
 Victor Records

**"I Wanta Be A Snob"**



**"I WANTA BE A SNOB"**  
 A NEW SONG about a strange ambition which, when realized, makes it just as easy to marry the boss's daughter as the stenographer.  
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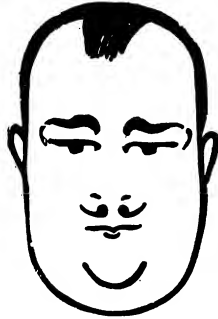
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**UNIVERSAL'S**

**“ KING OF JAZZ ”**

WITH

**PAUL WHITEMAN**



# VARIETY

PRICE

25¢

Published Weekly at 164 West 46th St., New York, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies, 25 cents. Entered as second-class matter December 22, 1906, at the Post Office at New York, N. Y., under the act of March 3, 1879.

VOL. XCIX. No. 5

NEW YORK, WEDNESDAY, MAY 14, 1930

80 PAGES

## 'DIRT' OR 'SPICE' IN VAUDE

### Ed Ballard, America's Unique Figure, Retiring to Live Abroad

Miami, May 13. Ed Ballard, closely associated with the late Tom Taggart, of Indiana, and Jerry Magwan, the outdoor show operator, is reported about to dispose of all of his many holdings in this country, to live abroad.

Ballard and his family will probably go to Switzerland, where one of the Ballards' daughters is attending a finishing school. His extensive interests are in French Lick, West Baden and other parts of Indiana; in Mackinac, this town, Hollywood and Palm Beach, Fla., and Hot Springs, Ark., besides numerous other interests unknown. About the only place Ballard is retaining is a hotel at West Baden, managed by his brother.

Mr. Ballard has been traveling back and forth from Europe so frequently of recent months, it is said he has determined to settle over there until his children are out of their college days.

Ed Ballard has been a unique figure in this country for years. He seemingly has been always secure from those special writers who

### BOOZE PRICES DOWN; DEMAND 'WAY OFF'

Whether it's so much talk about Prohibition, the doctors or the cheating owners of booze selling joints, the demand for liquor around New York has taken a great drop since New Year's.

Dealers' prices on the best of Scotch available in the metropolitan market has fallen off to \$60, a clip of \$15 from last month's quotation of \$75, and \$25 off from March's \$95 top for the best. Rye is likewise rated in quotation at present at \$70.

A price of \$60 for the best Scotch now was the cost around New Year's for the "poison" the speakeasies mostly sell. The speakeasies continue to buy the cheapest booze, other than in the class speakeasies where the best obtainable is served.

Champagne is held at almost any price the buyer will offer. Its light demand is heart breaking to the champagne handlers who have been holding large unwanted quantities since the sad holiday trade.

A considerable number of former selling places reforming on the booze end have helped to lighten liquor prices. These places feel legitimate accommodations.

A singular fact is making itself evident around the Times Square joints in those that do and do not sell, and that is many of the habitues are on the water wagon. They like it, they say. Various accounts are related why they topped board, but underneath them all is the "poison" they were drinking for liquor.

### Where's Brisbane?

Hollywood, May 13. One month's free rent and a mess of groceries to start housekeeping with is the gratitude of landlords in Westwood for new tenants.

Around 50,000 homes and apartments in greater Los Angeles have "to let" signs.

### Bus Co. Sponsors Passion Play to Stimulate Fares

Chicago, May 13. Greyhound Bus lines here have taken over the Bloomington, Ill., Passion Play—which has been established seven years—and are using it as their first trout in the show biz.

Play is being heavily exploited at all bus stations within a radius of 800 miles. "The Motor Bus Traveler," a bi-monthly mag of the company, with a circulation of 100,000, is also being used.

Passion Play at Bloomington is at present run by locals. Has been a big draw for a 200-mile radius the past seven years. Given in the Scottish Rite Temple from March 16 to May 15 this year, it is estimated biz jumped 32% since the Bus Co. took hold. Play has not been run with the idea of a profit, all surplus revenue going into production.

### WITH CAKES AT 75c TEA-READING LEGAL

Gypsy tearooms are cropping up in Times Square. Mostly sandwich and cake joints with a flat charge of 75 cents for the eats and tea readings supposed to be gratis, although the reader gets 25 cents a reading out of the 75 cents nick and plenty of profit left on the tea.

Readers, too, are working a racket through intruding the gullible femmes on the slight reading and handing out cards for private and thorough readings at home for \$1. The dames are going for the racket heavy.

Several pinches have been made by policemen in these tearooms, arresting the readers upon charge of fortune telling, but all cases thrown out in the Magistrate's Court since no fee had been exacted. Therefore no case, according to court ruling.

### EVERYBODY CAN CENSOR RKO ACTS

"Clean-Up" Stage Campaign in R-K-O Vaudeville Houses Resumed—Left to Readers of This as to Wisdom of Censoring Turns

31 "CUTS" LAST WEEK

R-K-O has revived the blue vaude gag thing and is cutting a piece of it, going after dirt users in all theatres (excepting the Palace, New York), and also some users of what is known as "spice."

R-K-O's president, Hiram S. Brown, instigator of the dirt crusade, agrees that elimination of spice from vaude would be quite as harmful as too much leeway for out and out dirt.

According to the clean-up campaign carried on for the past couple of weeks, if continued without alteration, all acts on the R-K-O will be only eligible for weekly concerts before Sunday school classes, or as Jimmy Duffy used to say, acts can be "phoned over with no offense to easily offended phone operators."

Mr. Brown and the rest of the R-K-O office state that a proper line must be drawn between "dirt" and "spice," so that R-K-O vaude may be brought not to bring (Continued on page 27)

### REAL FAN VIEWPOINT BY AMATEUR WRITER

Newark, N. J., May 13. "The Call" is testing the film fan viewpoint through establishing a column for an amateur writer, devoted wholly to pictures.

Helen R. Foard will conduct the column.

The newspaper believes in getting away from the ding-dong professional scribbler about the talkers, its readers, per Miss Foard will find their own opinions more accurately reflected, and the style of the news items more to their taste.

### Iowa Merchants Back Anti-Chain Store Play

Des Moines, May 13. Independent merchants organization of Iowa will back a three-act play which it is proposed to have presented by 100 rep companies, all to fight the chain store "menace."

Neil Shaffner wrote it, and he and Caroline Shaffner Players, rep troupe, acted it before 700 members of the Briardale Growers Ass'n in convention in Ottumwa, Ia.

Play is called "Chain Stores" and treats of ruin of small business man by the "octopus" chains.

It is billed to play here.

### Hideaway Stars Annoy P. A.'s in N. Y.; Can't Tell Who or What Is on Level

#### Overwhelming

A former fashionable block of private brownstone residences in New York's mid-century contains four families only in as many homes. All the other houses in the block are now class speakeasies.

### Railways Promise Players Publicity 'Plants' with Fare

Hollywood, May 13. Railroads running out of L. A. are going the limit to get picture trade for their respective chooschoos. Reduced fares go into effect May 15 and the transportation systems are canvassing Hollywood heavy. All are going strong on the publicity angle, with each road promising to outdo 'the other in getting the players newspaper space.

Union Pacific is fitting up a car with trick furniture and a piano to photograph Sally O'Neill and Molly O'Day. Gag is that the players, who are going east to fill vaude dates, are rehearsing their act while en route.

The minute a picture name mentions a railroad trip, representatives of the roads pounce from every side. Railroads have spotters in all the studios to advise them on who is going east. Spotter gets a commission on all business coming out of that studio.

### LEGIT OFFER FOR MARY PICKFORD IN NEW PLAY

Hollywood, May 13. Mary Pickford has received an offer from A. H. Woods in New York, to take the lead in a new play, it is Henri Bernstein's "Melle." Woods intends to produce it in the fall.

Miss Pickford is reported giving the proffer some attention. She last appeared under the legit management of David Belasco, before becoming a screen actress.

#### Forgot to Diet

Paris, May 13. Theresa Pointin, currently in a carnival at Strattonburgh, is only 27; and weighs 600 pounds.

Although stars who are publicity-hungry cause press agents plenty of grief other actors make a point of avoiding the usual publicity whoopla are just as much of a problem. P. A.'s can't ever know exactly how sincere the interview-doggers are. It seems that the incognito brigade have no aversion to publicity providing it doesn't involve any inconvenience to themselves.

On the New York end, without the intimate knowledge of personalities that the studio has, the problem is sometimes acute.

Hubert Voight once spent two days tramping from hotel to hotel in New York when instructed by Metro from the Coast to locate Greta Garbo. There was no address.

Voight trailed Miss Garbo in approved Philo Vance fashion, starting with the conductor of the 20th Century who tipped him that she had gotten off at Harmon. He picked up her trail in Saks Fifth Avenue, missed her at the Ritz where she had had tea, and only caught up with her an hour before she sailed two days later.

Ramon Novarro is another who likes to hideout, and Clara Bow did a Houdini from Paramount on her last visit to Broadway. A confirmed evaporation is Ronald Colman. As soon as he completes a picture he vanishes.

5,000 Miles Away

Although reported from the Coast since for Honolulu it came out that Colman was actually in New York and had been for some time. He was hanging around with the fellow-Englishman, Percy Marmont. New York office knew nothing of the matter until a kidding item in one of the film chatter columns came to the attention of a taxi cab driver. Latter got the idea there was a reward out. He revealed Colman as stopping at the Hotel Gotham. Goldwyn office slipped him a fin for the information.

Mrs. George Brown and Marmont slipped to England.

### Girls Driving East

Hollywood, May 13. Western girls have a yen to drive east, without male escorts.

Mrs. Frank Whitebook and Mrs. Louis Epstein head the caravan having started Monday morning for New York.

Mrs. George Brown and Bruce Gallup's niece follow the same route in June.

Everybody look out.

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# MERGER COMPLICATIONS

## Subject of Over-Exploitation Coming Up About Theatres—Films

Exploitation of pictures and shows is being overdone to the point where a halt may be called by some of the larger circuits. Feeling with respect to exploiting of shows in various ways has suddenly swerved, with showmen now saying that too much man-power and money are being spent on exploitation work, stunts and campaigns.

Preponderance of exploitation during the past few years has resulted, they claim, in the practice becoming a little too common, with everyone interested in show business trying to go the other one better.

Lately, it is pointed out, publicists and exploiters have waded aside all precepts, in some cases stooping to cheaper stunts than circuses would, with the hope of attracting attention of the public directly or through the newspapers.

Too Common This is partly explained by the fact that tried and true exploitation stunts and mediums have become so common and ordinary that publicity men feel that they have to use new ideas or else no one will pay any attention.

Circuit officials say exploitation has now approached the point where every week every theatre lays on the publicity stuff heavy on every picture, whether those pictures or shows lend themselves to exploitation or not. Things, they claim, is killing the chances for real exploitation when something comes along that can stand a little special circling.

Also, it is felt that exploitation on big downtown houses is often wasted. Theatres that generally do a regular business, much of it from transients, it is argued, do not need the same exploitation as other houses.

## FRENCH GIRL LOST CAT; WILD WEST PROTECTOR

Tania Fedor, Marcel Andre, and Aifric Berkeley, all from the Comedie Francaise, Paris, passed through New York last week en route for the Metro lot to make French talkers.

Devil Blum, Metro's foreign representative, feted the party in Times Square.

Custom authorities required Mlle. Fedor to leave behind a pistol she brought in. French star who had her ideas about the west, begged permission to keep the gun on the grounds it was, after all, a very small pistol.

## Irene Delroy's Star Film

Hollywood, May 13. Irene Delroy will be starred in "Out of the East," first original screen opera by Jerome Kern and Otto Harbach. Alan Crossland will direct for Warners.

Production of "Sit Tight" originally intended for Miss Delroy will be set back.

## Film Cutter as Lead

Hollywood, May 13. Claude Berkeley, film cutter, at Fox, was given a screen and voice test Monday.

He may get the lead opposite Helen Twelvetrees in "Her Man."

## DuBarry in Title

"DuBarry, Woman of Passion," has replaced "Flame of the Flesh" as the name for the new Norma Talmadge starring talker, now in production with Sam Taylor director.

This is the first time that the name of DuBarry has figured in that type of title.

### No Answer

Producer who has elicited recently with some high-brow flickers, told his director to film "Well of Loneliness."

Director facetiously replied that "hired Lesbians would be expensive."

"Well," the producer, "can't we get Portuguese?"

## PRODUCT DEAL WITH FOX-PAR

A trade or deal for product between Fox and Paramount is said to have been reached within the past week. It's the same sort of deal attempted between the two companies last year, which failed of its purpose, with William Fox then acting.

For the current deal several meetings were held by the heads of the two companies and the arrangement arrived at. Each agreed to supply the other's product in full, it is said.

Reports of the continued meetings of the Par and Fox execs lead to other rumors, among them of a proposed amalgamation in the future. Both sides deny any basis for that rumor.

## 20 IDLE EXTRAS FOR ANY ONE WORKING ON COAST

Hollywood, May 13. Activity jumped a little for the extras last week, mostly because things couldn't be as bad as they were the previous week.

Central Casting Bureau issued 5,919 pay checks for the week. Nearly half of these were for Monday and Tuesday, when 1,213 and 1,128 were out in makeup. The figure is 11% below the 1929 average, which will be appreciably lowered, this year.

Average placements daily this year are 840, against 980 last year. These 840 are drawn from the registered list of 1,541, which means there are 20 idle extras in Hollywood to every one working.

Michael Curtis had the most impressive set of the week Monday, 311 persons in a street scene for "Soldier's Plaything" at Warners. Frank Borzage had a mob of 115 in a Viennese carnival at Fox Hills Tuesday and Wednesday.

## Kids Crash

Hollywood, May 13. After finishing a one reel comedy for Pathe Tom McFarland, 12, and his brother, Hank, 10, were placed under contract by that company. Immediate production on a feature with the boys who do trick riding in rodeos started Monday.

Kids hanging around the studio for some time trying to crash in.

## Mme. Schumann-Heink May Appear at Par

Mme. Schumann-Heink, opera star, may play a week at the Paramount, New York, late this month or in June.

Negotiations have been started to book the Wagnerian songstress in the Par-Public deluxer on Broadway, but nothing closed.

If closing, it will be the first time that an opera star has played the big picture house.

Mme. Schumann-Heink's last engagement of this type was at the Hippodrome four years ago.

## HOW WALL ST. IS NOW THINKING

### Fox-Loew First and Then Fox-Radio with Par-Warners Afterward—Deals Look Likely, with Year's Limit

### BATTLES WITHIN

It's the battles within on the merger swing now, before the ultimate combo of certain groups all into one or linked in an all-encircling world combine of film interests, with Fox and Loew leading the parade. Immediately and on their heels looms the Fox-Loew-Radio hookup. After is due General Electric and all of its big biz turbine. And the final swing, if not the first, will be delivered according to the layout of the Par-Warner combo. This Par-Warner has a lot of it.

Fox-Loew in three months, they say. Fox-Loew-Radio within a year. Which is a guess on time by an official close to the works.

Wall Street is behind. Though seemingly everybody is agreed for the definite goal, when all be one and one for all, the all-for-one stuff is okay for the finish, but before that, it's mix. Questions of pride and position are involved.

Something the world in general may omit from speculation, but does the race in Wall Street—or on Broadway.

That Fox-Radio deal has passed the stage of mere talking. It's in the embryo of being created. Lawyers and diplomatic moneyed tacticians are working out details now. With another possibility, Par and (Continued on page 30)

## Wm. Fox Says Sheehan's \$410,000 All Faded in Stock—Claims \$90,000

### Laemmle's Life

John Drinkwater, the English dramatist, will write the life autobiography of Carl Laemmle, Sr., head of Universal. It will be turned out early next year and be published by his English publishers, abroad and in this country. It will be printed in English, German, French and Spanish.

Dave Bader, who has been getting the data for the book, sails for England this week to confer and turn over to Drinkwater the data he has.

## FAMOUS PARIS SPOTS IN FILMS

Paris, May 13. "Fifty Million Frenchmen," the Broadway musical, will be shot as a talker on actual location here by Warner Bros. This means that the famous Ritz Bar, Joe Zelli's equally famous Montmartre club and the Paris office of the American Express Co. will get free screen advertising.

Jake Wilkinson now here scouting stories for Warners, will stay here until Harry Warner arrives in June.

## Foreign Talent Arrives

German group of actors bound for the Metro studio arrived on the "Europa" May 12. Included are Hans Gregor, Hans Jungherman, Eugene Von Jordan and Karl Etlinger.

Also on the same ship were the wife and family of Jacques Deval, French playwright and novelist, who joined the latter in New York. Deval will also work for Metro.

Additional French actors arrived Tuesday on the "de France": They are Suzanne Delusa and George Mauloy. Another French writer, Ivan Noe, came in on this boat, Metro-bound.

## Haley Loses Gall Stones, But Par Option Soothes

Hollywood, May 13. Paramount will take advantage of its option on Jack Haley. Comedian just made his first "Follow Thru," and will stick on the coast.

Haley collapsed the day after he finished on the picture and woke up in a hospital, minus a couple of gall stones. News of the studio's action eased the paring with the rocks. Haley's condition, though, is serious.

Paramount also has a lien on the film future of Zeina Olen but, it is understood, will hold this decision in abeyance until "Follow Thru" is released.

Haley was somewhat improved last night in the Hollywood Hospital.

## Belasco's Starring Offer To Jeanette MacDonald

Jeanette MacDonald has not replied to an offer received from David Belasco through Richard Pittman, for a romantic drama with music Belasco has in contemplation for early next season.

The offer takes cognizance of Miss Macdonald's picture engagements with Paramount.

It is reported unlikely the Belasco proposal will be accepted.

Printed among other similar proposals to the film field, indicate the need of Broadway producers casting from the picture ranks. Miss MacDonald graduated into pictures from the speaking stage.

William Fox's investing acumen and financing ability gets a by-play from the former film magnate himself in answer made by his attorney, Samuel Untermyer, to the complaint filed in the N. Y. Supreme Court against the previous Fox president by Winfield Sheehan, who is suing to recover \$410,852 alleged owed Sheehan by Fox. The amount represents 4,000 shares of Class-A Fox Film stock. Sheehan is represented by Nathan Durkin. The trial is tentatively scheduled for June 2.

From what can be gleaned in Fox's answer, the ex-Fox head, acting as Sheehan's financial advisor, invested and re-invested Sheehan's holdings until the final upshot was a loss of \$90,000 for Sheehan in the last analysis, plus an alleged debt for advances of \$100,000.

This financial transaction transpired over a period of two years. Sheehan first handed over 4,000 shares of stock to Fox. Later was to hold and invest, sell and re-sell in the deal to get a \$50,000 advance to Sheehan.

### How Fox Did It

Sometime subsequently Fox sold the stock for \$410,852. Taking off the 50 grand advance Fox invested the balance of about \$260,000 and bought 5,880 shares of preferred stock of Bankers Securities Corp. for Sheehan.

From that time on the financing figured like a ball game. Fox claimed he advanced Sheehan another 100 grand in two payments and also bought for Sheehan 2,000 additional shares of the \$100,000 Fox stock. He paid \$133,075 for the stock and sold it for \$42,410. Loss of about \$90,000. This was in January, 1929.

Fox still has the 6,360 Bankers Securities shares, according to his answer, and avers a willingness to turn these over to Sheehan, but not until the latter pays up the \$90,000 Gray opposite.

Sheehan's \$100,000 Fox notes he advanced the w. p.

Then the break came.

## Colman Without Band

London, May 13. Ronald Colman arrived on the "Homeric" Sunday (11), but got no publicity (his visit), and his American screen star remained in his stateroom until the crowd on hand to welcome friends had dispersed. Then he left the ship quietly.

## Ona Munson's First

Hollywood, May 13. Ona Munson will arrive here in time to start work May 19 at First National on "Going Wild." Lawrence Gray opposite.

Miss Munson has a one-picture contract with options for six more.

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# French Circuits Forced to Buy U. S. Talkers—Fear of Film Shortage

Paris, May 1.  
Fear of talker shortage gives American distributors here a break with the circuits. They are climbing down and booking product wherever they can find it.  
Pathe-Natan, though announcing early release of 20 talkers, has booked Metro product for the first time.  
Gaumont-Aubert-Franco combine, though owning the Gaumont studios and preparing to wire the old Franco-Film studios in Nice, is not yet producing under its own name.  
(Continued on page 64)

## LISBON IN DOUBT OVER SUCCESS OF TALKERS

Lisbon, May 13.  
Reception here of the first talking pictures raise a doubt of their success. Fans were distinctly lukewarm at the Royal, Condes and Pouteamas, which offered respectively "White Shadows in the South Seas" (M-G-M), "Lady of Pavements" (U. A.) and "Lucky Boy" (Tiff).  
All were projected on Western Electric equipment which reproduced poorly with all except at the Condes. Blame appears to belong to the booth handling rather than the equipment.  
Introduction of sound aroused great public interest. Pictures are all titled in Portuguese. This became necessary when the government made it plain that it was opposed to foreign language, to the extent it would issue a ban like Mussolini's if product came to the screen in foreign tongues.

## FOREIGN TALKS MARKET-RATED

Paris, May 13.  
The Big Four talker languages in pictures are rated as follows:  
English, first and far away the bulk of the market; German, second; Spanish, because of South American, third; French, fourth, taking in Canada and Egypt in addition to the French colonies.  
Italian, Norse country and other dialects and dialogs don't matter—much.

## MELBOURNE THEATRES OFFERED TO CITY

Sydney, May 13.  
Hoys is closing three Melbourne theatres and tendering the vacant houses to the authorities.  
Plan is to use them to shelter the unemployed during the winter.

## "Vagabond" Liked for Singing and Technicolor

London, May 13.  
"Vagabond King" (Par) opened at the Carlton, to a favorable reception. Feature is preceded by an elaborate stage presentation, choral assembly making a fine effect with "The Beggars' Chorus" number.  
Premiere audience was an invited one. Picture is figured to get over satisfactorily on its singing, with the Technicolor feature helping. Color is excellent in effect except that it hurts "definition" (photographic detail) in the long shots.

## Americans' Flat Rate Of \$75 Per Booking, New, Rules English Exhibs

London, May 13.  
While exhibitors are organizing throughout the country in refusal to pay disk and score charges on talkers, and likewise declining to give guarantees on percentage bookings, the chief American distributors are about to announce a new charge.  
This is a flat rate of \$75 per booking for all color films coming at a moment when a strong move is on to organize a co-operative booking system for a large group of independent exhibitors, the new impost is pretty certain to meet violent resistance.  
A London exhibitor group comprising all the independent theatre men in the Greater London area met Friday (9) and appointed a committee to draw up a plan for co-operative booking in the whole of London and the home counties.

## WILD TALK IN PLENTY OVER FILMS ABROAD

London, May 13.  
Much wild talk is in circulation as to the future intentions of the American picture industry toward the foreign situation.  
The most sensational predictions find ready listeners and even believers.

## FOREIGN COMPETITION

Paris, May 13.  
Due to special local conditions, French and American firms are co-operating in certain phases of production while they continue to be keen competitors in the French market for product.  
Lisbon's Coliseum has a capacity of 3,500 and here the opera and two nationally famous orchestras of 75 pieces do an enormous business in the huge place.  
Musicians already are on the war-path over the talker invasion, pointing to the blight on the musical trades it has caused elsewhere in the world.

Berlin, May 13.  
Jesse Lasky has signed Luigi Pirandello, noted dramatist, to visit Hollywood in the interest of Paramount production during August and September.  
Little seems to be true in the midst of much exaggeration. There are a number of small and weak circuits in England, with a few practically broke. The trade thinks that if the Americans undertake an aggressive plan of approaching the foreign market, they would assemble these weak groups into one organization. Circuits in need and distributing units are holding on in the hope of some such happening.

## Italian Restrictions On Foreign Talkers in Force

Rome, May 13.  
Action of the authorities in lifting the foreign language ban in the case of "The Singing Fool," does not mean that the restriction is wholly off.  
It is not likely the rule will be relaxed. Case in question is an exception due to Pittaluga devoting the proceeds of the attraction to the Opera Nazionale Dopolavoro, the working man's recreational institution.  
Picture is being shown at the International Institute, wired by Western Electric, where it was previewed by the King and Mussolini.

## Byron Bidwell Seeks Health on an Island

Sydney, May 13.  
Byron Bidwell, formerly attached to productions for Paramount-Public, left here recently, declaring his intention to settle on the Island of Capri in search of restored health.  
He is now aboard a tramp vessel cruising about until he can reach the little visited island.

# Shoestringing 1st Palestine Picture on Co-Operative Basis

## B. I.'S ENTIRE PROGRAM FOR AUSTRALIA-U. I.

Sydney, May 13.  
Union Theatres has acted as the entire product of British-International.  
Stuart Doyle says Union Theatres proposes to feature a policy of all-English pictures on its circuit. There is a double purpose to the strategy. British pictures enter free of tax and can be exploited from the patriotic angle.  
"Splinters" is the first of the features to get first run exploitation on a run basis in Melbourne.  
U. T. also is the B. L. distributor here.

## "TURN ON THE HEAT" OUT IN AUSTRALIA

Sydney, May 13.  
Local censor has ordered out the song number, "Turn On the Heat," on the picture "Sunnyside Up" (Fox).  
The song is selling at all the music stores which are beyond the reach of the censor.

## Dr. Neumond, Suicide

Berlin, May 13.  
Dr. Hartwig Neumond, noted Berlin lawyer, committed suicide at the Esplanade hotel here.  
He was formerly a director in the Phoebus Film Co. acted as the company's attorney and figured in charges of embezzlement.

## Eighth Week on Run

Zurich, May 13.  
The Emeke production entitled "Drei Herzen im Sixtelturm" is in its 8th week at the Capitol theatre here.

## British Film Field

By Frank Tilley

London, May 2.  
Empire Film Corporation, with authorized capital around \$7,500,000 expected to go to public for dough May 12. Idea includes a non-flam stock market, they would assemble these weak groups into one organization. Circuits in need and distributing units are holding on in the hope of some such happening.

London, May 13.  
If they get any dough except from underwriters, the public deserves what it gets. And till Englishmen get a sense of humor these notations will go on, and what is the chance? This dept. took a gang of legmen that corpse-in-a-saloon story and Swaffer's retort, and one after another they solemnly look around and said "Well, Swaffer is right; you can't borrow a body from a mortuary" (morgue!).

Learning Us  
Fox is to make its own here, and Par has already started casting for its first, "Moerland Mist," to be shot at Twickenham by an Italian, Arthur Varney (Serrno). Six months ago both Par and trade press here denied any chance or intention Par would produce its own quota stuff after "Variety" had said from this side it would.

M-G-M credited with going the same route, but this dept. can't figure why one outfit doesn't make for both M-G-M and Fox. And what's stopping Gaumont-British from doing it for the three? It's all Harley Clarke's dough anyway.  
Gaumont have just got Walter Forde over from the Nettelford camp, "by arrangement," to megaphone on "Bed and Breakfast." If they give him a good outfit and some dough he should make a picture all right.

Color Quarrel  
Talkielco Company, with which Elinor Glyn and Sir John Williams are concerned, have been at outs with Rayco Company for some time. This developed after last week end when Talkielco for had three men charged with stealing equip-  
(Continued on page 28)

Jerusalem, May 1.  
With a group of people who are willing to work without immediate pay, a camera, no money and plenty of hope the Zohar Company is ready to make its debut as the first film producing organization in Palestine.  
Hitherto, all picture production in this country has been confined to one Fox effort ("King David").  
French made film ("The Wolf of Jacob"), and some simple propaganda travelogues by the Zionist organization. Zohar contemplates  
(Continued on page 58)

## 1ST SWEDE-MADE STARTS FUREUR

Stockholm, May 13.  
First Swedish-made talker has started a furore. It is a two-reel entitled, "Sample of New Year," Karl Gerhard, Swedish revue idol, and a group of dancing girls in numbers.  
Picture is recorded on the Tobis system and is at the local Skandia theatre, wired by Klangfilm.  
Although the dialog is lispied and the reproduction faulty, the first native venture makes great entertainment on account of establishing the personal contact with the audience through the native tongue.  
It is stated that producers here and also Paramount will go in heavily for Swedish dialog material. Regarded as certain that the Americans will have to supply native venture makes great entertainment on account of establishing the personal contact with the audience through the native tongue.

Metro is already about to re-issue "Hollyweird" with a new part that of confederacy, written in and recorded by a Swedish comedian. Re-recording was done in Paris.

## ALL THEATRE LICENSES REFUSED IN GLASGOW

London, May 13.  
Following the scare of the authorities caused by the Paisley theatre fire; the magistrats of Glasgow have refused to renew picture house license in the town, affecting 120 theatres.  
A deputation of theatre owners will make an appeal tomorrow (14), when it is expected the blanket refusal will be withdrawn for all except a few establishments.  
At the same time stringent new laws have been passed. Probably a large amount of reconstruction will be ordered as a condition of license renewal.

## OSTRER AS B. G. CO.—DIRECT. VICE WOOLF

London, May 13.  
Inside report here says that Mark Ostrer will supplant Cy Woolf as managing director of Gaumont-British.  
Ostrer is in New York, conferring with the Fox people and other. He's an English banker.  
G-B is Fox controlled.

## Exhibs Surveying

Zurich, May 13.  
A group of Swiss and Austrian exhibitors has been formed for a visit to Joinville, Paris, and Elstree studios, London, to study French and British sound recording systems.  
Delegation thereafter takes part in the International Film Congress to be held in Brussels June 3.

## Vienna "Name" and

Viennese operetta composer, Bruno Granichstaedten is on route to Hollywood to make two sound films.  
One is his "Reklame," current operetta success at the Theatre am Wien and with Hugo Marischka-Karzeg, starring and co-authoring.

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Advertising copy at far away points from New York City should be forwarded as quickly as convenient to  
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NEW YORK CITY, U. S. A.

# ENGLISH FILM FIRM'S PROTEST

## Revulsion on Sound in Balkans, Follow Circuit's Head's Suicide

Belgrade, May 13. Picture houses in many Balkan spots are being stripped of sound equipment growing indirectly out of the suicide of Milosk Sapkovitch, of the Luxor group, due to losses on film contracts.

Following the suicide, Filip Kovatchevitch died a victim of grief over his friend's untimely end, and the entire country underwent a revulsion of feeling towards pictures. In top of that, the Discount Bank which had guaranteed payment of instalments on Biphone equipment purchased by many small houses, could not collect on its end of the transaction and ordered the equipment taken out.

Now only the Korolac group remains its wiring, using the Western Electric system.

## GREECE LIKES GOOD FILM IN ANY TONGUE

Athens, May 13. In contrast to opposition to talkers in the nearby Balkan territory, Athens shows complete willingness to pay high boxoffice prices for sound pictures.

Attikion here, finest theatre of the city, is constantly met with native fans. Language difficulties appear to be of no importance, especially where features have predominating songs and music.

Dag Films, local producer, released its first native dialog subject called "The Athens Apaches," and it flopped in spite of native dialog and locale. Contrary to the Latins and the other nationals hereabouts, the Greeks prefer quality product, even in English.

Greece will probably remain an American market. Athens and Salonica are the only towns with sound theatres so far, but it is likely sound will increase under the government policy of encouraging it.

The present Greek ministry of education is organizing a central bureau with connections with the other ministries and with ample powers to give national distribution to educational subjects, "educational" in this connection meaning desirable.

## LAW UPHOLDS FOREIGN TALKERS IN S. A.

Buenos Aires, May 13. After all the uproar here over American pictures corrupting native culture and sound throwing native musicians out of employment, first move to oppose dialog product by law did a flop.

The local municipal council tabled two ordinances designed to stop foreign pictures. One called for outright prohibition of such pictures and the other used the device of taking them out of the country.

"La Nacion," editorially characterized the objection to foreign language in pictures as ridiculous.

Dutch Star in 11 Shorts

Amsterdam, May 13. Eleven talking shorts made in three record time for Europe of three days at Paramount's plant in Joinville near Paris have been contracted as a block for the Tuschinsky houses.

Subjects feature Louis Davids, Dutch revue star.

## Hungarian Owners Say False Representation; But Claims Are Hoosy

Vienna, May 13. An association of owners of medium sized and small cinemas here have banded together to resist what they describe as the propaganda of the sound apparatus makers of the States.

The showmen allege that the sound interests, leagued with producers, are trying to force sound on Europe by falsely representing that there is a shortage of silent product. A cheaper German equipment is available.

Movement is not taken seriously, as American pictures are being shown successfully at the better theatres, even when they contain dialog in English and few of the public understand the language.

Agitation is another manifestation of the familiar fact that sound is killing off the shooting galleries, while the better theatres prosper.

## ZUKOR NOW IN BERLIN, BUYS PLAY IN PRAGUE

Berlin, May 13. Adolph Zukor, accompanied by Ike Blumenthal and Robert Kane, arrived in Berlin yesterday (12), intent, according to the statement made by Jesse Lasky before he sailed upon arranging the patent interests for Paramount in Germany. Purpose of straightening out the patent angle is to open the way for production here, it is understood.

Zukor is expected to remain in the German capital a fortnight.

Prague, May 13. Adolph Zukor was here until a few days ago, leaving for Warsaw en route to Berlin. He conferred with Paramount's representatives in this territory and reference was made to the production of Czech talkers, probably in Hollywood.

The Paramount head acquired film rights to Carel Capek's play "F.U.R." familiar to the American news, which is designed as the first Czech talker.

## "Song" at Prince Edward

Amsterdam, May 13. Presence in Berlin of Adolph Zukor and the freely circulated stories that he is engaged in negotiations for patent arrangements to open Germany to Paramount already keenly interested Tobis and allied shares on the Amsterdam Bourse.

London, May 13. "Rio Rita" goes down as a failure with the announcement that it closes May 24 at the Prince Edward.

J. J. McCarthy has taken the house over for the opening of the new John McCormack picture, "Song of My Heart" (Fox), which starts May 28.

McCarthy has expressed his satisfaction at leaving the house, which he regards as London's finest.

## Spanish Experiment

Buenos Aires, May 13. First National is trying an experiment in this territory with Spanish titles superimposed upon Technicolor.

Picture is "Sally" (P. N.). Tiling has been done by a new process.

## U. P. CO. MEETING GROWS UNRULY

### Isidore Schlesinger's Stockholders Ask Many Questions—Attack His Nominations—Proposed Deal with British Gaumont Blocked

### ANOTHER "SAMPLE"

London, May 13. Stockholders in Isidore Schlesinger's United Picture Theatres Company rioted at a general meeting yesterday (12) at which was up for consideration a plan for the management. (Continued on page 64)

## SUCHAN, MGR. 2D BALKAN, SUICIDE

Prague, May 13. Picture difficulties in the Balkans have caused a second suicide, similar to that of Milosk Sapkovitch in Belgrade. The new victim is Helen Suchan, who killed herself with gas in his Vinohrady home.

Creditors were pressing urgently and the showman gave way under the strain.

Suchan owned the Peafilm and also had financed a picture entitled "The Girl of the Peripherie."

Sapkovitch was the largest theatre owner of the Balkans. With sound and the Balkans' aversion to it, among other reasons, the circuit owner committed suicide, as reported in "Variety" about a month ago.

## German Taxation Sends Houses Into Darkness; Tax Cut Is Only Relief

Berlin, May 13. A number of picture houses have gone dark here, declaring the reason they had been impoverished by over-taxation.

Movies are expected to stay closed, although a last minute cut in the tax rates should bring relief.

## "DUBBED" "RIO RITA" WRONG FOR SPANISH

Buenos Aires, May 13. "Rio Rita" (Radio) opening at the Ideal theatre here, version offered being dubbed in Spanish.

Public and editorial reaction unfavorable to everybody remembering the uproar over "Broadway."

"La Prensa," local, declared it is impossible to solve the language problem this way, meaning that dubbing has made "Rio Rita" practically unintelligible to the native of Argentina.

Ideal figures to run the picture two months but it is not likely to go one month in spite of tremendous advertising campaign in its behalf.

Sydney, May 13. "Rio Rita" (Radio) film is a smash hit at the Roxby, Sydney.

## Roxy, Melbourne, Flop

Sydney, May 13. The Fullers admit their all-talker policy which includes shorts has failed at the Roxy, Melbourne.

In its stead a regular double feature bill will be instituted.

## South African Theatre Trust Sued by Kinemas Opposition For \$1,000,000 in Libel Suits

## American Pictures Doing Very Well Right Now in Buenos Aires

Buenos Aires, May 13. Paramount's "Love Parade" broke all local box office records last week. "Welcome D a n g e r" (Harold Lloyd), "Laughing Lady" (Earl and "Sins of Fathers" (Par-Jannings) all big.

These Fox pictures are doing well: "Sunny Side Up" (Sky Hawks), "Romance of the Rio Grande" and "Cock-Eyed World."

Metro's "Devil May Care" is proving a winner, while "Taming of the Shrew" (U. A.) is having moderate success, and "Venus" is fair.

## SUBSTITUTE FOR ITALIAN QUOTA

Rome, May 13. Long expected Italian film quota proposal has been brought forth and disposed of. In its place there is up for consideration a scheme to bring about foreign technical co-operation with local producers for the unrestricted development of the native picture market.

Italian producers' petition to the ministry to establish a quota system was turned down because it was realized that Italy has no product that could be used for export on an exchange basis with the States and Germany, the two countries against which it was proposed to erect trade barriers.

## 2 Lukewarm Germans Amsterdam, May 13.

Two new dialog pictures of German origin had their premiere here yesterday, neither arousing exceptional interest.

The Tauber feature, "Ich Galub nie mehr an eine Frau," at the Tuschinsky, evoked lukewarm opinions from the reviewers. Moderate interest was displayed by the fans.

At the Rembrandt cinema "Letzte Compagnie" had a moderate reception.

Two more wired houses have just opened with sound equipment in the Netherlands, both of 1,000 capacity. One is in Groningen and the other in Rotterdam.

## Warners and Tobis May Jointly Make 3 Films

Paris, May 13. Warner Bros. is engaged in the preliminaries of making three talking pictures in collaboration with Tobis interests.

They would like to film "The Beggar's Opera" and "Die Fledermaus," but difficulties over the talker rights stand in the way. There are so many claimants of copyright that the choice probably will be abandoned.

Another international partnership in production is that of Svenska Films, of Stockholm, and Tobis, the two concerns being associated in the making of what is called a "super-German-Swedish" feature.

Contract covering this project calls for the sale and export to Sweden of 30 Klangoilm equipments.

## Kim Barber Dies

Sydney, May 13. Kim Barber, manager in Brisbane for British Dominion Films, died there late last week after a lingering illness.

Capetown, May 13. A million dollars is involved in a group of libel suits brought by Kinemas, Ltd., and certain of its directors, growing out of publication of comment on the company's appeal to shareholders for a loan.

Company itself uses for \$500,000, naming "The Sjambok," Johannesburg publication; Stephen Black, editor of the Central News Agency, publishers, and the Technical Press, and the London office that a Directors who have issued summonses and the amount demanded are Col. James Donaldson, \$250,000; Sydney, \$125,000; and George (Continued on page 27)

## 'PARIS LIFE' FOR REINHARDT'S 1ST TALKER

Berlin, May 13. Report from London that Max Reinhardt will direct a musical talker in England is confirmed here. Films to be a screen version of Offenbach's "Paris Life."

Production will be done in English, German and French. Sponsor is Curtis Meinitz Production. Production is to be under the musical supervision of Rudolf Friml.

Meinitz scheme to work on the idea typified in the States by the United Artists' organization is acclaimed in Europe as an idea, although the detailed plan of operation has not been made public, the concern not seeking publicity at this stage.

Financial backing also is the subject of speculation. The I. G. Farben Industrie, great German trust, has sold the majority of its holdings in the Terra Film Production Co. to the Meinitz-Reinhardt group, with the amount of stock involved reported to be 90% of 3,000,000 marks. Purchase price said to have been paid in cash.

The Farben Industrie decided only recently to dispose of its long controlled Terra property, without attempting to develop it further. Meinitz is leaving shortly for New York.

## FOREIGN ACTORS TOLD NOT TO BILL HERE

Foreign actors arriving in America to appear in foreign language versions are being warned against giving out interviews, praising any English version, their whole value to the expense of their native lands.

Whether sincere in such expressions or whether merely trying to ingratiate themselves with Americana, the habit is regarded as dangerous.

As many, if not most, of the foreign actors will never appear in any English version, their whole value to the producer is in the land of their origin. Ill-advised interviews have a way of getting back to Europe to the consequent lessening of popularity.

Some actors have been reported as expressing regret that they could not immediately become American citizens. This doesn't make a hit with the folks back home.

"Blue Angel," Fair, Zurich  
Zurich, May 13. Emil Jannings' new picture, "The Blue Angel," over which the German population of Europe is raving, had only a fair reception here.

Only "Western Front" at Over Capacity, \$21,957, in \$2 Central Beat Broadway's Heat Last Wk

Rhinestone Gulch was strewn with the maimed and bleeding last week as a result of the first box typhoon of Spring...

It remained for Universal's \$2 smash, "Western Front," to establish the exception. German side of the war was a sellout, going well above the regular capacity of \$18,300 to the Central.

Foremost proportionate showing of the week was at the Broadway end of Broadway...

Estimates for Last Week: "Rogue Song" (Metro) (1-120) \$1-\$2.50 (16th week). Barely still in five figures.

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'ARIZONA KID' AT FOX, FRISCO, \$50,000-BIG

San Francisco, May 13. Two disappointments last week but otherwise local situation was healthily normal or better.

Estimates for Last Week: Fox (5,000; 50-65-75-\$1) "Arizona Kid" (Fox) pulled well from get-away and touched \$50,000.

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BUTTERNUT BALL New York City

NOTEWORTHY The Butternut Ball, an outstanding event of the New York Social Calendar, was held under the auspices of the Junior Auxiliary for the House of Rest, a home for the care and treatment of people afflicted with tuberculosis.

MONTREAL NO SET-UP FOR GARBO-PALACE OFF

Drawing Montreal, May 13. (Drawing Population, 600,000) Weather: fine

Another week of middling grosses, summer weather having a lot to do with continued slump.

Capitol ran into only middling success with "Cohens and Kellys" and "Don't Play With Love."

Palace (M-G-M) (2,700; 40-75) "Anna Christie" (F.P.) started to taper early. Much under hopes at \$15,800.

Capitol (F.P.) (2,700; 40-75) "Cohens and Kellys in Scotland (U.)" Mild reaction at \$14,000.

Imperial (F.P.) (1,900; 35-60) "Don't Play With Love" Just about average show with slightly below average gross: \$8,500.

Palace (Loew's) (2,700; 40-75) "Anna Christie" (F.P.) started to taper early. Much under hopes at \$15,800.

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Imperial (F.P.) (1,900; 35-60) "Don't Play With Love" Just about average show with slightly below average gross: \$8,500.

Palace (Loew's) (2,700; 40-75) "Anna Christie" (F.P.) started to taper early. Much under hopes at \$15,800.

Capitol (F.P.) (2,700; 40-75) "Cohens and Kellys in Scotland (U.)" Mild reaction at \$14,000.

K. C. IS O. K. "Society Blues," \$22,300—"Show Girl," \$17,800

Kansas City, May 13. Downtown first runs last week were of the light and frothy variety, with the exception of "Dr. Fu Manchu" at Newman.

Titles covered a lot of territory from Broadway to Hollywood.

Loew's Midland and "Society Blues" and vaude had one of its best weeks for some time.

Uptown, recently first run, had "Hallelujah" and the picture drew nice reviews.

With the three big shots, Public, Loew and R-K-O in hot competition for the business, managers got a break in early releases and the best pictures; quite a contrast from a year or so ago when the hits came in here after being shown in all the neighboring territory.

Loew's Midland—"High Society Blues" (Fox) (4,000; 25-35-50-60) Reviewed by Gaynor and Farrell picture would probably draw for no reason at all, and it did.

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2D DRAMATIC STOCK IN OVER-SEATED PORTLAND

Everything Off—"Par Parade" \$8,600—"Romantic Night" \$6,500

Portland, Ore., May 13. Mostly program films with no special items, but mostly big dropped to low levels.

Mostly program films with no special items, but mostly big dropped to low levels. All houses have announced "summer prices," which means 35c, until 6 p. m. Only Fox-Broadway and Parker-Fox United Artists keep top price of 60c.

Estimates for Last Week: Broadway (Fox) (2,000; 25-30-40) "Ladies First" (Fox) (2,000; 25-30-40) "Parade" (Fox) (2,000; 25-30-40)

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2 H. O. FILMS SAME WEEK IN DENVER

Denver, May 13. (Drawing Population, 400,000) Weather: Fair

Starting with a private showing for F. G. Bonfils, millionaire publisher of "Herald" (WB) picture in "Ingalls" has taken the town by storm.

Estimates for Last Week: Orpheum (R-K-O) (1,600; 15-25-40) "Ingalls" (Congo) (Pic). \$14,000.

Estimates for Last Week: Orpheum (R-K-O) (1,600; 15-25-40) "Ingalls" (Congo) (Pic). \$14,000.

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3 HOLD OVERS IN BAD WEEK IN WASH.

Washington, May 13. (Drawing Population, 500,000) Weather: hot

Not much cheering last week "Divorcee" at the decrepit Columbia with its small capacity, topped the list.

Estimates for Last Week: Columbia (Loew's) "Divorcee" (M-G) (1,232; 35-60). Smash against adverse conditions; \$18,000.

Estimates for Last Week: Columbia (Loew's) "Divorcee" (M-G) (1,232; 35-60). Smash against adverse conditions; \$18,000.

"Back-Stage" Films Pass Out in Topeka

Topeka, May 10. Besse Love and "Chasing Rainbows" almost flopped at Grand last week.

Estimates for Last Week: Grand (1,400; 50) (Fox), "Chasing Rainbows" (Fox) (1,400; 50) (Fox), "Chasing Rainbows" (Fox) (1,400; 50) (Fox)

Estimates for Last Week: Grand (1,400; 50) (Fox), "Chasing Rainbows" (Fox) (1,400; 50) (Fox), "Chasing Rainbows" (Fox) (1,400; 50) (Fox)

BOSTON PRETTY LOW

Boston, May 13. (Drawing Pop., 850,000) Weather: Good

Luxurious weather passed out at bad week to films. Sadder of all was the picture in "The Big Parade."

Estimates for Last Week: Metropolitan (Par) (3,500; 25-50) "The Big Parade" (Par) (3,500; 25-50) "The Big Parade" (Par) (3,500; 25-50)



Balto. Houses Keep on Standard Time, Fighting Daylight's Hour

(Baltimore, May 13. (Draw. Pop. 850,000)

Combined local exhibitors still sticking to standard times despite... Weather: hot

Estimates for Last Week Century (Loew), 'Free and Easy' (2,300; 25-30)... 'Vaagabond King' (3,600; 25-30)

New (M. Mechanic), 'Lovin' Ladies' (1,500; 25-30)... 'Hold Everything' (2,100; 25-30)

'EVERYTHING'S' COMEDY TICKLED LOUISVILLE

(Louisville, May 13. (Draw. Pop. 500,000)

Real hot last week and a real hot gross for Loew's with 'Divorcee'... 'Hold Everything' (2,100; 25-30)

Estimates for Last Week 'Alamo' (4th Ave.) (1,100; 40)...

Mary Anderson (R-K-O) (1,357; 10)... 'Hold Everything' (WB). Comedy

Explanation for Actors Hollywood, May 13. Academy held a meeting on Monday night for actors...

COIN MATCHING DIVINALS TICKER

Future Obscure As Market Advice Vary Widely—

Theatre Shares Arrived As 'Showmen' and 'Wall St.' Issues—Talk of Low Increased Dividend.

'GTE' DISAPPOINTING

By AL GREASON Progressive dullness characterized the week's market with brokerage opinion widely divided on the future...

Yesterday's Prices

Table with columns: Amusements, High, Low, Last, Change. Lists prices for various shows like 'Con F', 'East X', 'Fox', etc.

to matching nickels and ignored the board altogether. Up to 1 o'clock the extreme range of Radio, market's fastest stepp...

'Big Pond' St. L. Clicks

(St. Louis, May 13. (Draw. Pop. 1,000,000)

Weather: Warm Business held up well in all hand this week due chiefly to excellent weather most of the time...

Estimates for Last Week Ambassador (3,000; 35-50-65-75)...

L. A. Held Up Very Nicely Last Wk; 'Short' Goes \$8,000 Over Average; 'Bad One' Off Sharply at \$19,000

(Los Angeles, May 13. (Draw. Pop. 1,500,000)

Business is holding up for the film houses with 'Caught Short' still making more of the current and local noise...

In Heat Detroit Sees Red; 'Manchu' N.S.G., \$28,700; Exception, 'All Quiet'

(Detroit, May 13. Skids were under the local house grosses last week. Unusually warm weather hurt.

Compared to other houses Fox fared very well. Unusual continuation played up 'This Mad World' to satisfactory figure considering.

Estimates for Last Week 'Return of Dr. Fu Manchu' (3,300; 35-50-75)...

'Mummy' quit the Downtown last week with a \$19,000 first week. Barrymore closed his fortnight at the Hollywood to \$21,200...

'Paramount Western Front' (U) (3,300; 35-50-75). Picture surprise. Morbid and not for flapper consumption...

State 'King of Jazz' (U) (3,000; 35-50-75). Tunes and pretentious numbers failed to attract...

State 'King of Jazz' (U) (3,000; 35-50-75). Tunes and pretentious numbers failed to attract...

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TORONTO RED HOT; GROSSES PROVE IT

(Toronto, May 13. (Draw. Pop. 800,000)

Weather Hot. Hottest yet since in years and biz was punk. Amusement parks and carnivals also helping to keep grosses down compared with last month.

Estimates for Last Week 'Updown' (3,000; 35-30)... 'Royal Art' (2,100)...

'The Bad One' (UA-Fox) (2,100; 25-31) (1st week). 'The Yellow' (WB)...

'Masques' Frolie, \$7,200 (Hollywood, May 13. Annual Masques Club Frolie was held Saturday night at the El Capitan...

Grossed \$7,200.

Chicago's Worst Grosses Last Week—Red Ink Splashed All Over Loop Houses—Nothing Stood Up

Chicago, May 13. Bottom has fallen out of the local picture market. Week before last business was brutal. Last week it died.

Loop exhibitors are running around wildly trying to dig up something to plug the hole. Excuses and alibis don't mean a thing. They blame it on the general depression, on the weather, on daylight saving and on the dog and horse races.

Last year at this time grosses were: "Divine Lady" (FN), \$52,000; "Broadway Melody" (M-G), \$48,000; "Dangerous Woman" (Par), \$37,000.

The above figures show the remarkable power of the holdovers. In the last four months, no picture with the exception of one sex "junction" has done more than two weeks. The pictures, at the run houses, show great strength in the opening stanzas, then flake and are yanked.

Bad Beating. The Oriental took its worst beating in months last week with a picture that was sent in to bolster the weekending business. Admittedly this represents approximately 11 grand of red ink. The house is a great B&E worry, and rumors are strong at present that house will switch to straight picture policy.

McVicker's lost \$2,000 on the second week of "Rogue Song" (M-G), which ran to \$11,200. This is a new low for the house, which formerly had \$18,000 as its record low. The picture was heavily exploited, and the extra ad space in the dailies cost over \$2,000.

The Chicago shows the same sad tale. This ace house was heart-broken last week, losing \$3,000 in the red, with "Ladies Love Brutes." George Bancroft is an established fav here, yet there are the figures.

R-K-O State-Lake vaudeville, which rarely drops below \$10,000 in the past, broke about even with \$17,500, "Happy Days," after a fair first week at the Roosevelt, rolled over and played lead and was yanked after 13 days. United Artists had enough with one week of "Be Yourself."

R-K-O Palace, straight big time vaude, did \$10,000, sending it into the red for \$10,000. Woods couldn't do anything with the presence of John Boles in partnership with "Captain of the Guard" and house was six feet under at \$8,500. Monroe and Orpheum took the same story. Orpheum made its second run product in a desperate effort to cut the nut.

"Journey's End" road show, far under expectations at the Garrick. "Across the World," travelog, at the Studebaker. Just a week ago the picture men to have delivered the worst business in the loop for not so good.

'BAD' ON MOST OF MINNEAPOLIS REPORTS

Minneapolis, May 13. (Draw. Pop., 500,000) Weather: Unfavorable. Depression holding local show-houses and practically all other commercial enterprises in vice-like grip. Gives every promise of lasting at least through the summer.

Improvement, further retrogression. A several days of hot weather and a few rainy days led to managerial woes last week, making good of the tougher. It's hard enough to get in with customers when weather conditions are favorable, managers say.

The Bangs and heavily-bought at the Century, probably did about as well as could be expected under all the adverse circumstances, but the returns were away below normal for a picture of this caliber, the recipient of such expert exploitation. Still the Tibbett production is being retained for a second week—probably because of contact between Public and M-G-M calls for at least a fortnight run. At any rate, there wasn't enough business during the first seven days to call for the holding over of this picture.

Estimates for Last Week: "Minnesota" (Publ.) (4,200; 75) "Western Stars" (Par) and Public Stage show, \$24,000.

Program gave best of satisfaction. Better than preceding week, but far under par for this house. Considering generally bad conditions, probably no cause for complaint; \$24,400. Poor.

"Rogue Song" (M-G-M). Opinions regarding merits of picture mixed. Tibbett's singing aroused much enthusiasm and word-of-mouth praise. Preceded by big and effective advertising and exploitation campaign. Gross many thousands less than probably in normal times; \$9,900. Poor. Held.

State (Publ.) (2,800; 60) "Hell's Harbor" (U.A.). Lupe Velez real magnet, but picture regarded as far from hot. Considering conditions, house did better than comparative standpoint in most of recent week; \$8,800. Bad.

RKO Orpheum—(2,850; 50) "Temple Trouble" (Fox). Vaude pair picture and very good vaudeville. Carroll's Revuette particularly commendable. Great amusement by Tibbett's singing and music. He is in possession of two-for-one cards, 25c. And still they wouldn't buy. What a town!

Lyric—(Publ.) (1,300; 40) "Lord Byron of Broadway" (M-G-M). First episode of "Fighting Wild Animals in India," added attraction responsible for most of trade here. \$2,900. Very fair.

Pantages—(1,600; 25-50) "Around the Corner" (Col.) and vaude. Show played \$17,000; bad.

RKO 74 Street—(RKO) (1,400; 25-40) "Inga!" (Control), 2nd week. "The Herd," very handsome, but not in possession of two-for-one cards, 25c. And still they wouldn't buy. What a town!

Wedding Rings (FN). First-rate picture seemed to hold little box-office power at this house. \$2,000. Not so good.

Grand (Publ.) (1,100; 35) "Fighting Wild Animals in India" (Warner), 2nd half. Second loop run; \$2,200.

Short "Barbaric" dramatic stock. (4,000; 35-51) "Brothers"; Stock, \$4,000. Bad.

TIFF'S SOUND FLEET. Hollywood, May 13. Tiffany has started construction of another sound truck. This increases its fleet to six.

PHILLY'S GOOD CHANCE RUINED BY HEAT

Philadelphia, May 13. Hot weather played havoc with the downtown picture houses last week. Several survived nicely until Friday and Saturday when the bottom fell out entirely. Virtually every one of the grosses at least one-fifth off from what might have been expected under normal circumstances.

Estimates for Last Week: "Masthead" (4,800; 35-50-75)—"In Gay Madrid" (M-G-M). Good notices but mediocre business; \$42,000. Stanley (3,100; 35-50-75)—"The Texan" (Par, 1st week). Started well and would undoubtedly have had nice week except for weather; \$23,000; held over.

Stanton (1,700; 35-50-75)—"Those Who Dance" (WB). Another disappointment; \$7,000. On Saturday, Earle (2,000; 50-75)—"Slightly Scarlet" (Par). Under average with \$18,000. Stage bill under average too.

Boyd (2,400; 35-50-75)—"Paramount on Parade" (Cox). In 1st week \$21,000, enough to warrant 2d week, although not notable.

Stanton (2,000; 35-50-75)—"The Divorcee" (M-G-M). Picture shown previous week at the Mastbaum to record big. Good here at \$5,500. "The Cuckoo" (RKO, 1st week). Best house has had in some time despite heat; \$13,000 (2d week).

Fox (3,000; 50)—"Double Crossroads" (Fox). Well under average; \$26,000. Stars bills at this theatre recently have been noticeably inferior.

BOX OFFICES CLOSED IN BROOKLYN'S HEAT

Brooklyn, May 13. Brooklyn house returns as cold as the Arctic with the terrific heat and humidity blamed. Helen Kane area especially bad at the Paramount but didn't help much. The Fox billed Bob West like a circus but the plugging didn't drag 'em in.

Estimates for Last Week: "Princess and the Pea" (Columbia) (Par) (4,000; 35-50-75). Rudy Vallee in pit and Larry Rich and Helen Kane on stage. No rave at \$46,400. Fox High Society Rises (Metro) (4,000; 35-50-60-75). Rube Wolf on stage. Bob West at organ. Biz a hit. Lived at \$15,000.

Alice—"The Love Racket" (Radio) (3,248; 35-50-60-75). \$13,300, very poor.

Strand—"Strictly Modern" (WB) (2,800; 25-35-50-60-75). \$18,000. "The Girl from Montana" (Metro) (3,577; 35-40-50-75). Not so bad at \$15,600.

SEATTLE SPOTTY

"Divorce" Tops Town, \$16,800—Several Flops. Seattle, May 13. (Draw. Pop, 550,000) Weather, Rain and Colder. Snappy ace as elaborated in "Divorce" did its stuff for Fox. Held over for 2d week.

Al Franks getting ready to re-open old Pantages, under new name and with musical comedy first-run picture policy at 10-20-30. As this is a great 'dime town' for shows, lineup looks okay.

Estimates for Last Week: "Paramount (Pub) (3,100; 25-60)—"Paramount on Parade" (Par). Heavy advertising helped. \$12,200. 5th Ave. (Fox) (2,600; 25-60)—"Children of Pleasure" (MGM). Stage snapped. First hand. Song Fox (Fox) (2,500; 25-60)—"Divorcee" (MGM). Got kale. Sweetie's stage gang added sweetening; \$16,800.

Musie Box (Hamrick) (1,000; 25-50-75)—"Hold Everything" (WB). 2d week. \$9,000. Liberty (Jensen-von Herberg) (2,000; 15-25-35)—"She Couldn't Say No" (Liberty). \$8,000. Coliseum (Fox) (1,800; 15-25-35)—"Anna Christie" (Fox). Good week. \$10,000, good.

Metropolitan (Pub)—"Young Men of Manhattan" (Par). \$4,700, good. Metropolitan (Pub)—"The Divorcee" (M-G-M). \$5,000. "Spring is Here" (Rad). \$9,000 top.

Comparative Grosses for April

Table of grosses during April for towns and houses listed as previously reported weekly in variety.

Table with columns for NEW YORK and rows for various theaters and their weekly grosses for April 5, 12, 19, and 26.

Table with columns for CHICAGO and rows for various theaters and their weekly grosses for April 5, 12, 19, and 26.

Table with columns for LOS ANGELES and rows for various theaters and their weekly grosses for April 5, 12, 19, and 26.

Table with columns for SAN FRANCISCO and rows for various theaters and their weekly grosses for April 5, 12, 19, and 26.

Table with columns for BOSTON and rows for various theaters and their weekly grosses for April 5, 12, 19, and 26.



Stocks Bullest Trading

(Continued from page 9)
any demonstration. Another specu-

Amusements High

Something like that broad situa-
tion is what is going on in the
amusement stocks. They now stand

markably well during the early May
stamp and since then has kept up
a well planned defense. Operation

Whole amusement group already
has divided itself into two divisions
in the minds of ticker followers.

Followers of the Wall Street

Followers of the Wall Street
shaves agree cheerfully that Wall
Street has been principally in the

Friends of Paramount agree to

Friends of Paramount agree to the
same conclusion but by a different
course. They point out that

Possible merger with which

Possible merger with which the
ticker folk are at the moment
most concerned is that involving

Meanwhile situation of General

Meanwhile situation of General
Theatres becomes an interesting
element in the picture business.

Incidentally the 4% Fox dividend

Incidentally the 4% Fox dividend
rate and a prospective increase rate
for 1931 sought to make General

The Low Clique

There has seldom been so candid
a clique operation in the amuse-
ments as the current Durant cam-

Coast P. A.'s Grabbing Imports from Stage For Quick Cleaning

Hollywood, May 13.
Heavy importation of stage stars,
and the arrival of others on spec,

Buttonholed at Station
Players arriving here from the
east are waylaid by the p. a.'s as

Even with the influx of new play-
ers, things are far from jake for the
publicity men. Newcomers are in

FOX DISBANDS ITS INDUSTRIAL DEPT.

The decline in filmdom's interest
in industrial accounts definitely ma-
terialized during the past week,

Fox industrial payroll, reported to
be in excess of \$5,000 weekly, plus
other expenses is claimed to have

mon, payable June 28 on the record
at 12% per annum.
Metro-Goldwyn-Mayer voted the

STOCK EXCHANGE table with columns for High, Low, Last, and Net change for various stocks.

BONDS table listing various bond issues with their respective prices and yields.

ISSUES IN OTHER MARKETS table listing prices for various commodities and exchange rates.

Los Angeles and San Francisco market data including stock prices and exchange rates.

Myers May Call Off 5-5-5

(Continued from page 11)
Steffes' efforts to negotiate for a
Public House in Minneapolis.

Myers on Richey
Continuing Myers gave his idea
on the Richey promotion in connec-

So far as the promotion of 'Ten
Nights in a Barroom' is concerned,

The time of the statement and the
attempt to connect it up with
Mr. Steffes' affairs and the publica-

Talking at Last
Myers started talking after weeks

Myers started talking after weeks
when he has maintained an almost
total silence.

Mr. Myers said:
'The Allied Exhibitor' has not
been announced as a trade paper,

Bankruptcy
A. G. Publishing Corp., 501 8th
avenue, liabilities, \$35,948; assets,

Cruze, Inc., Bankruptcy
Los Angeles, May 13.
James Cruze, Inc. has until MAY

work in which the association is
now engaging.

That, Myers added, answers the
question as to the main purpose
of the publication being a play for

'Variety's' Story
(From 'Variety,' April 23, 1930)
Resurrecting 'Ten Nights in a
Barroom' from the silent

One Hayate comments:
'Funds get low in some of
these political exhibitor organiza-

Except for the lining up of
officers nothing so far has been
accomplished. According to the

Deforest Trial in Canada

Ottawa, Can., May 13.
Various talking picture person-
ages have been in Ottawa for the

They included Dr. Lee DeForest,
Eugene Augustin Lauste, 73, of
Bloomfield, N.J., who claims the

Judgments

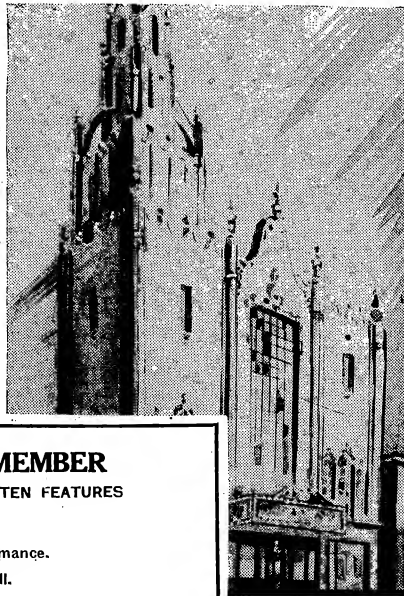
George C. Tyler; M. D. Locke;
\$22,791.
Cocopelion Opera Co., Inc.; N.
Y. Tel. Co.; \$100.
Majestic Theatrical Circuit, Inc.;
N. Y. Tel. Co.; \$52.

Brooklyn Velodrome Corp.; J.
Gentile; \$730.
Romona Theatre Corp.; C. New-
man; \$31,873.
Speak-O-Phone Corp.; Belmore
Studio Film Tons, Inc.; \$550.





# Finished Yesterday, *this theatre is* Out-of-date To-day!



## REMEMBER

### THESE TEN FEATURES

- 1—FIREPROOF.
- 2—Proved performance.
- 3—Easy to install.
- 4—No mechanism.
- 5—Economical.
- 6—Permanent.
- 7—Amplifies without distortion.
- 8—Adaptable to any theatre.
- 9—First cost is the only cost.
- 10—Invented by Emile Berliner, who made the telephone, the phonograph, and the radio practical.

The newest theatre is old-fashioned without the BERLINER ACOUSTIC SYSTEM.

But with it, the oldest theatre is up-to-date! You can't *build* theatres as acoustically perfect as the Berliner Acoustic System will make any theatre.

No matter how bad your theatre now is acoustically, the Berliner System will make it more perfect acoustically than a new theatre specially planned and constructed for audibility.

Berliner Acoustics make *motion picture* theatres into *talking picture* theatres almost overnight.

This miraculous invention by the world-famous scientist, Emile Berliner, not only takes the place of elaborate and expensive reconstruction...It is actually many times as effective as any reconstruction could be!

It can be installed almost as easily and economically in completed theatres as it can during construction.

You don't have to skip a single show during installation...Does not interfere with your theatre's decorative scheme.

Write right now for other amazing facts and absolute proof of the sensational success of the Berliner Acoustic System.

# BERLINER ACOUSTIC SYSTEM

## SEND THIS COUPON "SOUND PROOF"

Dept. V. 8

Berliner Acoustic Corp.,  
 1808 Paramount Bldg., N. Y. C.

Tell me ALL the good news about Berliner Acoustics, including *approximate* cost for a seat house.

Name \_\_\_\_\_

Theatre \_\_\_\_\_

City \_\_\_\_\_

# RADIO SWEEPS TO MIGHTY DESTINY AS TITANS SET STAGE FOR NEW MIRACLE SEASON . . . .



The eyes of world show business are focused like a flashlight upon the Radio Titan today.

Amos 'n' Andy, unmatched attractions since the world began, march in the vanguard of the Pageant of the Titans.

Other attraction marvels are shortly to be announced.

A miracle of progress was wrought by Radio in its sweep to the crest in 1929-1930...the like of which has never been known. But even greater accomplishments loom beyond as the start of the new season approaches.





## **SHOW HISTORY IN MAKING AS RADIO LAUNCHES GRAND CHALLENGE YEAR**

**Majestic symbol of super-showmanship, the Radio Titan looms today above the seething arena of the modern show world.**

**Radio's inspired man-power is marching on Hollywood to write an astounding new chapter of show history.**

**The annual Titan sales convention begins May 19th  
... a red letter day in a red letter year!**

**From this historic conclave a new and mightier Pageant of the Titans will burst into glamorous life... will carry on the gallant traditions of Radio progress and Radio showmanship... will plant the banner of Radio Pictures once and forever in the forefront of show enterprise the world over!**



AND NOW  
ANOTHER  
FOUR

STAR SMASH

Joseph M. Schenck presents

LILLIAN GISH

in  
"ONE  
ROMANTIC  
NIGHT"

with

ROD LA ROCQUE  
CONRAD NAGEL  
MARIE DRESSLER  
O. P. HEGGIE

Based on the Broadway Stage Wham  
by Ferenc Molnar, "The Swan"

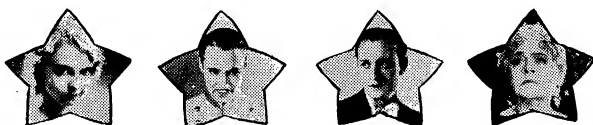
Directed by Paul L. Stein

UNITED  ARTISTS  
Where the Big Ones Come From

from *United Artists!*

Liberty Magazine again singles out a United Artists winner for the highest rating possible—FOUR STARS! "One Romantic Night" is the type of entertainment showmen dream about. A wonderful story, a top notch cast and perfect production make it a blue chip picture from every standpoint. Liberty Magazine says it's "a lovely romantic picture... entirely delightful."

And it brings to the talking screen the voice of Lillian Gish. As a speaking star she stands at the top of the list. As the headline player in Jed Harris's sensational Broadway stage success, "Uncle Vanya", she has won unstinted praise everywhere. Read the critics' raves below.



## Lillian Gish Takes New York Stage by Storm

Lillian Gish is perfect, a rare and charming personality.—*Daily News*.

Lillian Gish is radiant wit! a fragile, melting beauty.—*Eve Post*.

In many ways she is like Duse. In a single night Lillian Gish has made herself the most interesting actress on our stage.

—*Eve World*.

Miss Gish returns triumphantly to the speaking stage. Her performance has intelligence, skill and rightness not to be denied.—*Telegram*.

Talking Shorts

ROBERTO RAY
El Canaro Tango Orchestra
"Carinito" (Song and Tango Music)
5 Min.; Paramount, Paris

Roberto Ray is the young Spanish-Mexican singer who Jesse L. Lasky engaged for the Fox studio...

"RANCH HOUSE BLUES"
Rodeo Comedies Series
Sketch, With Songs
21 Mins.
Colony, New York

Interesting short framed on the old lines of the ranch which the villain plots to seize because of oil...

"GOLDEN PAGODA"
Travel Subject
14 Mins.
Strand, New York

Sugar-coated travel educational made by Tom Terriss, captioned "The Vagabond Director..."

"FAST WORK"
With Charley Chase
Comedy
20 Mins.
Colony, New York

A laugh-getting tale takes front rank among two ticklers. Probably best yet turned out of the Hal Roach studios...

"PEACE AND HARMONY"
Educational
18 Mins.
Fox, Brooklyn

Jack White two-reeler around doactic subject, following the old short comedies of silent picture days in general content...

"TRIFLES"
Drama
5 Mins.
Tivoli, New York

Sensory mystery murder yarn that doesn't mystify. Drama gloomy, heavy, laughless and depressing...

"SHE'S A HE"
With Sunny Jim
Comedy
5 Mins.
Loew's New York, New York

These Sunny Jim comedy shorts are being turned out by the studio in its ordinary Sunny Jim standard...

"SLOW BEAU"
Krazy Kat Cartoon
8 Mins.
Stanley, New York

Ordinary animal cartoon. Somewhat weaker than the rest in this series when giggles are counted...

"FRANCH HOUSE BLUES"
Rodeo Comedies Series
Sketch, With Songs
21 Mins.
Colony, New York

Don Douglas is the cowboy hero. Strung a cutler and signs a few familiar songs in a round bartone...

"DEVIL'S HOLIDAY"
Comedy
10 Mins.
Paramount, Paris

A farewell party to Miss Harris is an excuse to bring in a band with some good instrumentalization...

"THE BURNING HEART"
Lander
10 Mins.
Paramount, Paris

Silent, scored with song. Good art film. Minor sound spots hurt for American houses...

Miniature Reviews

"Song of the Flame" (F.N.). Good program in all Technicolor of even entertainment, with plenty of action and song...

"Divorcee" (M-G-M). Being directed by the former "Divorcee" makes this b.o. natural. Aside from origin and liberal view of adaptors...

"Devil's Holiday" (Par). Comedy with some good instrumentalization. Also some comedy, songs and dances by the cowboys...

"Golden Pagoda" (Travel Subject). Sugar-coated travel educational made by Tom Terriss...

"Fast Work" (With Charley Chase). A laugh-getting tale takes front rank among two ticklers...

"Peace and Harmony" (Educational). Jack White two-reeler around doactic subject, following the old short comedies of silent picture days...

"Trifles" (Drama). Sensory mystery murder yarn that doesn't mystify. Drama gloomy, heavy, laughless and depressing...

"She's a He" (With Sunny Jim). These Sunny Jim comedy shorts are being turned out by the studio in its ordinary Sunny Jim standard...

"Slow Beau" (Krazy Kat Cartoon). Ordinary animal cartoon. Somewhat weaker than the rest in this series when giggles are counted...

"Night" (Disney Cartoon). Another of those "Silly Symphonies" from the Disney pen, and very good. Plenty funny, this one, with some new animation tricks...

"Franchise House Blues" (Rodeo Comedies Series). Don Douglas is the cowboy hero. Strung a cutler and signs a few familiar songs in a round bartone...

"Devil's Holiday" (Comedy). A farewell party to Miss Harris is an excuse to bring in a band with some good instrumentalization...

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SONG OF THE FLAME

(All Dialog With Songs)
First Technicolor release. Directed by Alan Crosland, from the scenario by Gordon Hight (also dialogue), who adapted the novel by Alan Watts...

A very well produced romantic programmer that should hold up to average grosses in the de luxe or elite theaters.

The picture contains competent name players, the direction is unescapable, and with Technicolor, which adds more luster than earlier, the likeable background are Russian peasant mobs as the rule...

"The Burning Heart" (Lander). Silent, scored with song. Good art film. Minor sound spots hurt for American houses...

"The Cave Club" (Singing, Dancing Novelty). Apparently started out to make the picture a comedy, but changed the plan. Ted Lewis, Frank Tinney and others are billed...

"Songs of Mother" (With Francis Luter, Elizabeth Lennox). Pleasantly and she plays with intelligence. The film fans probably Noah Beery singing will be the big shot...

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"She's a He" (With Sunny Jim). These Sunny Jim comedy shorts are being turned out by the studio in its ordinary Sunny Jim standard...

at it. Otherwise he's the big blustery "Red" leader, a little too big to make his try for the frail...

Alexander Gray as the prince is pleasing, but lacks a scenery eating actor and that may stand against him in general impression...

The young couple were given all too little opportunity. There were Ivan Lino and Ivan Lino, the latter the former a Russian wrestler. All courtesy as a matter of record got two laughs within the only two minutes she became prominent...

DIVORCEE

(ALL DIALOG)
M-G-M production and release. Adapted from the Graetz Parrott novel, "Ex-Wife" by the author, with the screenplay by Nick Grinde and Zella Soren, with direction by Robert Z. Leonard...

In its adaptation of "Ex-Wife," spicy novel of last year by Ursula Parrott, Metro has taken liberties, and as a result the "Ex-Wife" in "Divorcee" is the sort of girl who herself might aspire to wear a crown...

Through recent publicity general public has been made aware of the film based on the widely read and discussed novel first published anonymously in 1928 by Ursula Parrott...

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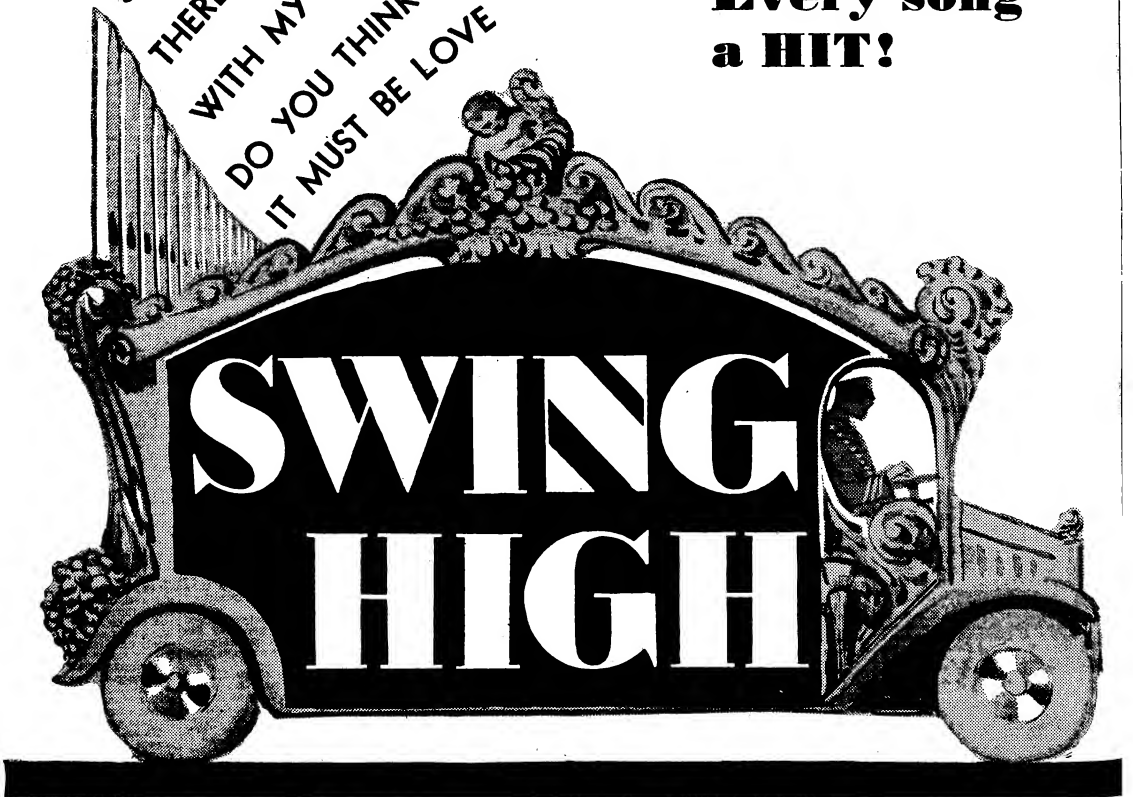
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# SYNCHRONIZED TO

SHOO THE HOODOO AWAY  
 THERE'S HAPPINESS OVER THE HILL  
 WITH MY GUITAR AND YOU  
 DO YOU THINK THAT I COULD GROW ON YOU?  
 IT MUST BE LOVE

**Every song  
 a HIT!**



*with* **HELEN TWELVETREES**  
**FRED SCOTT · DOROTHY BURGESS**  
*and* Chester Conklin · Ben Turpin · Nick Stuart  
 Robert Edeson · Stepin Fetchit · Daphne Pollard  
 Sally Starr · John Sheehan · Mickey Bennett  
 George Fawcett · Little Billy · Bryant Washburn  
 William Langan

*Directed by Joseph Santley · Produced by E. B. Dert*

# THE BOX OFFICE

## *All the elements that arouse interest*

BALTIMORE SUN: "It possesses all the elements that arouse and sustain interest in a story . . . There are moments of the most exciting pitch in the picture. There is an authentic atmosphere of the circus in the picture . . . The cast is very imposing."

## *All the thrills of a circus—PLUS*

OHIO STATE JOURNAL (COLUMBUS): "Pathe's star-spangled special, 'Swing High,' is a big colorful, entertaining and costly staged romantic musical drama of the circus world of 1875 . . . Here's one circus you can enjoy without thought of rain, dust or buying balloons and pink lemonade, yet it contains all the thrills, faithfully transcribed to the screen."

## *A peach of a picture—great song hits*

COLUMBUS CITIZEN: "You'll find 'Swing High' a peach of a picture . . . fine singing by Fred Scott and a Negro group. Two songs are certain to be hummed and played for the next few months. They are 'With My Guitar' and 'Shoo The Hoodoo Away.' This last is sung by the Negroes in some superb chorus work, beautifully recorded and reproduced."

COLUMBUS DISPATCH: "It has love interest, character development, dramatic episodes, and it boasts a corking good singer with likeable songs . . . Helen Twelvetees shows the stuff that stars are made of. Fred Scott is a distinct success, his singing voice in 'Happiness Over The Hill' being something in the class of the four or five best male chanters heard in the talking pictures this year."

DAILY REVIEW: "'SWING HIGH' is our notion of a big bang-up box office satisfier. And it's good for children from six to sixty, something the picture business needs badly right now."

M. P. NEWS: "'SWING HIGH,' will be a paradise for smart showmen who delight in getting an exploitation <sup>of</sup> natural <sup>talent</sup>."



# PATHE

# New York Joins The Cheering! Broadway Critics Echo Los Angeles' Praise!

"Magnificent . . . exceptionally well handled . . . splendidly recorded . . . as a picture it is far and away ahead of other musical efforts . . . won applause and well deserved it."

—N. Y. Times.

"Most assuredly of a higher standard . . . admirable, soaring, richly melodious . . . pageantry and settings are stunning . . . a richness of design that is quite striking."

—N. Y. Sun.

"No end of talent lavished on it"

—Herald Tribune.

"Finely directed, well sung and beautifully composed. . . Alan Crossland has done an excellent job. . . Technicolor is well nigh perfect throughout. . . Bernice Claire is one of the most beautiful young women on the screen."

—N. Y. Telegram.

"Elaborately fitted with extravagant sets, huge costumed mobs."

—Eve. Graphic.

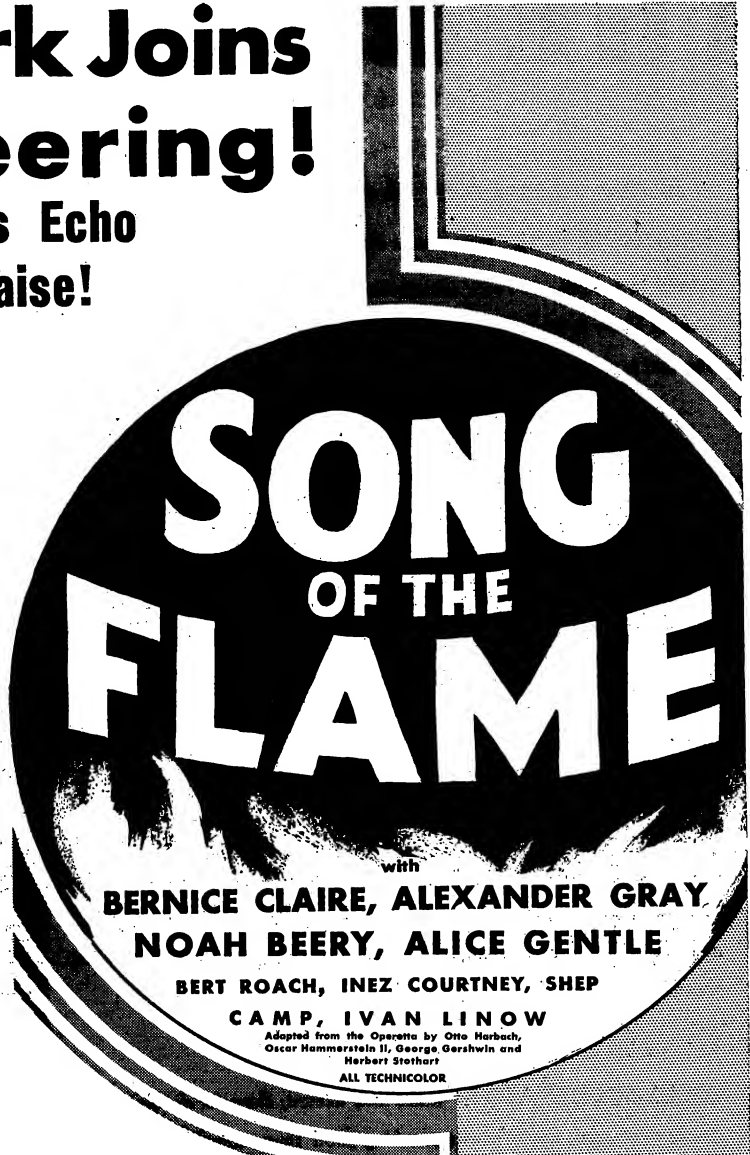
"Far more gorgeous spectacle than it ever was upon the stage . . . a beautiful production . . . thrilling effects . . . as fine as any to reach the singing cinema."

—N. Y. American.

The Kind of Sensational Product  
**FIRST NATIONAL**  
Has For You **RIGHT NOW!**



"VITAPHONE" IS THE REGISTERED TRADE MARK OF THE VITAPHONE CORP. DESIGNATING ITS PRODUCTS.

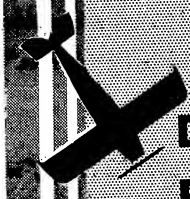


On its way!

RICHARD

**BARTHELMMESS**

In the mightiest air epic the world has ever known. The



**DAWN PATROL**

# 3-D PICTURES CAN'T BE

## "Pineapple" Tossers Get 25 Years In Mich. for Bombing Theatres

Detroit, May 13. Two convictions, three indictments and a fugitive from justice are the results of the campaign to hound up the people who bombed the various theatres in Grand Rapids and other Michigan towns. That the operators' union was associated was proved by the testimony of one of those convicted.

Roe Lawton and Ed Chamberlin, both of Grand Rapids, were sentenced to 20 to 25 years for their part in the bombing of the Wealthy Family, Royal Liberty and Regent Muskegon. All neighborhood houses.

Testimony of Lawton established that the Grand Rapids local was the instigator. Don D. Clark, president of the G. R. local and former exhibitor there; Adam P. Russ, business agent, and Wallace G. Bouk, secretary of the same local, are under indictment.

Frank Kinsora, pres. of the Detroit local and the one who arranged with a professional bomber, is reported missing. He will be tried at Blue Island, Pa.

Blue helped make the bombs and did two or three jobs and the rest of the work was turned over to Lawton. He was to collect \$600 from the union but only got \$50, whereupon he squawked.

Chamberlin is reported as only being along when the various jobs were pulled, too drunk to do anything. These two were prosecuted under the incendiary act.

Officials of the union will be prosecuted for conspiracy.

## FOX MAY MAKE DEAL WITH B&K FOR CHP'S 7

Chicago, May 13. It is strongly rumored that Fox will shortly turn over its seven houses here to B & K for operation by the latter under a profit-splitting agreement.

The Fox houses, operated by Sidney F. Meyer, have been showing a small profit despite their losing spots, but the feeling is that B & K operation would safeguard against a possible scarcity of product and reduce competition with B & K theatres.

Fox has six neighborhood houses and one, the Monroe, in the loop.

Harry Arthur, new Fox operator, is shortly expected here to talk over the local situation.

## Mgr. Held for Ejecting Colored Man from House

Newark, N. J., May 13. Peter Del Morris, manager of the local Capitol, pictures, has been held for the Grand Jury on the charge of having ejected a colored man from the theatre.

The Negro was in an orchestra seat when requested to move to another location. He refused.

Lanning Leaves Loew's Pittsburgh, May 13. Livingston Lanning, manager of Loew's-UP. Never ever since that house opened almost three years ago, resigned last week to make other connections.

Harry Long, recently appointed to newly-created Loew division in this district, is in temporary charge of house.

## INDIE FILM MAKERS' MUSIC RIGHT POINT

Unless indie film producing companies take out licenses to use music on their sound tracks from John Paine, chairman of the M. P. E. A., and agent and trustee for music publishers, and also make a settlement for the copyright rights already infringed upon, Paine will shortly start suit against these companies for infringement of the copyright law, he says.

Paine will take this action in connection with his position as agent and trustee for the publishers in granting recording rights of copyrighted music, and not in his capacity as chairman of the M. P. E. A. It is reported that Paine, as agent and trustee, represents nearly 10 times as many publishers as are members of the M. P. E. A.

Paine will collect 10¢ per letter of warning to the indie producers. Indie sound producers will be requested to pay \$150 per copyrighted song for the world rights to the songs, and 75¢ per copyrighted song for use in the United States and Canada.

ERPI and RCA Photophone, the two sound equipments licensed by Paine, collect a seat tax of 35¢ per seat per annum from each theatre in the United States and Canada for the rights to use the copyrighted songs in United States and Canada solely. Money collected is handed over to Paine quarter annually to be divided amongst the publishers, for whom he is acting as agent, according to the songs from each publisher represented.

For world rights, ERPI and RCA Photophone pay in addition to the 35¢ seat tax collected, 475¢ per song and \$37.50 per for partial use of a song.

## Tear Bombs Quell Riot At Theatre by Students

Unlontown, Pa., May 13. State, county and city police received word that tear bombs Monday night to disperse a rioting crowd of 500 students of the University of West Georgia, who attempted to crash into the Metropolitan, Morgantown, W. Va.

It was the opening night of the theatre since its renovation after a fire March 3 that caused damages estimated at \$50,000.

When the students appeared at the theatre the manager, George Sallows, told them the house was filled and offered to put on a special midnight performance for them. This displeased them and they started to throw vegetables and eggs and sand.

In the ensuing melee, one youth was injured when struck in the leg by a tear bomb. Another injured was Captain Fred Riley, student in the university. Three others were arrested.

Metropolitan is owned by the Penn-State Amusement Co.

## LAUGHLIN'S SHORTS

Hollywood, May 13. Jack Laughlin, former Publicist stager, will make several shorts for the new owner studies on his '30-'31 program.

Laughlin's first is "Volga," Russian atmospheric musical, to be followed with a minstrel idea. His agreement with the studio gives him privilege of continuing stage work.

## PINF ON COAST

Los Angeles, May 13. Bill Pine, of the Balaban & Katz staff, dropped in here last week on his way to Los Angeles. He called yesterday (Monday) morning for New York via the Canal on the California.

Pine is due back in Chicago about the end of the month. L. A. is his home town.

## CAN NEVER WORK, SAYS SCIENTIST

### British Expert Explains Fundamental Conflict Between Depth Illusion and Nature —Ignorant Inventors

By Thomas Bedding  
(Fellow of the Royal Photographic Society, England)

London, April 24. Since Charles Francis Jenkins of Washington, D. C., had to say people to look at his new fangled "Galantay Show" during the Chicago Exposition of 1893, the motion picture has been a curiosity to 99% of the world's population, and an "El dorado" to the other 1%. More money has been wasted in abortive schemes for making motion pictures in "natural" colors than in any other branch of the new game.

OPERATED under the same name as Jenkins gave the first public exhibition of motion pictures John Anderson of Birmingham, England, asserted that the right dimension effect on the screen, but only with "stilt" pictures. He projected by superposition the right and left halves of a stereoscopic image, slightly out of register, on the flat wall of a lecture room, but the picture had to be looked at through a form of stereoscope held in the hand, resembling a lady's lozgette, which presented the left half of the picture to the left eye and the right half to the right eye.

The illusion was astounding, you could see right into the farthest distances of the picture, every object seemed to stand out in bold relief, hence the third dimension on the screen; but the oculars cut off so much light that the device was useless for all practical purposes and for public exhibition.

### Deluded Inventors

Spurred on by Anderson's partial success with "stilt" glass positives, self-deluded inventors have flooded the patent offices with the world's capital cities with futile patent specifications for getting the third dimension effect in motion pictures. Like the transmutation of the baser metal into gold, the manufacture of "artificial" diamonds, and other booby traps, the idea looks good on paper, but it is utterly impracticable, as I shall proceed to show.

Let us go down to the bedrock of the matter:

Each normal human being has two eyes, separated from each other by, approximately, a space of two to three and a half inches. It follows, therefore, that each eye sees a different or dissimilar picture of an object, although the simple fact is not known to one person out of a thousand. This can be easily demonstrated by holding the right forefinger a few inches in front of the eye, while you steadily looking at the finger opening and closing the eyes alternately and rapidly. The finger seems to move from side to side. The apparent movement is due to the fact that each eye sees a separate picture from its own viewpoint, and the brain conceals this dual picture to give the sensuous effect of one finger.

So it is in nature and the whole of creation. This vital first principle is the basis of stereoscopic "stilt" photography, and is undreamed of by thousands of would-be inventors and patentees of third dimensional devices for motion pictures.

### Daguerotypes

The first photographer, Daguerre, in 1832, took advantage of this elementary physiological fact to make stereoscopic photographs, on silvered copper plates, with a double camera, but the two pictures had to be viewed through this device, so that there are some fine examples of third dimen-

## Feeling Organists' Return Gives Some "Flesh" Semblance to Bills

sion Daguerotypes in the Smithsonian Institution at Washington, D. C. Since 1838 stereoscopic photography has formed a big branch of the "black art."

Leonardo da Vinci, the famous Italian painter, tried to get relief (i. e., the third dimension) in his pictures (and, of course, failed to do so. Then there is the leading case of the notorious Chiment drawings, for which stereoscopic effects were claimed and never appeared under intelligent scrutiny.

### Scientifically Impossible

It takes a peculiarly penetrating knowledge of natural science, i. e., the optics and chemistry of photography, the laws of binocular vision, the mechanical side of projection, and expert showmanship to realize why in the present stage of human wisdom the third dimension on the screen is impracticable.

Ever since flexible celluloid made motion pictures feasible, now over 40 years, the essential materials have been celluloid, cameras, lenses, chemicals, projectors; the fundamental first principles have not changed; and no results have been attained. They cannot be.

It is impossible to find (or three) dimension motion pictures. All that is required are two cameras, one for the left eye picture, the other for the right eye picture, mounted on a common horizontal base line with synchronized simultaneous exposures. The crux of the problem lies in the projection of the third dimension pictures. Supposing this difficulty to be overcome, another and greater obstacle itself: the viewing of the binocular films so as to get sensation of monocular relief and depth.

It cannot be done by the eyes alone (as Daguerre and Anderson demonstrated), unless you use oculars or eyepieces you cut off so much light that the results are too dark to be appreciated.

Besides, you can't get movie, or any other audiences to fiddle with the necessary prismatic instruments demanded by theory.

### Anent Grandeur

"The fallacy of wide, or bigger, pictures, i. e., Grandeur, magnificence, etc., etc., being endowed with third dimensional attributes needs no serious refutation; all that a larger sized picture does is to accentuate the contrast between the light and shadow; it does not increase the relief, which is purely a function of the brain, aided by proper external appearances, just as defective eyesight is improved by judiciously selected spectacles; what the brain receives a more sharply defined image of a scene or object transmitted to it by the eyes.

In the past 20 years, some well-known men in the motion picture industry: E. S. Porter, who made Zukor's first picture, "Monte Cristo"; J. Stuart Blackton, of Vitaphone; and George K. Spoor, also of Chicago, have dabbled with third dimensionalism, and their results equaled 0.

Dr. H. W. Warner, E. W. Hammons, J. Schiltzer, Joe Brandt, Carl Laemmle, even Will H. Hayes himself, are being made, by their "industrious" directors of publicity, to anticipate the coming of the third dimension to the screen.

And the scientifically ignorant was set off now trip, in newspapers and magazines all over the world predicate third dimension films with serene confidence because of sheer unawareness of the A B C's of the subject.

Thomas Alva Edison is trying to make "artificial" rubber to break up the British monopoly in it, so the Edison-Fox film, Hazios, will be 100% American. But Thomas Alva Edison can't improve on Frau Professor Doktor Nature's prescription, any more than you can make human eyes see relief on a plane surface or concoct "artificial" diamonds or convert lead or any other base metal into 24-carat Aurum-fund of which that noble coin, the American eagle, is minted.

General demand for "something in the flesh," now that novelty of talkers has worn off, is resulting in a comeback for the theatre organist. Throughout the country, it is reported, organists are being returned to their old jobs, big circuits in some cases putting the dust-laden Wurlitzers to work again, with a view to adding some human element to the show.

Even vaude houses, with "flesh" material as it is, are restoring organists. B-K having done this in numerous theatres, including some of its better class houses.

Par-Public and other circuits are understood to be doing the same, figuring that a 10 or 15-minute organ recital fills at least a part of the demand for entertainment in person.

When sound came in, organists went along with pit men, houses by the hundreds going all sound. As a result, many organs were covered and have not been used since. Circuit attitude is said to be that they have an investment in those organs, some costing plenty, and that the present demand for entertainment of some kind in the flesh can be appeased in many spots by organists.

It is also claimed now that a mistake was made in letting most all organists go. They can be obtained at union scales that are comparatively low, and provide "flier" that is handy, relieving the sameness of the all-sound programs. Also, the organists are on hand in cases where something happens to the recording apparatus and substitution or faking is essential.

## FOX ADDING 10 IN ORE.—26 HOUSES ALL

Portland, Ore., May 13. Fox will build 10 new theatres in Oregon towns, states Howard Sheehan.

There are now 16 Fox theatres in Oregon. Sheehan said this number was to be raised to 26, with expenditures of about \$2,000,000 to the Oregon campaign in effect at once. All the new houses are to be in small up-state towns. No changes for Portland where chief Fox house is the Broadway, which has topped b. o. grosses regularly for months. Successful local management will continue as at present, with Floyd Maxwell as Fox city manager.

## Newsreel House Flop in Detroit—Tried by Indie

Detroit, May 13. Local newsreel house failed to draw the business.

It is expected to revert to regular grind policy, with addition of all-night showing.

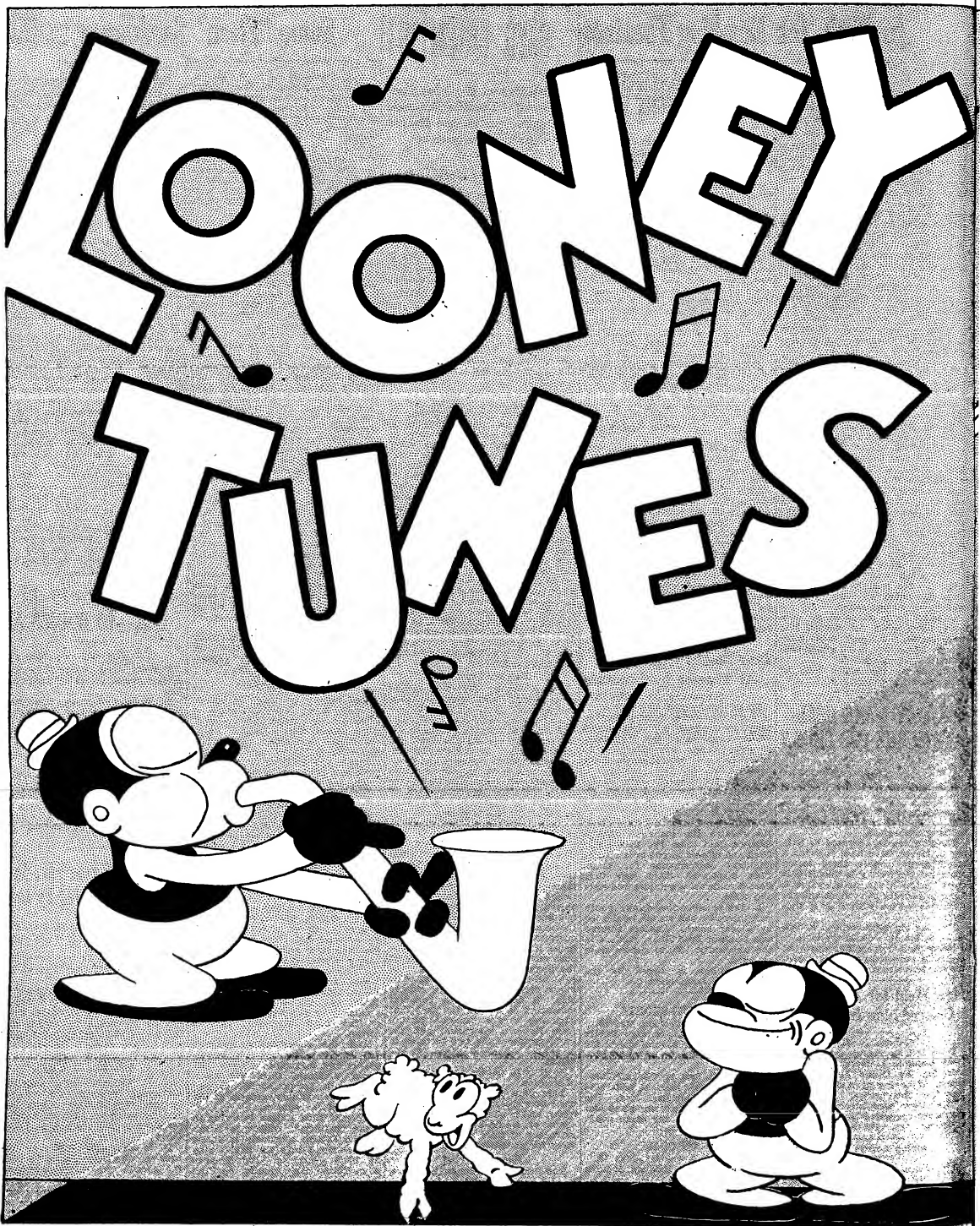
Embassy, owned and operated by Alex Schrieber, for over a month has just given up the struggle to educate Detroiters to the all news reel policy. Located on main stem.

## W. B. in Pa.

Unlontown, Pa., May 13. Current reports at Warner Brothers are seeking a site here, and dickering with Manco Brothers for their Manos theatre, at Greenburg.

It is also said WE may take over the site at Connelville where the Arcade theatre formerly stood, upon which the Wallace interests started to erect a theatre over a year ago and suspended on account of financial difficulties. It is also reported they may purchase the Orpheum, owned by the Macke-Baker, in that city, to operate as a secondary house.

**WARNER BROS. PRESENT**  
**A NEW ANIMATED**



"Vitaphone" is the registered trade-mark of The Vitaphone Corporation designating its products



# CARTOON SERIES

**C**URRENT musical hits provide the basis for this brand new series of animated song cartoons.

The action of each one-reel subject concerns the goings on of Bosco and his sweetie Honey and offers an unprecedented exploitation tie-up with Radio, Phonograph and Songs.

. . .

*Animated by Isador Freling*

*Produced by Leon Schlesinger*

*Musical Score by Frank Marsales*

*Cartoons by Hugh Harman and Rudolph Ising*



*First of the Series*

## 'SINKIN' IN THE BATHTUB'

*A laughing Riot at Premiere of*

**"SONG OF THE FLAME"**

Warner Bros. Theatre, New York

**Be the First in Your Town to**

**Cash in On "LOONEY TUNES"!**



**A**  
**VITAPHONE**  
TRADE MARK  
**SONG CARTOON**

# A RESOUNDING HIT IN ANY SEASON; ESPECIALLY WELCOME RIGHT NOW!...

"A TRIUMPH! Nancy Carroll is becoming the finest actress on the screen". (N.Y. Mirror)

"MOST PUNGENT OF ITS KIND SINCE 'THE TRESPASSER'. Carroll better than she has ever been. A superior talkie with marks of popularity stamped firmly upon it". (N. Y. Sun)

"ONE OF THOSE RARE AND INFREQUENT TALKIES. Carroll superb". (N. Y. Herald-Tribune)

"TALKING PICTURES AT THEIR BEST. Carroll's performance is perfection. You enjoy every minute". (N. Y. World)

"CARROLL COMES INTO HER OWN". (N. Y. Telegram) "SHE EMERGES A FULL FLEDGED ARTIST". (N. Y. Post) "A BOX OFFICE HIT FAR ABOVE THE AVERAGE". (N. Y. Graphic) "HAS EVERY ELEMENT OF AUDIENCE APPEAL". (N. Y. Journal) "GOULDING'S DIRECTION ACE HIGH". (N. Y. News)



Written and Directed by  
**EDMUND  
GOULDING**

"Greatest all-around craftsman in Hollywood". (N. Y. Evening World) Producer of "The Trespasser".

The New  
and Inspired

# NANCY

With Phillips Holmes, James Kirkwood, Hobart Bosworth, Ned Sparks, Paul Lukas, ZaSu Pitts, Morton Downey, others.

# CARROLL

## "THE DEVIL'S HOLIDAY"

LIKE THE START OF A NEW SEASON! 18 surefire box office record-wreckers between now and August! "THE DEVIL'S HOLIDAY", "PARAMOUNT ON PARADE", MAURICE CHEVALIER in "The Big Pond", "THE TEXAN" (bigger than "Virginian"; with Gary Cooper), "RETURN OF DR. FU MANCHU", "YOUNG MAN OF MANHATTAN" (America's best selling novel), CLARA BOW in "True to the Navy" and "Love Among the Millionaires", JACK OAKIE in "The Social Lion"

and "The Sap from Syracuse", WILLIAM POWELL in "The Shadow of the Law" (bigger than "Street of Chance") and "For the Defense", CHARLES BUDDY ROGERS in "Safety in Numbers", "WITH BYRD AT THE SOUTH POLE" (sensational thrill drama), "THE BORDER LEGION" (Zane Grey, Dick Arlen, Jack Holt), "DANGEROUS NAN MCGREW" (Helen Kane comedy wow), GARY COOPER in "Civilian Clothes".

The Cream of the New  
Show World right now:

# PARAMOUNT

# Arthur Tells Fox Mgrs. Not to Yes: Talks to About 50 in N. Y. Office

"Don't do any yesing around here, tell us what you think, what's here, with your nose and if you have any suggestions, send them in here. Now go ahead and make good; but your house over; use your judgment and discretion; we're behind you. I'm not familiar with the Atlantic seaboard so I suppose any of you can tell me. We wish you would."

That covers about the gist of what Harry Arthur, from the west coast, told around 50 Fox house managers gathered in his office Monday morning, called to New York by him, for his appearance before them in the eastern general manager of the Fox theatre circuit.

The managers left the meeting wrong the way Arthur spoke and what he said. He appears to have convinced them that he means business.

Arthur gave his house man the impression they could do anything to advance the interests of their theatre. That they were on the ground and knew best, but he indicated that on New York, were such as a proposed change of policy in any manner, that should be first submitted to the home office.

"No announcement of the meeting was issued. It was a conference more than anything else, with the report above obtained from some of the managers present."

## Holland Seems to Favor Censoring of Sound Films

The Hague, May 2. The Roman Catholic press in Holland insists on the censoring of sound and talking films.

In these papers the pronouncement of the president of the board of censorship, D. Van Stavoren, is quoted: "The law on the censoring of films speaks of the performing of moving pictures. It is unjust to think in this respect of only visual observing; a stage-play is also performed and there the spoken word is essential. The censor must hear the dialog or songs. It would be silly if they had to pass pictures with improper gags, because the facial features of the actor show nothing improper. I don't believe that there would be one commission to be formed, ready to make itself temporarily rise for the purpose of some interested that this censoring will lead to sharpening of the inspection has been belied by the experiences."

The papers acknowledge the trouble of the cutting of Vitaphone pictures, but what is most important must come first, they say. It is expected that the new minister of the interior will decide in favor of the point of view of the board of censorship, and will order censoring of sound films.

## Picture Possibilities

**"Room 349"—Unfavorable**  
"ROOM 349" (Mystery-Drama, Jack Linder, National). Similar idea done by Paramount in "Street of Chance." Nothing here that can improve upon this.

**"Courtesan"—Unfavorable**  
"COURTESAN" (Drama, Joseph F. Leone, President). One character play. Designed as novelty for stage. Holds nothing for screen, either. *See.*

**"Oh, Professor"—Unfavorable**  
"OH, PROFESSOR" (Comedy, Edward W. Harris, Belmont). Too thin a yarn for pictures or stage. *See.*

**"Lost Sheep"—Unfavorable**  
"LOST SHEEP" (Farce, George Chooos and Jack Donahue, Selwyn). Funny idea for stage but abandoned brothel atmosphere bit too rough for screen. *See.*

**"Ada Beats the Drum"—Favorable**  
"ADA BEATS THE DRUM" (Farce-comedy, John Golden, Golden). Should make a fairly good program talker. *See.*

**"Stepping Sisters"—Favorable**  
"STEPPING SISTERS" (Farce, Albert Bannister, Waldorf). Play's leads are reminiscent of chorus 20 years ago. Might make fair screen comedy but that's about all. *See.*

**"The Vikings"—Unfavorable**  
"THE VIKINGS" (Drama, Richard Herndon, New Yorker). An Isben play of tragic Norseland, hardly adaptable to screen. *See.*

## So. Africa Cinema Suit

(Continued from page 2)  
Henry Dickson and David Heydenrich, each \$50,000.  
Article complained of characterized the plea for a loan as an "imputant attempt at recouping," the word being a Dutch term carrying the force of the English "deception."

London, May 13.  
Sydney Hayden, London director of Kinemas, Ltd., now in Capetown, has cabled his London office that a writ charging libel has been issued against the "Sjambok" magazine. Stephen Bate, editor, also Central News Agency and Technical Press, Ltd., printers, demanding \$500,000.  
James Donaldson, chairman of Kinemas, Ltd., has brought suit against the same defendants for \$250,000; Hayden for \$125,000 and Dixon, another director, for \$50,000.  
Ten lawyers have been briefed by the plaintiffs.

Kinemas Broke In  
Kinemas, Ltd., the only opposition to the Kinema Theatre Trust (Schlessingers) ever able to stand up in South Africa, has maintained from the outset that the paper, "Sjambok," was frequently taken and raps at Kinemas, is a Schlessinger subsidized sheet.

"The Sjambok," when Kinemas was in its early process of formation, charged Kinemas with seeking to discredit Kinemas with the African public. At that time the import of one antagonistic to Kinemas story was called to "Variety" and this paper wrote against the same. It was later received from Sydney Hayden, of Kinemas, who also stated he would wait until arriving in New York to further explain.

When last in New York, Hayden explained all of the circumstances connected with the development of the Kinemas circuit in South Africa, and the opposition methods adopted by the Schlessingers to impede its progress. Hayden then stated Kinemas was gathering data and at the proper time would institute a damage suit against the South African Theatre Trust and the Schlessingers.

"Variety's" S. A. Correspondent, Hayden also changed "Variety's" Capetown correspondent with being an employe of the Schlessingers, and stated he believed the latter instigated the first cabled report to "Variety." This statement was denied by "Variety's" correspondent, who offered evidence to substantiate that he was in no way connected in or concerned with the Schlessingers. At the same time an African correspondent has been on "Variety" for over 15 years, with no previous complaint against him, his statement was clear and sane since Hayden's opinion was a surmise.

In probably all of the world there is no theatre circuit which so boldly proclaims itself as a "trust" in its title as the South Africa Theatre Trust, Ltd., its corporate name. For years it has been in fact a theatre trust over there, maintaining its hold against all others until Kinemas commenced to fight it. It works, despite the Trust's formidable influence.

## Ballard Retires

(Continued from page 1)  
ferret out unknowns, among whom Ballard ranks at the top. Unassuming, modest and retiring, Ballard is said to have kept his publicity department in one of his Indiana homes, the express purpose of keeping his name out of print.  
In his home state he has been most characteristic of a character founded by Ballard there has never been mentioned, although every patient is Ballard's guest and they go there from all over the world for the cure.  
Ballard's wealth is figured in the millions and his career is as unique as himself. It has taken in everything, from national politics to the show business.

### W. B. Buys Murray's House

Pittsburgh, May 13.  
Warners had another picture house to their increasing holdings here last week with the purchase of the Hollywood theatre, Dormont, from Edward Murray for price reported at \$200,000. Take possession May 25.  
Murray is a pioneer showman, his cinema experience dating back 27 years.

## Publix Div. Directors to Locate In N. Y. Offices for Operation

### DORIVAL'S SIDE LINE GETS HIM MOST COIN

Paris, May 3.  
The desire to preserve his business of dealing in oil paintings, which is said to pay him far more than the stage, is one reason why Georges Dorival, of the Comedie Francaise, refuses to desert the Comedie. Dorival gets considerable credit in the local press.  
His year's income is reported to be approximately \$1,000 from acting, plus \$5,000 from teaching to act, plus \$20,000 from dealing in paintings.

About 15 years ago, whilst in Switzerland, Dorival bought for 60 cents a little painting which, when cleaned, was found to be worth about \$1,000. This gave him the name of a wizard and he got into the business as a side line in a very active way. He makes a practice of financing unknown beginners of the more modern school of painting, later building them up as valuable signatures and unloading at current high prices.  
Recent deflation in modernistist still prices may eventually cause Dorival to find Hollywood more attractive.

### Fox, B'klyn, and Roxy Day and Date Pictures

Fox de luxe, Brooklyn, and Roxy, New York, will play day and date on all Fox pictures, starting May 16 with "Arizona Kid."  
Brooklyn Fox has been second metropolitan stand, following the R-K-O, in the playing second runs alone or concurrent with the Academy (14th street), and the remaining Fox de luxers in New York.

### U's Special at McVickers

Chicago, May 13.  
"All Quiet on the Western Front" goes into the McVickers here about May 31, initial appearance of a Universal picture in this town's ac run house.

Publix will operate its big circuit of Paramount Picture theatres from the New York head offices, through its divisional directors making their headquarters in the Paramount building. This innovation is being put through in theatre operation for the first time.  
There are 12 Publix divisional directors. Sam Katz, Sam Dembow and Dave Chalkin will be their superiors. Besides the directors will be 16 division managers, each subject to his division director. The excess of division managers is caused through some of the directors in charge of more than one division.  
Of the dozen division chiefs covering the entire country, all with the exception of John Baiban (Chicago and Detroit), who is coming east in September; J. J. Rubens (Great States and Indiana), and Marlin J. Mullin (New England) are now set up in headquarters in New York. Dates when Rubens and Mullin move east are not known.

The division directors now operating in the territories from New York are A. H. Field (Division A, de luxe houses); John Friedl (Seaboard states); Ralph Crabb (West coast); F. A. Koepel (Southeast and North Carolina); Arthur L. Mayer (Central); J. B. Carroll (Ohio and Kentucky); L. E. Schneider (Southwest); George Wales (East coast); and E. B. Ruben (Pinksstein and Ruben circuit).

The 12 divisions into which the country is split is subdivided further into about 100 districts, with district managers in the field under divisional directors.  
Another operative idea may be to bunch the Publix Class A and B houses with a general director over each.

It is also reported that with the presence of John Baiban in the New York home office made known to district managers in the field, Canadian executives Paramount Publix is now dicker with for control, that that fact will carry considerable weight across the border, as Baiban is known to them through his operation of the Kunsky houses in Detroit.  
Who the div. directors may be with more than one division has not been reported.

## "Dirt" or "Spice" with R-K-O

(Continued from page 1)

red to the cheeks of children and Ediz at though not making vaude too tame for general enjoyment.

Following is a list of cuts made in acts over the entire R-K-O circuit last week (May 2-9). House managers out of New York and managers and members of the book-

ing office in New York were the official censors. In fact, it seems any one on the R-K-O staff is a censor.

Perhaps from this list of ordered eliminations from various acts in one to three the reader may glean whether or not the goal which R-K-O says it seeks is being properly approached:

- Dog saying, "The hell I won't."
- Acrobat wiping hand on pants after rubbing nose.
- Instead of saying "hell," modify it by using "heck!" and you can still retain the effect.
- "Kick me in the middle."
- Kicking stuffed dog off stage after girl puts water on man's leg.
- Word "brood."
- Waving red handkerchiefs by orchestra and looking down at trousers.
- Story about "came home unexpectedly and found coat lying on chair."
- About waltz number nursing baby and saying, "You're next."
- Girl jumping nervously around stage and picking up hat.
- Saying, "We are now going to lay an egg" when girl sits on tiny piano stool.
- Picking nose and wiping hand on coat lapel.
- Ediz at openly spitting "in each other's faces."
- Reference to worms.
- Old bird bit of making mistake when picking up pieces of broken watch.
- In imitation of Chapin and Kenton, where they kick each other in rear.
- "Sunnyside up."
- In dance with girl, bit of comic smelling her feet.
- Vulgar suggestions during dance.
- Using "crazz" as mention of name of Vincent Lopez.
- "My girl's name is June, but I call her April because she's not so hot."
- "How did you sleep on the hard bed?" Oh, I got up during the night and rested.
- Mention of Kane's Jewelry Store from stage.
- Looking down trousers and taking out toy piano.
- Attention to "Benny" in mind-reading.
- "A nine-pound baby was born and you are invited to the wedding."
- "If it were wunt, Pluto will."
- Reference to "Joins."
- Mentioning Kane's theatre at R-K-O Kennard theatre.
- Gag pertaining to picture taken as baby, all unwar.
- Mother loses photo and wants him to come home and pose for another.
- Bit with girl dancing with back turned to audience and comedian saying, "That is his schoolboy complexion."



# Tiffany Announces-



**PARAMOUNT PUBLIX  
CORPORATION**



## HAS BOOKED

# JOURNEY'S END

*The Greatest Screen  
Drama Of All Time*

## FOR THE ENTIRE

From the Play by  
**R. C. SHERRIFF**  
*Produced by American on Broadway*  
Directed by  
**JAMES WHALE**  
*Costume Designer* **Joseph Moncure March**  
With  
**COLIN CLIVE**  
*Special Feature of Motion Picture*  
**Jan MacLaren**  
**David Manners**  
**Anthony Bushell**  
**Billy Devan**  
**Charles Cortez**  
and others  
*A Two-Calendar Production*  
**ALL-TALKING**  
*Recorded by RCA Phonograph*

# CIRCUIT

**TIFFANY PRODUCTIONS INC.**

729 SEVENTH AVE.

NEW YORK CITY.

# Columbia

PROUDLY ANNOUNCES  
FOR 1930-1931 *the*  
"SUPERIOR TWENTY."  
PROVEN SUCCESSES—  
GREAT STAGE PLAYS—  
POPULAR BOOKS—  
ORIGINAL STORIES OF  
EPIC PROPORTIONS



*Columbia is setting the pace.*



Comparative Grosses for April

The Way of All Flesh

COAST NOTES

(Continued from page 10)

KANSAS CITY

Table with 4 columns: Date, Title, Gross, and Notes for Kansas City theatres.

SEATTLE

Table with 4 columns: Date, Title, Gross, and Notes for Seattle theatres.

WASHINGTON

Table with 4 columns: Date, Title, Gross, and Notes for Washington theatres.

PORTLAND, ORE.

Table with 4 columns: Date, Title, Gross, and Notes for Portland, Ore. theatres.

MINNEAPOLIS

Table with 4 columns: Date, Title, Gross, and Notes for Minneapolis theatres.

BALTIMORE

Table with 4 columns: Date, Title, Gross, and Notes for Baltimore theatres.

(Continued from page 31)

as you do better when the boys is lookin'...

Mike (whistles): Girls, meet Mr. Hamsaram of Loe's...

(Mr. Hamsaram's look is over.) Mike: Looks pretty sweet, eh Benny?

Benny: Fair, Mike, fair. See if I can get you a showin'...

Mike: Now you dames almost ruined that. But Benny likes me and will probably forget the mistakes...

Mother (Jumping out from behind water cooler): Yes, you certainly did, Mr. Ommission, and my little girls don't work if you don't.

Act Three (Mike whistles and Jake Wolf goes through usual "see me tomorrow.")

Act Four Mike: Looks like we're on the big time, kids.

Act Five (It's four-thirty and everybody's starved.)

Act Six (Next Morning) (Same as Act One)

Act Seven (Same as Acts Two, Three, Four and Five, with different agents.)

(Next Day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act Nine Mike: Kids, we open Saturday at the St. Moe in Staten Island. Just to get our bookings...

Act Ten (Rest of week spent brushing up on numbers.)

Act Eleven (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act Twelve (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act Thirteen (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act Fourteen (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act Fifteen (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act Sixteen (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act Seventeen (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act Eighteen (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act Nineteen (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

(Opening day at St. Moe, Staten Island. Everything fine but Mike's new act.)

Act 12 Manager's Report: Terrible.

Act 13 Mike (to himself): What else can I do but close it? I shouldn't have led to those kids about the St. Moe salary...

Act 14 Mike: Kids, I've got some sad news. To me the act looked great, but those bookers don't know nothin'...

Act 15 Mike: Listen, Jimmy, this is for you only. I've got a great new idea, all my own. A line of 10 beautiful girls...

Act 16 (Scene is a rehearsal room (\$2.50 per hour) in the June Green studio, adjoining Cain's, Times Square, New York.)

Act 17 Mike: All right, kids, let's get started. I'm payin' \$5.00 an hour for this room and I don't think there's any use wastin' time by stallin'...

Act 18 (Next Morning) (Same as Act One)

Act 19 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 20 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 21 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 22 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 23 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 24 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 25 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 26 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 27 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 28 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 29 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 30 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 31 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 32 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 33 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 34 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Act 35 (Next day) (Mike gets offer from Fisher office for opening at \$300 for four days and takes it)

Carl Stockdale, "Sisters," Col. Walter DeLoe, writing another original for Eddie Quillen at Pathe. Robert McWade and Henry Hall, "Feet First," Lloyd. Howard Jones, football coach, "Maybe It's Love," WB. Harrington Reynolds, "Old English," WB. Betty Healy, "March of Time," M-G. Ilika Chase and Ralph Welles, "Marie Sablon," M-G. Zeila Young, writing treatment for "So This Is Mexico," Tif. Robert Henley, direct "Captain Applejack," WB. Reg Sheffield here from New York to play in "Old English," WB. Lewis R. Foster will direct first Dane-Arthur short for Darnour. Skeets Gallagher featured part with Clara Bow in her next musical, Par.

Howard Russell, "Little Accident," WB. Sam Hardy, Emma Dunn and O. P. Heggie, "Broken Dishes," J. Joseph Schildkraut, "Alola," Rogel-Tif. Doris Loyal, "Old English," WB. Don Alvarado, "Forever Yours," UA. Wade Boteler, "Behind the Lines," RKO. Brooks Benedict, "Chaffa Widow," FN.

Cyril Hume, scenario staff, WB. Fred Malatesta, Harry Vejar, Eddie Boland and Nick De Rinz, "So This Is Mexico," Tif. Estelle Taylor, "Lilliom," Fox. John Davidson, "Life of the Party," WB. Marie Egan, "Married Men," FN. Stanley Smith, Stuart Erwin, Skeets Gallagher, "Palm Beach," FN.

Alaf Hyton and Colin Kenny, "Gump's," Par. Paul Hurst, James Neil, Henry Tenbroock, untitled Dix picture, Radio. Charlotte Walker, "Forever Yours," UA. J. Farrell McDonald, "River's End," WB. Montaigu Love, "Outward Bound," WB.

Mary Dressler, femme lead, "Dark Star," George Hill, director. William Staunton, "Pleasure Island," WB. Ben Corbett, Fern Emmett and Olive Young, "Ridin' Lary," Big 4-W. Kissel, "The Great Impersonation," WB. Bessie Love borrowed from M-G for femme lead in "Conspiracy," Radio.

Roger Davis, "Are You There," Fox. John Stefflin, "Monsieur Le Fox," M-G. Eddie Kane and William L. Thorne, "Big Boy," WB. Robert Hoover, "Civilian Clothes," Par. Alleen Carlyle and Virginia Sale, "Broken Dishes," WB. Sammy Blum, Pathe short. Dorothy Matthews, "When We Were 21," FN. Eddie Robinson, "Widow from Chicago," FN.

Theodore von Eltz, Stanley Smith and Charles Sifton, "Palm Beach," Par. Fay Harris, writing staff Ralph Block Production, Fox. Elmer Ballard, "Handful of Clouds," WB. Helen Rogers, Wadsworth Harris and Oscar Apfel, "Deception," UA.

William Connelman collaborating with Frederic Londale next Columbia picture, UA. John Farrow, Fox scenario staff. Douglas Fairbanks, Jr. Anita Page, Roscoe Karns, Sally Blane, Joan Marsh, Albert Gran, Zasu Pitts, Richard Short, Slim Sumner Miller and Nora Cecilie, "The Little Accident," U. William Craft and Fay Wray, Betty Compton and Ell Royd (stage), "Spotters," Par.

William DeMille will direct Metro-Goldwyn's "Martin Blaine" is scenarizing. Richard Taylor, Mildred Van Dorn and Gailyn Williams, "Devil With Women," Fox. Terrell Davis, "Rain or Shine," Col.

Stanley Smith, "Love Among the Millionaires," Par. Robert Thornton and Ed Brady, "Forever After," UA. Paramount has selected Key Johnson as one of the femme leads in "Spotters."

Portland Exhib Sues

Publix for \$1,000,000

Portland, Me., May 13. Publix Theatres is named as defendant in a suit for \$1,000,000 brought by Abraham Goodside, who operates the Empire.

Goodside alleges his theatre has been discriminated against and has been unable to secure the better pictures.

R-K-O in Iowa

Chicago, May 13. Next step in R-K-O's middle western program is the annexation of six additional vaude spots in Iowa.

Circuit has theatres in Sioux City, Cedar Rapids, Des Moines and Waterloo. Towns to be invaded will be chosen from Dubuque, Davenport, Boone, Newton, Burlington, Marshalltown, Keokuk, Council Bluffs, Fort Dodge, Mason City and Iowa City.

"Show Boat" Broadcast

Hollywood, May 13. Universal is dickering with Plo Ziegfeld for permission to broadcast "Show Boat" over the NBC chain June 15.

PROVIDENCE

Table with 4 columns: Date, Title, Gross, and Notes for Providence theatres.

TACOMA, WASH.

Table with 4 columns: Date, Title, Gross, and Notes for Tacoma, Wash. theatres.



# HELD OVER for a Second Big Week at the ROXY



**JOHN BOLES—JEANIE LANG**

How the critics raved over Boles' rendition of "Song of the Dawn" and "It Happened in Monterey." And how they raved over the screen's newest sensation, Jeanie Lang, who stops the show when she croons "I'd Like To Do Things For You" and "Ragamuffin Romeo." She's already clicked as AMERICA'S PERSONALITY GIRL. Read all about it in the reviews below!

... the new era in sound and color entertainment ... the picture that does for the sound screen what sound did for the silent screen ...

"Entertainment for which New York is accustomed to pay \$16.50 is presented at the Roxy this week in 'King of Jazz.' A lavishly beautiful cinematic production ... colorful entertainment tapestry of breath-taking beauty ... music galore ... plenty of spectacle ... lots of humor ... upon occasion art reaches a new high ... John Boles throttles all competition in the singing cinema ... The 'discovery' of the picture is a little girl named Jeanie Lang, who stops the show when she croons to Paul Whiteman, 'I'd Like To Do Things For You.'"

—REGINA CREWE, N. Y. American

"A marvel of camera wizardry ... will appeal to all types of audiences ... nothing imitative, all the various turns being blessed with originality ... thoroughly diverting ... sparkling piece of work ... 'Rhapsody in Blue' is set forth with much artistry ... picture aroused gales of laughter ... There is no sequence that isn't worth witnessing and no performance that is not capable in this fast-paced picture."

—MORDAUNT HALL, N. Y. Times

"A magnificent spectacle. It cost Universal two million dollars. You can see it for one. You're getting a great break ... surpasses everything done in Technicolor ... most spectacular color picture ever made ... Stunning!"

—BLAND JOHANESON, N. Y. Mirror

"An astonishing quantity and variety of visual beauty ... musically, too, it is a superior production ... and one will sit before it and come away convinced he has had his money's worth."

—QUINN MARTIN, N. Y. World

"An eye-filling spectacle done in Technicolor and in exceptionally good taste ... performances are good throughout."

—MARGUERITE TAZELAAR, N. Y. Tribune

"A handsomely mounted, elaborately devised picture ... lots of brief and pointed sketches ... good entertainment ... the audience seemed to like it a lot."

—THORNTON DELEHANTY, N. Y. Evening Post

"There is a high class jazz carnival at the Roxy this week and, boy, how it goes over! ... The picture is as pretentious as anything Ziegfeld has done ... the director manages to inject a fast-moving pace ... John Boles walks off with most of the singing honors ... There is a little girl named Jeanie Lang, who steals a few laurels for herself."

—GEORGE GERHARD, N. Y. World

"As a spectacle it is an eye-filler ... spirited tempo ... the music is exceptionally tuneful and there are at least three potential hits ... John Boles sings more beautifully and photographs better than in any of his own starring vehicles."

—JULIA SHAWELL, N. Y. Evening Graphic

"Roxy is worth a visit this week ... the film feature is unquestionably the most majestically mounted, the most plentifully, fulsomely costumed ... John Murray Anderson displays high standards ... most effective of all is the staging of Mr. Gershwin's 'Rhapsody in Blue' ... there are all sorts of kaleidoscopic camera effects in this episode."

—JOHN S. COHEN, Jr., N. Y. Sun

"What a picture! ... What ... a picture! It isn't often we get excited about a motion picture. But when we saw 'King of Jazz'—well, no praise is too great for it ... Aside from Whiteman and his orchestra, the sole attraction in this film is entertainment. And that entertainment goes on for reel after reel! ..."

—DAN THOMAS, N. Y. Telegram

With Laura La Plante, John Boles, Glenn Tryon, Jeanette Loff, Merna Kennedy, Kathryn Crawford, Stanley Smith, Grace Hayes, William Kent, Charles Irwin, Twin Sisters G. Russel Markert Dancers, Wynn Holcomb, Tommy Atkins Sextette, Nell O'Day, George Chiles, Jacques Cartier, Al Norman, Frank Leslie, Jeanie Lang. Presented by CARL LAENMUE. Entire production conceived and directed by JOHN MURRAY ANDERSON. Produced by CARL LAENMUE, Jr. Including the first dramatization of George Gershwin's "Rhapsody in Blue."



**UNIVERSAL FIRST!**

# PAUL WHITEMAN AND HIS BAND, IN KING OF JAZZ

ALL QUIET on the WESTERN FRONT—S.R.O. (including special midnight shows) Central Theatre, N.Y. \$2.50 Top

# Reproductions of Theatre Ads in Various Cities, as Indicated

**KANSAS CITY, MO.**  
**MAIN STREET**  
 A R-K-O  
 Vocal Bill to Please All  
 Left, Sassy, Dancer, Fresh  
 "WHEELER & WOODLEY"  
**MONICA & ANN SKELLY**  
 "CO-TT SANDERS"  
 "PEPITO"  
 "The Famous Tenors"  
 "Bills & Merrill-Lee Tenors"

**BALTIMORE**  
**METROPOLITAN**  
 "Hold"  
 "Gussie"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**CHICAGO**  
**FRIDAY**  
 1930's BIG Picture  
 11 has shattered attendance  
 records everywhere.  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**CHICAGO**  
**Janet GAYNOR**  
**Charles FARRELL**  
 "High Society Blues"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**RIVOLTO**  
 "A PARTY OF THE STARS"  
 "PARAMOUNT ON PARADE"  
 "Happiest Hit in Town"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW HAVEN**  
**JOHN BARRYMORE**  
**THE MAN FROM BLANKLEY'S**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**STRAND**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**PORTLAND, MAINE**  
**MORE CHARMING THAN EVER**  
**MAURICE CHEVALIER**  
**"The Big Pond"**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**ANSONIA**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**BUTTE**  
**ANSONIA**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**SAN FRANCISCO**  
**PARAMOUNT**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**ALL QUIET ON THE WESTERN FRONT**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**ALL QUIET ON THE WESTERN FRONT**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**SCANDAL**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**SIOUX CITY**  
**Opheum**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**WAGABOND**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**EL BREDEL**  
**The Golden Calfs**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**STANLEY ENRIGHT**  
**MAURICE CHEVALIER**  
**"The Big Pond"**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**WORCESTER**  
**JOURNEY'S END**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**BALTIMORE**  
**AUDITORIUM**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**ALL QUIET ON THE WESTERN FRONT**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**JACKSONVILLE**  
**GARY COOPER**  
**"Only the Brave"**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**SAN ANTONIO**  
**TEXAS**  
**GARY COOPER**  
**"Only the Brave"**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**GEORGE BANCROFT**  
**"Ladies Love Brutes"**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**PARAMOUNT**  
**BROOKLYN**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**STRAND**  
**BEACON**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**LOS ANGELES**  
**FOX WEST COAST THEATRES**  
**JOHN SULLIVAN**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**LOS ANGELES**  
**TONIGHT**  
**MILK AND HONEY**  
**MAUREEN O'SULLIVAN**  
**TOMMY CLIFFORD**  
**DIXIE LEE**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**JOHN GILBERT**  
**"REDEEMPTION"**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**CHICAGO**  
**FRIDAY**  
**"Hold Everything"**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**COLUMBUS**  
**PALACE**  
**SWING HIGH**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**LOS ANGELES**  
**MARIE DRESSLER**  
**POLLY MORAN**  
**"Caught Short"**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**FLORIDA**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**LOS ANGELES**  
**JOHN McCORMACK**  
**SINGING 11 JAZZMANTAL SONGS**  
**SONG OF MY HEART**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**SONG OF THE BLAME**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

**NEW YORK CITY**  
**SONG OF THE BLAME**  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"  
 "The Golden Calfs"  
 "The Cuckoo"

Press Stunts

Newark, N. J. Frank La Folle publicity for WB... Military Park by inserting in the classified want ad for 1,000 girls...

Detroit. Display in the lobby at the Fox theatre of rogues' gallery pictures...

St. Paul, Minn. Ole Olsen got 15 votes for mayor of the city...

Dallas. On "Paramount on Parade," local Palace got good results off of "The Girl in the Red Velvet Shoes"...

Dallas. Fair Park Amusement Co. opening summer rides and midway, pulled a neat exploitation stunt...

Dallas. "Te-up with Dallas 'Dispatch.'" It is a photo of the city taken each day, beginning with view of his back and each day showing...

New York City. For the run of "Strictly Modern" at the Strand...

Tampa, Fla. For the two-day run of "Free and Easy" at the Dixie-Strand...

Hope, Ark. Matt Press, manager of the Public-Saenger, got in soot with the kids of this town...

chline was placed in the lobby and a wire secured, apparently from Richard Barthelmess...

Portland, Me. In conjunction with "Young Eagles" at the Public-Stage...

Framingham, Mass. Walton B. Rose, manager of the Public-Globe...

Waco, Tex. One week in advance of the showing of "Hit the Deck" at the Public-Waco...

St. Paul, Minn. Ole Olsen got 15 votes for mayor of the city...

Seattle. Paramount theatre broke for some big spreads in free newspaper space...

Cleveland. M. A. Maloney, of Loew's, made tie-up with General Electric for refrigerator display...

Waterloo, Ia. "Benson Murder Case" at Paramount theatre...

New York City. Larry Lipton, director of developing and publicity for Fox Metropolitan Theatres...

El Paso, Tex. Carlos Fries, manager of the Public-Elleany...

Reconstructed Casin theatre will be reopened shortly...

Memphis. Appearance of Watson Sisters at Loew's State brought tie-up between Cecil Vogel and Majestic Radio...

Pensacola, Fla. J. A. Jones, manager of Gateway, got out a souvenir program on the fifth anniversary of the playhouse...

Bedford, Ind. Preview was arranged for "Benson Murder Case" by Manager R. N. Watson...

New York City. The old reliable of getting the public to the theatre...

Dallas, Tex. Harry K. McWilliams, for the Palace, arranged for tie-up with McKesson-Crowdus Drug Co...

Milwaukee. Local R-K-O publicity department made tie-up with Sears, Roebuck & Company...

Milwaukee. With El Brendel as the star of "Her Golden Call"...

Madison, Wis. Merchants ate "Spring Is Here." Crispin lineoleum prints announcing just that...

Toledo. Kids with dogs invited to Paramount theatre for Saturday afternoon matinee...

Behind the Keys

Armpit, Can. Reconstructed Casin theatre will be reopened shortly...

Winnipeg. Clarence Foster, assistant manager, and Mrs. Margaret Johnson, cashier...

Dayton, O. John Seifert, theatre operator, has filed suit against Arden Wisman, Bucyrus, O...

Toledo. Grand jury at Lancaster ignored charges against theatres operating on Sundays...

Toledo. Business men of three Ohio towns sponsoring free talkie movies this summer...

New York City. Fred W. Schaeffer, formerly managing R-K-O houses in Canada...

Eumston, Ia. By special election on tax expense of G. L. Welmyer...

Ottumwa, Ia. Jake Cohen is reopening the Jewel here as the Iowa May 17.

Reading, Pa. Ground was broken for Norristown, Pa. for the new theatre...

Reading, Pa. In an opinion given Mayor J. Henry Stump...

Champaign, Ill. R-K-O will take over the 2,800-seat Virginia house...

Pittsfield, Mass. With "Vagabond King" playing at the Fabrik-Capitol...

Madison, Wis. Attached to the bouquet was a card, ostensibly in Dennis King's handwriting...

Toledo. Manager Walter L. Fenney of the R-K-O Pantages...

London, Can. As an inducement to attend Palace theatre, "live" nights have been given...

Birmingham, Ala. An antique automobile used for hallhooch "Puttin' on the Ritz" on the Strand...

Indanapolis. Indiana division of Public-Grand States has been substituted with Mark Wolf...

Fl. Wayne, Ind. With spring slump in business, R-K-O Palace Ft. Wayne has cut vaude to three days...

Montezuma, Ia. F. D. Light elected mayor here on platform of Sunday films...

Utica, New York. Warners have acquired the Colonial, recently closed R-K-O booked house...

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# Al Woods Believes His 'Movie-of-U' Novelty Holds Lobby Strength

Al H. Woods, the legit producer, to whom everyone is "Sweetheart," says he has a sweetheart in a new novelty for any theatre lobby selling. It's "Movie-Of-U," a complete motion picture device whereby the person seated before it for six seconds may be photographed in action.

The reproduction comes out in a case, easy to carry in any pocket. Holding the case in the hand, the motions of the subject before the camera are reproduced, giving a simulation of a moving picture. In the six seconds, three or four more positions are taken.

Within five minutes the complete operation is over, with the pictures developed in the drying room inside a specially built cabinet. While the finishing is going on, others may go before the camera every six seconds, with the only loss of time the change of sitters.

Woods has the world's rights to this unusual concession, entirely away from anything heretofore in the novelty line of still or moving photography. Stanley J. Pask, an American, is the inventor. Woods' terms so far settled for territorial rights are \$1,000 down for each booth delivered, with the booth included for that amount, and the entire photographic process curtailed within. The process is rented on royalty, Woods requiring 5c for each subject taken. An automatic recorder is attached to the machine.

### Drawing Card

While indicating lobby popularity for waiting lines or patrons as they pass in and out of the theatre, particularly young couples, the "Movie-Of-U" is also an outdoor concession anywhere or a store feature. It would be a drawing card for a department store.

Woods taking his first plunge away from the legit since he left the lot years ago with his pal, Sam H. Harris, when they were chiseling around with carnivals. Al now has the device in his office in the Elitine theatre building on West 42d street, surprising his friends by taking moving pictures of them, and again surprising them by refusing their offers to buy in.

### No Retail Price Set

Al says that while he thinks the retail price for each moving photo will be 25c, he has no desire to set a standard retail price, but makes his 5c royalty and \$1,000 advance for each machine a strict regulation of every deal.

All booths must be purchased of Woods. If a concessionaire buys the rights to one town in entirety instead of for a zone in that town, and wanted eight machines to cover the purchased city, those eight would have to be purchased of Al at \$1,000 each, with each machine paying its 5c royalty per picture. Larger city cities capable of holding many booths in sections, suburbs or neighborhoods will be zoned according to population.

From accounts, Al Woods will make no money out of the booths. His entire income profit is from the royalty. The booths are being made by Dodd Ackerman, the scenic designer. They are artistically attractive in Woods' office and would be more so in a lobby or outdoors. The booths are being made by the camera equipment in full.

After having had the machine for a year or so, making trying tests, Woods is ready to market it. He is starting to advertise the novelty this week in the trade papers. Woods has not abandoned his legit producing, although about all through for this season.

## Blames Mencken

(Continued from page 3)  
ture critics than any other editor in the world.

According to Miss Parsons, her publisher says that critics are, as a rule, too critical. They write to please themselves, whereas their first duty is to write for audiences in order to give the potential buyer an idea of the play.

"Critics go to the theatre to be displeased," griped Mr. Hearst. "Audiences go to be pleased."  
"Fans do not want harsh criticisms; they like the critic to take the same friendly attitude that the fans themselves take," said the telegram.

Mr. Hearst also pointed out that it takes real intelligence to tell how a play can be improved, and concluded with the remark that the critic who writes to please himself and his fellow critics generally only has them for his readers.

Miss Parsons summed up a critic's duties as to looking with the eyes of the public and forgetting personal prejudices. To use simple language to be accurate and to describe a film interestingly and in such a way that the reader can decide if it is worth seeing. Her idea is that the breezy style is the most successful.

Following the usual questions, Miss Parsons explained that in her department of the L. A. "Examiner" she has written reviewers' columns and turned in reviews. If there was anything bad in them it was talked over. Asked for her technique of observing, Miss Parsons admitted that she never takes notes, but she thinks that critics should.

### Enright's Straight Policy

Pittsburgh, May 13. Enright, Warners' de luxe house in East Liberty, goes straight picture this week after year and a half of presentation. Arrangement said to be only for summer but may be permanent.

### 10 Reels of Tests

Hollywood, May 13. Chap invites friends to his first preview at Carthay Circle. Has assembled 10 reels of his tests.

## SCRAPPING OF OLD DEVICES BY PHOTOPHONE

### First Made Talker Equipment Now Out of Date, Ross Believes

RCA's talker equipment subsidiary, Photophone, is taking it on the chin for \$300,000 worth of apparatus. Rather than market 300 devices which a year ago were slated to bring \$10,000 apiece, Radio is using the "sledge hammer to salvage only the brass. The significance is that Photophone would rather charge it up to loss than attempt to sell equipment that has been rendered obsolete by the many improvements in the interim.

The scrapping of old Phonophones, ordered during the experimenting regime of E. E. Bucher, is taking place in Radio's storage plant in the Rialto building. Charles Ross, who, in the few months since succeeding Bucher has put the RCA subsidiary in the black, is rapidly bringing it to the point where it is being recognized as a serious competitor for Western Electric.

## Merger Complications

(Continued from page 3)

Fox. These two companies, through frequent meetings of their execs of late, seemed to go easily reach an understanding on mutual playing of each other's product, it suggested more than that may have been in the background, if not openly talked over.

Finally maneuvered Wall Street is laying for the shunting of ERPI into General Electric. Source in a position to know gives it that ERPI was really owned by Western Electric which will give it to G. E. The two being related were merely awaiting the opportune time when the shunting of the subsidiaries could be properly accomplished. When it will be done ERPI may go like Radio Corp. to G. E. in what will look like a bargain sale.

Under this heading RCA Photophone will get a letdown, says the same info. With this heaving to and from the two lines will simmer to Par and Warner on the one hand linked with the Germans while Fox-Loew-Radio and ERPI will be on the other.

### "Fair Stuff"

Always "Fair Street's axioms: Everything fair in life! And in this film wrangle it's getting all of the "fair" stuff from every side.

Which is anything foretells everything that there is plenty of inner struggling going around, working up a steam roller and aiming to drive.

Two men in two camps are watching Rasbok and his Fox. Presently allied with Warner and therefore close to Paramount on the combo angle general conception is that Rasbok may swing to G. E. in the final showdown.

### The Terms

Still it's inside dope that Rasbok was deliberately permitted to buy into Warner Bros. with a view to getting in with Par. Banking source stated that there will be no hitch to Par-Warner combo when the time ripe because that is Fox and Rasbok will worry about any terms. If Par's terms are okay the deal is set.

A big block so far has been operator and authority after the merger. The Warner side feels it should operate the huge combine; Par can't see that from any angle. Until the question is determined, the Par-Warner deal will remain cold.

It is definite, however, the government doesn't approve of any of the merger. It may be willing to throw a waver in two. But the winner in which the banking officials look ahead is en-

# Keeping Small Burg People Home Now Tried by Indies of Texas

## Lafayette Dark, Buffalo Split by Fox and Publix

Buffalo, May 13. With the appointment of a receiver for the rents and profit of the Monument Theatre Corporation last week, the Lafayette theatre went dark Thursday night, with no plans. Receivership is a part of a foreclosure proceeding brought by the Marine Trust Company on its first and second mortgages amounting to \$1,200,000.

Current reports have Publix and R-X-O interested in acquiring the theatre but it is doubtful whether anything will be done until foreclosure sale. The house has been in the red for some time past with bills accumulating. The closing of the Lafayette marks the passing of the last of the downtown independent first run houses, Fox and Publix now controlling the local field.

## B'way Dated Talkers

"Ladies Love Brutes" (Bancroft) is the next in the Rivoli and another Par-Publix talker, "The Big Pond" (Chevallier) follows "Paramount on Parade" into the Rialto.

Opening dates on either have not yet been set. U. S. gets the break on the Rivoli following "Ladies Love Brutes" with "One Romantic Night" (Lillian Gish) but will have to wait longer for the Rialto, before getting "Bad One" (Del Rio) into that house.

Par-Publix is putting "With Byrd at the South Pole" into Rialto following the Chevallier picture.

## ONE-MAN DEBATE

Louis Nizer Gifted-Takes Both Sides

Louis Nizer, attorney for the Board of Trade, will broadcast for 15 minutes each Saturday afternoon over WMAC. He will conduct a one-man debate, first taking the affirmative side of the question and later the negative.

Listeners will be asked to write in and tell which side of the debate was most convincing.

Phil Brown, exchange manager for Castle Films, was rushed to St. Luke's hospital at 4 a. m. last week. Emergency operation for burst appendix.

visioned by the combining of the Paramount and Publix outfits. Shifting of the theatre company's assets into the picture outfit will make a holding company for Paramount and Publix will be operated as an operating subsidiary and not a partner. Not much difference but technical enough to give color.

Under such a plan a picture company can later absorb others, meaning Warner Bros., and operating as a holding company, go into and deal with any circuit on operating basis but merely awaiting harvesting time.

### Warners

Position of Warner Bros. is something to think about in this mad world. Wall Street is supposedly wise but also dumb or else. Sometimes it even talks double. This may be one of the times.

There's Fox heading to slam in on the Par-F. P. deal in Canada and even and already taking Loew's on which Paramount and others, especially Radio, have long had an eye.

There is also a close source believing Warner and Par will never mix and that Fox will stay away from Radio. TZV from a channel that figured in previous merger negotiations. A. T. & T., according to his views, doesn't look with favor upon G. E. and Radio, and may keep W. E. close to Fox and away from such a deal. Meanwhile Zukor and Rasbok are in Europe. Europe isn't so big when a deal in which Paramount is the single major company entirely independent of Wall Street affiliations. It has the banking advice of Kuhn, Loeb & Co. through Sir William Wiseman of that house. Kuhn, Loeb is represented on Paris board.

Dallas, May 13. With increased drawing population and territory which talkers give them, Texas indie exhibs are using big-town Ideas with successful results in the small burgs.

Where once they called a couple of lobby frames, a few window cards, and an ad in the home weekly sufficient billing for a picture, now they go for mailing lists into rural districts, systematic the ups with clubs, schools, etc., and other tricks of the urban press agent.

Some places where houses are owned by small circuits, regular p. are put on the job for promotion work, usually handling the whole week. Most of the smaller indies, however, now use the heads they once scratched figuring how to beat the nut.

Radio plays for the Indies' advantage. With plenty of radios in the rural places, big picture ballyhoos coming over national networks through Texas stations give the boys and girls in the sticks pretty good idea what they want in film entertainment. Most of them keep up with talkers like their city brethren.

The days of carnivals and tent show "meller-drama" are gone, as far as Texas is concerned. Small town exhibs realize it's a much wiser picture they're courting, one that's got to be handled with as much diplomacy as used by metropolitan houses.

Probably no more obvious is this fact than rapid fade-out of the old nickelodeons that used to get their running expenses from a Saturday Tom Mix or Buck Jones special for the agrarians. Even farmers agree a "ten-cent show ain't much good."

Lot of the old timers, accustomed to getting all stuff they needed from the film exchange, unable to get wise to regular showmanship, sell out or lease to younger chaps with ideas or go broke.

**FANCHION AND MARCOS**  
WEST COAST THEATRES UNIT  
Best of the Stage

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ON UNIVERSAL'S STUPENDOUS MASTERPIECE "ALL QUIET ON THE WESTERN FRONT"  
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A Riot with "TOP O' THE WORLD" Unit  
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**FANCHION & MARCOS' GREATEST "IDEA"**  
**RUBE WOLF**  
Fanchion & Marcos' GREATEST "IDEA"  
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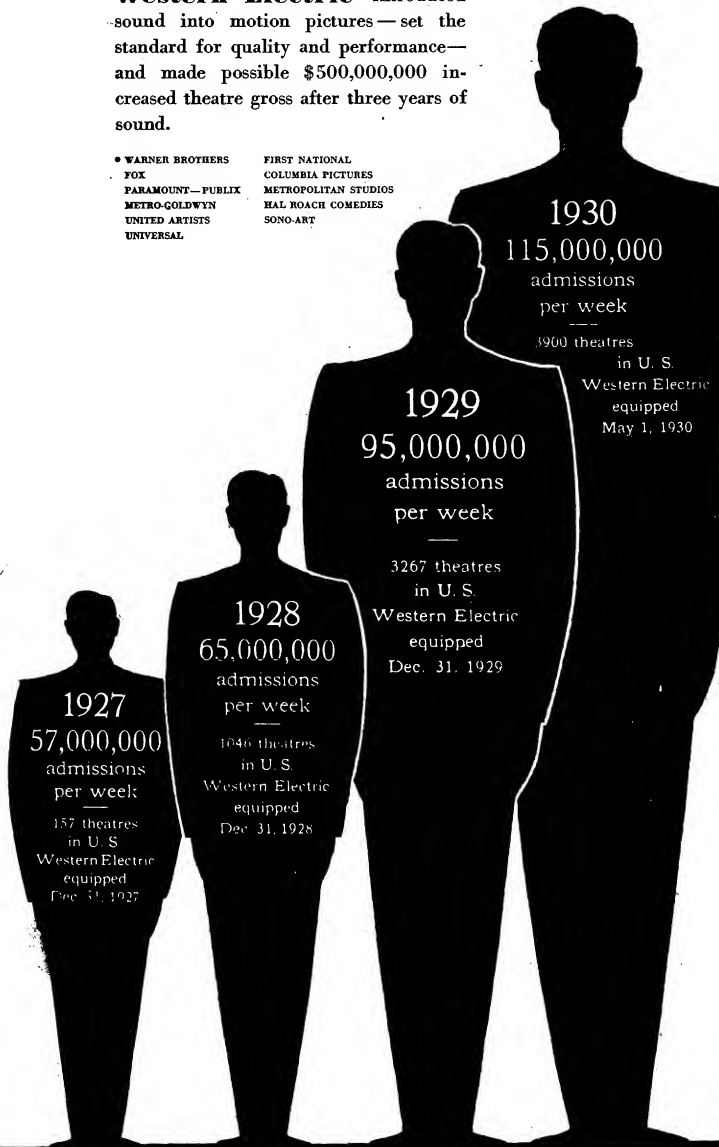
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DIVORCEE

(Continued from page 19)

close. She has captured much of the spirit of the Parrott heroine, but obviously has been restricting her interpretation of the part, having to follow a continuity that is palpably designed to avoid trouble with Hays and the censors.

Opposite Miss Shearer is Chester Morris, who is actually cast as a newspaper man. You only know that because he says so once and then you don't feel he is much of a natural for an Underwood pianist. The finish will probably be fooled to find that Conrad Nagel, the other actor for the final fade, but that's the way it's been done here, the novel notwithstanding.

Picture skips over all the zippy material that made "Ex-Wife" what it was. It gives a lot to the romances leading up to principal's marriage, where in novel the break-up was the start of the story. Everything that happened between the walkout of the husband when he learned friend wife had cheated and the divorce decrees is missing so that the "Divorcee" heroine could be free to show more wild acts. Those who things are seen but not heard very delicately by Robert Z. Leonard, whose direction on the whole is an outstanding asset. He has sprinkled the picture in appropriate spots with comedy relief, some of the laughs being pipes.

Because of its careful treatment and the wide feature taken in adaptation, it is unlikely censor troubles will be encountered anywhere.

Besides good performances by Miss Shearer, Morris and Nagel, unusually fine work is contributed by Robert Montgomery, the husband, who helps himself to the wife as he would to an extended cocktail. Other parts more or less minor but well played.

Photography and recording good. Char.

Sound Les Toits de Paris

(Under Parisian Roof) (GERMAN MADE) (20% Dialog)

Tobis production. Paris, April 29. An Apache tale, where all equally despicable. The same title as film, the worst ever. Well acted by all in cast.

A very poor picture, slowly dragging along and without sustained interest. No sympathetic character. An Apache tale, where all equally despicable. The same title as film, the worst ever. Well acted by all in cast.

Directed by one of the great singers who gets soft on a girl whose only tabulation is that she is a Rumanian. One had better try to get the gal but falls and lands in jail. All would end well if the fickle girl had not made the acquaintance of one of the singer's pals, who kidnaps her.

Picture is OK but though the picture is a talker it is by no means talkative. In fact, mostly silent, conversation often suggested but not audible. Little action being carried on behind a glass door, showing soundless lip movement.

One of the big scenes is exceptionally good. One Apache fight sequence, in a dark alley, is well made. One of the big scenes is that taking place in the singer's bedroom, where he has brought the girl, whose things are seen but not heard just in time to save her face, but contrary to the rest of the film where things are seen but not heard she arrives on in the dark. Some American censors might object.

Photography is poor, not through lack of skill but because of the lighting at all times makes one conscious that film has been shot through a glass pane, which obscures everything an unnatural appearance.

Underworld locale throughout, without any redeeming sequence. Depressing and unfavorably received at present. Suggested alternative title is "Unforgiving the Rumanian Girl". Lobby.

Show Girl in Hollywood

(All Dialog, with Songs) (13% Color)

First National release. Based on story by J. P. McEvoy, with screen play by Lewis R. Fenton and James A. Starr. Associate producer, Roy. Photography by Pol Polito. Music by Joseph J. Wittels. Directed by Sept. Film editor, Pete Prich. Orchestra direction by Leo Forstman. Dance solo by Jack Hester. Released in New York for pop run starting May 15. Alice White.....Alice White Dora Harris.....Blanche Sweet Frank Buelow.....John Miljan O'Neil secretary.....Virginia Brown Smith.....Shirley D'Arby.....Herman Bing

Moderately amusing programer with much studio atmosphere. In developing stories that Hollywood always "writes down" in an effort to spell out everything for the w. k. mind intelligently. Which may explain why "Show Girl" is only occasionally funny.

Not that Hollywood is unwilling to kid itself. There have been three or four studio pictures in as many years, all with at least a suggestion of setting discernible under the slat-stuck. Studio literature runs all the way from the one-sided and libelous "Morgan" of Jim Tulley's to the wildly impossible mergers of custard pie and romance that on at least two occasions have come from the Metro lot. Neither type carries much conviction as realism.

"Show Girl" is strictly routine. It's harkmarked throughout as one that was pushed through with the perfunctory attitude so typical of picture making here. It will help Alice White very little and, to some degree it may be reported, she is the picture in about the same ratio.

and in blonda. Like La Bow, she never got beyond the second reel without undressing. A really smart scenario is the only thing to be said for the heroine in the act of donning her sheer hose.

There are spots where Miss White merely walks through. That may reflect on the director, but to say, a type actress like Alice really requires more, not less, than the usual directing attention she is given. Actually it's a pretty wishy-waashy scenario only intermittently brightened by some lines transferred from J. P. McEvoy, the original author. Much is touched upon, little is covered. A tragic note representative by Blanche Sweet is dragged in without conviction. Her attempted but unsuccessful suicide is incompletely handled.

In the studio, atmosphere is kept down to a minimum, although that is perhaps a good thing, since fans will care for the picture. Performances are hardly conspicuous. Miss Sweet is the only one who Ford Sterling sneaks in a few jokes, and John Miljan makes reasonable a passe director. Land.

DEVIL'S HOLIDAY

(All Dialog)

Paramount production. Starting Nancy Carroll. Written and directed by Edmund Goulding. Released in New York, week May 8. Running time, 80 minutes. Phillips Holmes.....Phillips Holmes Sara Stone.....Morgan Bosworth Marie Egan.....Marie Egan Monte McConnell.....Robert Parley Dr. Reynolds.....Paul Lutes Freddie, the tenor.....Morton Downey

No need to mute the trumpets of praise on this one. Edmund Goulding has created a strong, well-kept, tightly written, and well directed, refreshingly, completely human and gratifyingly intelligent.

As the author of his own story, Goulding is entitled to have the bouquets banked shoulder-high, for he has conceived his characters with the artistic veracity and understanding of Beverly Hills. It is pictures such as this which revive the drooping confidence in the screen as a source of things and people as they really are.

Incidentally "Devil's Holiday" comes into the picture. The Paramount program conspicuously needs such valiant reinforcement. There is every reason to expect a box-office affluence, since it is, beyond all quibbling, a thoroughly fine motion picture.

Nancy Carroll is nothing less than a revelation. Here is no pretentious ingenue, but a genuine trouper with invention and power. She is entirely persuasive, both as the loathe-heated, strait business, vamping artist, and as the girl who has turned out and soul-miserably repentant. In the first instance she is just hard enough. In the second she is not so maudlin. "Devil's Holiday" will add a bright veneer to Miss Carroll's professional record.

It is quite probable that Phillips Holmes, one of Taylor Holmes, will add a bright veneer to his record of bumps. He was entrusted with responsibility, and the confidence was not made in vain. He is an excellent choice for the idealistic farmer boy without being sappy in his manliness. A very fine acting job in toto.

Many numerous comedy touches, notably by Ned Sparks, Jed Prouty and Zasu Pitts. Each scene has been handled with an affectionate regard for the right emphasis. Goulding has great respect for his story with infinite patience that repays extra time or expense involved. Harry Fielder's superbly casted represents an especially high standard and brings ease to Goulding's complex manner as a director. Goulding's "Trespasser" brought back Gloria Swanson. In "Devil's Holiday", which is a part of her pathos, he confirms his mastery of heart-tug. His is a canny and shrewd technique. Land.

laughs when he, too, easily finds the combination of the safe in what later proves to be his own house scenario is the only thing to be said for the heroine in the act of donning her sheer hose.

Although an extremely inexpensive picture, it is one of the best of its kind. Photography of Carl Hoffmann, one of Germany's great photographers, gives the picture a richness of photographic texture that many super-productions could never equal. The picture is a story of a young man who is attracted to a girl who is the daughter of a murderer. The picture is a story of a young man who is attracted to a girl who is the daughter of a murderer.

Tone recording not uniformly good. The music seems rather to be a swift and sure. The picture is made rather than in any incapacity of the Kiangfilm apparatus. The music is composed by Willis Kroll. The audience was held by the picture. The picture is a story of a young man who is attracted to a girl who is the daughter of a murderer.

WEDDING RINGS

(All Dialog)

First National production and release. Directed by William C. Sullivan. Released in New York, week May 15. Running time, 80 minutes. Lewia Dink.....Lewia Dink Olive Borden.....Olive Borden William H. Hall.....William H. Hall

Picture of curiously contradictory reactions, but assured as commercial program material on the screen, it is a picture that has circulated novel, "The Dark Swan," by its ultra-modern society atmosphere.

Action is quiet, which is not in the picture's favor for general release. The picture is a story of a young man who is attracted to a girl who is the daughter of a murderer.

Ultra modern theme has the good quality of one of the society plays that gets its force from the suave exterior supposed to mask the surge of hidden emotion.

Play has no dramatic action to speak of. One of the society plays that gets its force from the suave exterior supposed to mask the surge of hidden emotion.

Story falls down in interest on its happy ending, a sad flop because it

has been visioned in anticipation for many minutes and when it merely realizes expectations, without surprise twist, it ends and the triumphant pair look a little foolish, not the intention at all. Also "Wedding Rings" isn't such an intriguing title and its application is far from pat here.

THE BURNING HEART

(DAS BRENNENDE HERZ) (GERMAN MADE)

Produced by Lander. Directed by Fritz Harig. Released in New York, week May 15. Running time, 80 minutes. Mary Channing.....Mary Channing Fredrick Kayser.....Fredrick Kayser Gustava Froelich.....Gustava Froelich

Ludwig Berger has treated a sensitive and relatively unimportant plot in an extraordinary intelligent and serious manner to bring out what is easily one of the finest pictures here from Germany in the past year.

BERNICE CLAIRE

(Song of the Flame)

Picture of curiously contradictory reactions, but assured as commercial program material on the screen, it is a picture that has circulated novel, "The Dark Swan," by its ultra-modern society atmosphere.

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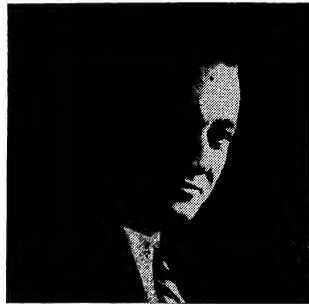
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THE BURNING HEART

(Continued from page 39)
under incongruous English titling. Score is good and other...

Follows acceptance of the boy's composition and his finding out the girl...

The cast is okay throughout but the nearest pieces of acting are done by the two old women characters...

Berger showed directorial aptitude that may have been glimpsed from his American experience when he set sail right in action by showing the boy's mother being brought to life in a drunken state by the police...

Gustave Froelich as the young composer fits without attempt at too Continental style. Something rare in foreign made pictures...

Miss Christians' work is worthy and possesses a sensitiveness reminiscent of Lillian Gish but with more practical understanding...

TEMPLE TOWER

(All Dialog) Directed by Donald Gallager. From the story of same title by H. C. McClure...

A weak mystery meller with the usual foggy photography. Billed as the sequel to "Bulldog Drummond"...

shadow of the standard set by the original "Drummond". Kenneth MacKenna is under a handicap in donning the hood and shoes which Ronald Colman filled so capably...

Marceline Day takes a position as secretary to Henry B. Walthall, the crook in the house, because, it is later explained, she is the niece of the man who was murdered by Walthall...

Drummond, breaking into the barred-up house, carries out the usual mysterious shots, trap doors, secret tunnels, etc.

Story doesn't stand up, but with one or two scenes which contain any semblance of a shriek from a weak-hearted femme. Attempt at a thriller through Cyril Chadwick, nasal-voiced Englishman, always stumbling over something, stretched too far...

OLD AND NEW

(Silent) (RUSSIAN MADE) Produced and directed by Am. kino. Alternate title, "The Struggle of the Soul"...

Distinctive piece of propaganda product. Nothing unusual from the Russian viewpoint, the latter having gone in for that artful sport in a big way...

What perhaps weighted the film with consideration was the personal note of its directorial end. After viewing the film it looks like the big ballyhoo made for Eisenstein and his probable employment by Paramount strikes as another piece of propaganda by and in behalf of the present film makers...

By this it isn't meant that Eisenstein is a flop. It does mean he has been touted too high from the results achieved here. What he has accomplished has been done before and better by Americans.

Story is sited in situations that start with a poor peasant woman who goes co-op and leads an army of farmers into modernity through Sovietism and machinery.

across the propaganda situation. But in general it is offensive, though smeared rather thick and in one spot taking an unusual big slap at the Church.

Something about this is that the theatre projected a disc accompaniment that sounded like a live orchestra. The picture has been Latin or Greek. Wasn't clearly enunciated.

Henry Ford and his tractors are really the heroes of the film. And he's a billionaire, or near enough.

Soldiers and Women

(All Dialog) Columbia production and release directed by Charles Brabin. Story by Paul Herber. "The Soul King", adaptation by Paul Herber. "The Soul King", adaptation by Paul Herber...

One of the first releases to the Hipp under the new Columbia-R-K-O produce deal and a good program subject with the sure-fire ingredients of tropical atmosphere, love, married women in love with a young officer when the husband of one of them threatens exposure and is mysteriously shot to death in the dark.

Commanding general arrives at the scene and starts an inquiry during which murder motives are developed, first indicating one person and then another. Dramatic trickery is used to lead the audience to a good reason to suspect one of the wives and the suspense is kept taut by the device of making it seem likely that the wrong person will pay the penalty until the last moment.

Tension is sustained right along with mild comedy incidentals arising from the blundering of the general, a kindly but dumb inquirer who is constantly led astray in his investigation. Neat dramatic trick is to have the net around the real slayer develop by the blunderer until it closes on his own daughter, the jealous woman who fired the shot to save exposure of her own love affair and the consequent scandal.

Acting honors go to Grant Withers, who plays a weak part with its insincerity that makes it wholly likeable. Two women do little to make entirely artificial parts stand out with the best performance in the cast that of Emmett Corrigan as the blundering general, an extremely well-acted bit of balanced playing from this always dependable actor.

Dialog is smooth and natural except where the two women labor to make it "toney" error that most of the former silent players have by now largely overcome.

No great cost involved in the production although it is nicely handled in its technical phases. Useful material for such establishments as the Hippodrome, which grades as a neighborhood in quality of saleable goods.

YOU'D BE SURPRISED

(BRITISH MADE) (Synchronized) London, May 1. Archibald Netherfield production. Directed by Walter Pidge. Story by J. Fowler...

One of those things which make you despair. Got everything—story, first-rate camera, good acting, good cast, plenty of gags; everything but a picture.

It is hard to figure out why. There is a kind of amateur poverty about the finished article which is hard to define. It can be seen but scarcely put into words. Perhaps it's one of those things which you know could have been made a wov with, say, Lloyd, and in Hollywood, but which here almost fails to be anything but a pity.

A second thought is its defect may be new dance music and silent sound dubbed on later, with a couple of sequences re-shot. At this, it is still badly done for the sequences where Ford is trying to get his song heard in a manager's office have had the sound so stupidly handled they become irritating instead of funny.

Typewriters tapping and a hooper going to a new dance made around the song trial, but rushing in and out of folk from the office, phones, conversations have had the sound registered. If there had been done what is plainly possible here: made definite use of some sounds only to develop the idea of the comic use and exclusion of sound, it would have been great. But it looks like the stuff was shot silent and the wouldn't go to the expense of making it over to get in all the sounds, dubbing on what they could do easily and cheaply.

Fair few gags good for laughs, especially Ford chained to a tough giant and dragged around by him when escaping. But the fakey sound and the mistle make-over has been a dead weight on this one's chances here. For America, nothing.

WOMAN HE SCORNED

(With Pola Negri) (BRITISH MADE) (Part Talker) London, May 2. Charles Whittaker production. Directed by Paul Cairner from his own story. "The Girl Who Was Scorned" by Paul Cairner from his own story. Features Pola Negri and Warwick Ward. RCA recording. Previous release. Columbia, New York. Running time, 105 minutes.

If Charlie Whittaker wanted to show films couldn't be made here, or was hired by Fox to put Fox out for keep, he's done a fine job.

Nothing so poor except the Universal British and Colonial-made junk has yet been offered this side as a British film.

It is incredible; if anything is worse than the ads and the ads and that's better than the direction, which in its turn is a shade less bad

than the sound dubbing. In a five sequence Vitaphone sing and some kind of band playing and you never see any cause for either on the screen, besides which the sound was suspiciously like some stuff British International used in one of its own productions. And this film was done at Eclair.

Perhaps Whittaker is not responsible for the sound-dubbing. If he isn't he ought to let out a loud howl. It's really the worst job yet made of making over a silent. And this wasn't just a silent, it was dubbed at through.

Pola Negri looks like everything but a screen actress. She mumbles and flutters, there is no sign of any characterization nor of any comprehension of her part, though how she knows the part is but enough to begin with. "Warwick Ward, supposed to be an ace in a French fishing village, talks like an Oxford University pansy and acts worse.

Fellow named John works in a light-house and breaks a telescope lens, so he goes into the village to replace it. Getting some extra, he hits on a dive where several floozies try to make him. One gets a swipe from her boy friend because she will not come through and John takes her part. Then she follows him down to the sea and wants him to take her from "all this," but John ain't so nutty (though he acts and talks like he is), and pushes his boat off.

Wrecked in a storm, he calls on the saints to save him and swears to replace it. Getting some extra, he hits on a dive where several floozies try to make him. One gets a swipe from her boy friend because she will not come through and John takes her part. Then she follows him down to the sea and wants him to take her from "all this," but John ain't so nutty (though he acts and talks like he is), and pushes his boat off.

The rest has something to do with the former boy friend being wanted for murder and coming to the girl for a hideaway, but it is all so blah it's hopeless to follow.

Camera man seems to have had an idea if he half-pushed the camera over it would be arty. Result what you imagine.

Large part of trade audience at pre-view walked and rest squawked at time wasting.

Frat.

The Poor Millionaire

(Silent) Richard Balmage production. Distributed by Bilmora. Mr. Talmadge featured. Cost includes Constance Howard. Directed by Charles Brabin. Columbia, New York. Half double feature, one day. May 1. Running time, 66 mins.

Inland grind and worth the double decker spot only. Usual grotesque acrobatic gyrations of Talmadge without getting the slightest dramatic reaction. Cheap production all the way. Even the title writer went wrong at times.

This one's shock and barely carries the story. About mistaken identity when twin brother of convict is named here to large extent and falls for blonde in door. Convict makes his getaway and complicates story.

Incongruous and cheap.

Louise Beavers, Edna West, Kathryn Clark, May Wallace, "Manslaughter," Paul Armand, Caliz, "Unholy Three," M-G.

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# Fox Booking Office Will Issue Regular Contract for All Dates

Mike Marco had hardly entered upon his office as head of the Fanchon & Marco Booking Exchange in New York, which supplants the Fox booking office headed by Jack Leo, before Marco issued an order that no engagement for talent should be entered through that agency without the regular play or pay contract issued. Marco's ruling was made after he had conferred with Harry Arthur, the Fox eastern general theatre operator.

It is believed the atmosphere of the F&M booking office will be similar to that of the same firm's coast agency. Out there F&M is noted for the civility and consideration given callers, with Mike Marco never failing to see anyone who calls on real business.

Arthur and Marco have long been associated in a business way through the Fox West Coast circuit. Fanchon and Marco are generally known in the trade for their stage units of entertainments, ensemble productions with specialists. Their units have extended east and are playing over a route in this section as well as in the west where the units called Fanchon & Marco "Ideas" are firmly established.

### Talent Developer

Mr. Marco left New York for the coast Friday evening, flying back from Kansas City. He expects

to divide his time between the two oceans, but it is anticipated that most of his time will be spent in New York. The Marcos (Miss Fanchon is his sister) lately built a home in Beverly Hills and Marco is loath to leave it so soon.

On the coast Marco has become known as a stage talent picker or developer. Several performers receiving their first opportunity in a Fanchon & Marco "Idea" have come east to remain.

Loeb has been in charge of the Fox booking office since it was organized. He was the sole dictator and became noted for cutting salaries, also canceling acts before their engagements expired. He continues as the booker under Marco, who is the head of the office.

Loeb is reputed a very wealthy man, made while with William Fox.

### Changes

Phil Bloom and Jesse Kay, under supervision of Marco and Jack Loeb, will book the vaude for the Fox circuit as a result of booking office changes which included the release of Jack Allen and Benny Zuchuk.

On Bloom's book will be the Academy, Audubon, Ridgewood, Savoy, Crotona and Park Plaza theatres, New York; Waterbury, Conn., and Portchester, N. Y., all split weeks.

Kay will book Folly and Star. (Continued on page 50)

## Weavers, with Old R-K-O Contract, Balk at 4 Shows

Los Angeles, May 13.

Maintaining they hold an old Keith-Orpheum contract stipulating three shows a day except Saturdays and Sundays, the Weaver Bros., headline R-K-O act at the Orpheum, San Francisco, refused to do four-a-day, in line with the circuit's new policy all through the west.

The Weaver Bros' contract, made two years ago with Ted Lauder, the late E. F. Albee's son-in-law and then booking manager of the circuit, has another year to go. With the Weavers refusing to budge, the wires between here and New York burned for a whole day, with R-K-O finally deciding to permit the act to go on with three shows and fill in the fourth show with an added feature picture.

Same arrangement will prevail for the Weavers in Oakland next week. In Los Angeles the following week two or three extra vaude acts will fill in the deleted show. There is nothing definite on what will be done after L. A., with the Weavers having five or six weeks more to go on their present route.

Fred Schaefer has supplanted A. Gordon Reid as manager R-K-O's New York Hippodrome.

Bert Cortlyou, of Lyons & Lyons office, now in Europe.

## MOONLIGHT VAUDE CHANGED NIGHTLY

Moonlight vaude will be experimented with next month by the Northern Navigation Company, New York. It operates excursion boats utilized for moonlight sails up the Hudson during the summer. The vaude experiment will be tried on all four boats of the Navigation Company.

Snyder Agency booking four acts to boat and change nightly.

## Fred Curtis with R-K-O

Chicago, May 13.

Fred Curtis has become associated with the local R-K-O headquarters. He has been detailed as a field man, to procure theatres and bookings, besides noting possible sites for new houses.

Curtis comes from the New York independent field, highly recommended as an experienced vaude man, in all of its business branches. He has been in all divisions, from booking to operation.

## Another Lasky's Act

Hollywood, May 13.

Jesse Lasky's old vaude act, "Lasky's Beauties," will be made as a short by Pathé. Same company previously made another former Lasky vaude turn, "Redheads." Charles Kaley and Ruth Hyatt will have the leads.

## Agent Only Takes Chance On Radio Act's Date; Must Beat Best Record

Chicago, May 13.

Faith in the power of radio names has brought about a peculiar booking for the R-K-O Riverside in Milwaukee.

Mike and Henry, two radio boys, popular in the midwest, have been booked through Lewis Morgan, who handles nothing but radio attractions. The boys are to receive 50% over \$15,000 at the theatre. Morgan, their agent, has personally guaranteed them \$3,000. As his commission, Morgan will take half of the boys' share after the \$3,000.

In other words, the house must do over \$18,000 for the agent to participate, with Morgan taking all the gamble.

Record high of the house is \$18,000.

## Brox Sisters at Par

Par-Publax has the three Brox Sisters to open with Rudy Vallee and Ray Bolger, who come into the New York Paramount, Friday (15), for a week. During that date Vallee will not be replaced in the Brooklyn, Paramount, it playing the regular unit and "Paramount on Parade."

Brox Sisters are expected to be set for other dates following the Paramount, possibly joining touring unit.

### MASTER OF MODERNISM



### CREATOR OF HIS SONG STYLE

# LOUIS ARMSTRONG KING OF THE TRUMPET

LATE FEATURE

"HOT CHOCOLATES"

6 MONTHS IN NEW YORK

AT HUDSON THEATRE

UPTOWN, CHICAGO WEEK MAY 9

### "VARIETY" SAID:—

"Louis Armstrong of 'Hot Chocolates' was booked in to round out the unit here, and wowed them with his hot trumpet stuff. Audience couldn't get enough—stopped the show—had to play an extra encore—audience wouldn't take no for an answer."—Michigan Theatre, Detroit (April 16).

### WALTER WINCHELL SAID:—

"Louis Armstrong, the most torrid of the horn-tooters and blue-shoosers—his delightful specialties serve to entice the bored-with-Broadway diversion-seekers—offers an endless routine of terrifically tempoed tunes."—New York Mirror.

HIS FAMOUS OKEH RECORDS

"ST. JAMES INFIRMARY"

"AIN'T MISBEHAVIN'"

"WHEN YOU'RE SMILING"

TIVOLI, CHICAGO

WEEK MAY 16

PARADISE, CHICAGO

WEEK MAY 23

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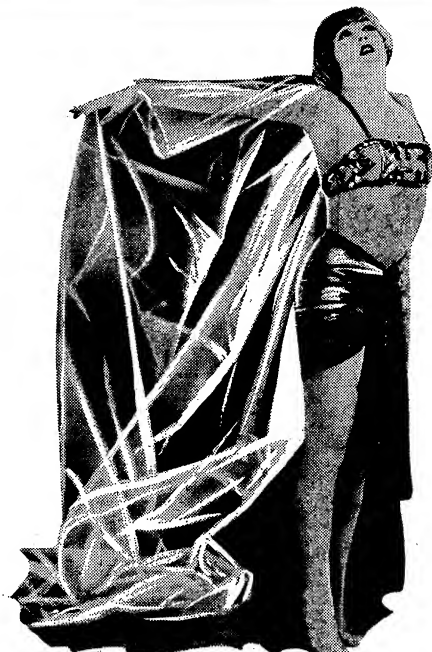
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R-K-O, WEBER-SIMON AGENCY FOREIGN, LEDDY & SMITH





# MAE MURRAY

## HEADLINED R-K-O PALACE, NEW YORK WEEK MAY 3

*"Variety," May 7, 1930*

Miss Murray has the top billing. . . . Introducing the "Merry Widow" waltz. . . . Mae Murray is the Palace headliner this week. **SHE LOOKS LIKE A MILLION, AS SHE ALWAYS DID, AND THE HALO OF A STAR IS STILL ABOUT HER BLONDE HEAD.** Miss Murray's personality is sparkling. . . . They brought Miss Murray out for a speech.

*Bige.*

# Switching Headliners Make R-K-O Look Foolish to Patrons in East

Dissatisfaction from the operating and exploitation end in R-K-O against the constant switching of acts in the eastern houses, is growing to the point where it is inferred an official ruling may be asked to curb the practice.

It is said the circuit is making itself ridiculous in the eyes of the public in many cases where acts are lifted from one house at the last minute and shoved into another. Programs, advertising matter and circuit leaflets such as used by many circuits and mailed to patrons' homes are often past the stage where corrections can be made to jibe with booking switches.

In the case of headliners whose pictures may be played up prominently in the advance matter, much of it done when the shows are ostensibly all set, it is felt it looks very bad to have this going out or gone out when the headliner is lifted to be transferred to some other theatre.

Several in R-K-O, including house managers, resent the numerous booking switches of late. As many as 10 important switches have been made in one week.

### San Diego a Split

After Friday (16) San Diego on the western R-K-O route goes from a full to a split week, playing Fridays, Saturdays and Sundays only. To fill the week the circuit has arranged to put the R-K-O acts into the State, Long Beach, Calif., for the other half.

### THELMA WHITE'S JAM

Two Contracts—One for Vaude; Other for Show

Seems as though Thelma White has gotten herself into a pretty messy booking jam. Miss White is engaged to play a month or so of dates for Loew. She's in Jersey City this week and has other eastern dates to fill. Meanwhile she's under contract to appear in Earl Carroll's "Vanities," to start rehearsals next Monday.

Monday the White matter was discussed by Tom Rooney, representing Carroll; Marvin Schenck, representing Loew, and Major Donovan, of the V. M. A. Schenck says as a matter of principle Miss White will play out her Loew contracts. Rooney says there's the matter of the Equity contract with Carroll. So it stands.

### Plunkett Goes West

Jos. Plunkett, R-K-O's theatre operator, left New York Monday for a trip to the coast. First stop Chicago. While there Plunkett may make a definite decision as to the future of the local Palace. He'll be back in New York in about three weeks.

Another absent face around the R-K-O office was that of Ben Fluzza, who left for Chicago Saturday, expecting to return today (Wednesday) or tomorrow.

Healy and Kane withdrew from the bill at the Alhambra, Brooklyn, Monday, due to illness of Joe Healy. Martin Brothers went in.

### SUDDEN HEAT THREW PANIC INTO THEATRES

Unseasonal hot weather that struck New York last week, breaking existing temperature records had an immediate reaction on show business.

Closings are expected in great numbers soon if the hot temperatures do not subside. Indie vaude bookers are already despairing of continuing with shows much longer because of the panicky state theatre owners have been suddenly thrown into with a few hot days knocking business a twister.

In most all former years and particularly the last three years, it has been cool enough until June 1 to wear light spring coats, with theatres getting in as good a month with May as ordinarily with April. This year indications are that May will be a bloomer and nearly as bad, if not worse, than June the last few years.

Immediate reaction warm weather has on show business is cutting down of overhead, this often meaning booking of cheaper shows, dropping of vaude for summer and, in some instances, darkening.

### Loew's Chi Office Closing

Chicago, May 13. Loew booking office closes May 15. Johnny Jones moves to the Rialto to office with Aaron Jones, Sr. Charles Hogan will occupy desk space in the William Morris agency.

### P. A.'s Shift

Resigning after many years with the Keith office, Jack Thall of the R-K-O publicity department, is joining Universal Monday (19), to handle exploitation under Joe Well. Succeeding in R-K-O will be William Usselson, who has been doing publicity at the Albee, Brooklyn.

Billy Cleonan took his books out of the Arthur Fisher office Monday (12) and parked them in the John Robbins office.

### Official Straw Hat Day

Hot weather last week had the Times Square hatters panicked.

Customers were turning to the light felts, but the retailers refused to display straws before the official market day, May 15.

### TURNER'S W'KLY INCOME ON SAUCER-LIP MOB

Paris, May 2. Terry Turner will collect a \$300 weekly royalty on the Saucer-Lipped Congo Women from Ringling's until next fall as part of the settlement for releasing the turn to the circuit. Turner had a prior contract.

Terry is holding out for the exclusive theatre booking privilege of the big-tipped gals following their outdoor's season.

In the meantime, Turner is mixed up in a legal battle here with Alexander Kahn, local impresario, over the Siamese Twins' continental bookings.

### AMALGAMATED'S BOOKINGS

Though Comerford's Sold Out, Agency Continuing So Far

Though Publix has taken over all of the houses on the M. E. Comerford list, Buddy Irwin is still booking a number of the theatres until otherwise instructed. Irwin is the Amalgamated agency's chief booker, this medium being long operated by the Comerford office.

Poll house in Wilkes-Barre, plays its last Amalgamated vaude next week, the house reverting to a straight picture policy. It is playing five acts on a split week.

Poll's Scranton, another Amalgamated booked house, has five acts on a split until further notice.

Keeney, Elmira, closes vaudeville policy May 26.

Fay's in Providence will keep up its Amalgamated bills until further notice.

### GUINAN-LOEW AGREE ON CANCELLATION

Texas Guinan and Loew's called it two weeks and out, when Miss Guinan and her crew finished the week at the Paradise, Bronx, Friday.

"Miss Guinan was dissatisfied and so were we," the Loew office declared.

Loew's booked the Guinan act for \$5,000 for the 10-week presentation route, starting at the Capitol, New York. Friction was reported to have started when Miss Guinan objected to some cuts ordered by Loew's.

By mutual consent of Miss Guinan and the booking office, the route was called off.

Eddie Hedding has gone pictures. He's engaged to appear in Warners' "Roseland."



George ANDRÉ & Co. ADAGIO FOURSOME BOOKED SOLID R-K-O

## ARNOLD—MICKY—CHARLIE—TEDDY FOUR CIRILLO BROS.

STILL R-K-O-ING IT  
WEEK OF MAY 24—PALACE, CLEVELAND  
BOOKED SOLID Direction: JACK WEINER—ED. KELLER

# DICK and EDITH BARSTOW

INTERNATIONAL FAVORITES

## "ANNOUNCING"—WE ARE THE ORIGINATORS OF TOE TAP DANCING

ON A  
**STAIRCASE**  
The Biggest Sensational Novelty Known in Years

This Number Was First Conceived, Originated, Produced and Executed by Us During Our Recent Sensational 2½ Years' Tour of Europe, and Is FULLY PROTECTED.



## Inside Stuff—Vaudeville

Tanking acts out of neighborhood houses because they are needed to fill Palace, New York, spots, signifying that material for act stand is getting harder to find, is growing commoner in R-K-O. It may result in circuit pressure toward curbing it.

Claim is that week-end matter on shows and money spent on acts yanked at a late hour from neighborhood bills represents a total loss. Considerable other switching of acts in the east, after they have been booked, is borne out by records.

For political reasons since a strike was being made in their own direction and with a view to avoiding trouble and complaints, a new act's attempt to bill itself as Amos and Sandy has gone by the board.

A team of colored performers booked for Trenton and Paterson, N. J., next week by the R-K-O office under the name of Amos and Sandy, with the similarity caught later on, from reports, and the act asked to change its billing.

Change has been made to Billy and Charlie.

Despite R-K-O's affiliation with Radio Pictures, many vaudevillians playing for R-K-O have been engaged by outside film companies.

This was brought forcibly to the attention of R-K-O and the agents when a singing act, playing for R-K-O was given a screen test by Warner's and Paramount, with both advising the agent to hold off closing future R-K-O contracts for the girl until they scanned the screen tests on the Coast.

When the agent informed R-K-O it told him Radio might be able to use the girl for pictures.

Only performer in Chicago who flatly refused going on for the N. V. A. benefit was Clifton Webb, English male star of a revue current in the

city. Seeking an audience with him the entertainment chairman, Chicago representative of an internationally established booking office, got only as far as the valet, who after a long delay brought back the message his master "could not possibly consider making an appearance."

Fellow star in the same revue, who had willingly promised to appear, apologized for the other's lack of grace.

On the apparent premise that they're not on the job unless they can find something wrong, one of the collegiate gals doing undercover reviewing for R-K-O, picked on the doorman at a New York house, when reporting on that house. She found everything o. k. there except the doorman's hands, which she reported were dirty.

The doorman, rather courteous and handsome sort, is a trifle burned up, from accounts, claiming that college gal would have a tough time herself keeping her hands spotlessly clean if handling tickets all day. That is, unless she set up running water right next to the ticket chopper.

A letter from a lay now and again comes in asking why is not a story printed telling where the older acts of vaudeville have gone? With the changes in the vaude map of the past few years and vaudeville performers who are or were specialists knowing naught else to do, such a story would not be cheering.

The tales of privation amongst many old time vaudeville performers are sufficient to suppress any such story. For every one of the few who were provident and have ease in their voluntary retirement, are hundreds forced out of the business with nothing but sadness following. What others who must go sooner or later will do or meet is just as saddening in contemplation.

Colored acts are yelling murder at the gypping they claim they are getting from club agents in the Times Square section who book them for auditions at clubs, for only carfare. The agents in setting the club programs tells the acts to report at certain places and the acts figuring it's the same as regulation club dates show up. When asking for their

(Continued on page 50)

## Hip Until Sept. 15

Although R-K-O has the Hippodrome, New York, over the summer, it is probable vaude will be taken out around June 1, with house placed in all-sound policy for the hot months.

Theatre property has been purchased by Fred F. French, who will build a skyscraper on the site, but owing to the late Wall Street crash and the sales of bonds will not be ready to start razing until the fall. R-K-O has been told it can have the Hipp until at least Sept. 15.

## Waterbury, Sound

Waterbury, Conn., May 13. Palace, on the Fox vaude books for a Fanchon & Marco Idea the first half and vaude the last half, drops its stage show May 23. House will carry on with a straight sound policy.

## Richmond Off Vaude

Richmond, Va., May 13. Loew's National drops vaude for summer straight picture policy May 24. National will resume its place on the Loew southern vaude route next season.

OPENING THIS WEEK, SAT., MAY 17, FOR R. K. O.

# RAJAH RABOID

## VAUDEVILLE'S MASTER SHOWMAN

DON'T BELIEVE WHAT I SAY HERE. COME AND SEE FOR YOURSELF AT R-K-O ROYAL, BRONX, N. Y., STARTING SATURDAY, MAY 17

Direction MARTY FORKINS

## ANOTHER SENSATIONAL HIT

HERMAN **ULIS** AND **CLARK** MINERVA

THE OUTSTANDING MAN AND WOMAN COMEDY HIT OF THE SEASON

NOW PLAYING PUBLIX-BALABAN & KATZ CHICAGO THEATRE, CHICAGO

WEEK MAY 16, GRANADA, CHICAGO

WEEK MAY 23, MARBRO, CHICAGO

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LEE STEWART

PUBLIX, LOEW, FOX and WARNER

R. K. O.

Western Representatives:

FREDDIE ROSENTHAL

MILTON BERGER

Many thanks to Messrs. Louis Lipstone, Max Turner, Sam Bramson, Paul Osgard and Not Forgetting Our Pal, Al Kvale, Our Master of Ceremonies, Who Is Making Our Engagement a Pleasure

**BUSTER**

and

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THIS WEEK, PALACE, NEW YORK (MAY 10)

Still Doing OUR OWN ACT—Be It Ever So Humble—"The Two Sailors"

CHRISTIE COMEDIES

Direction HARRY FITZGERALD

LEADING NEW YORK PRESS OPINION PROCLAIMED THE BEAUTY AND SKILL OF

# MADAM OLYMPIA'S PRIZE WINNERS

FEATURING "PRINCE OLAF"

NOW AT PALACE, NEW YORK (WEEK MAY 10)

BOOKED SOLID

DIRECTION MARTY FORKINS—CHAS. WILSHIN ASSOCIATE.



# Publix Given B. O. Notice of Value Of Flesh Attractions on Stage

Convincing proof to Par-Publix that stage talent is in demand is demonstrated in the difference in grosses with restoration of acts, in unit shows or as vaude, in several centers which for a time have been all-sound policies.

Outstanding indications that flesh entertainment is wanted by the public if for no other reason than to get away from the steady diet of all-sound programs, are furnished by the Saenger, New Orleans, on its return to attractions. House formerly had units, which were dropped two months ago in favor of mechanical shows.

Last week, first week of acts since that time, the Saenger reported an immediate increase in business of approximately \$1,000 more a day than under the all-sound policy. This, it is said, is being taken as a fairly sure sign that the public

wants some kind of vaude in the theatres to go with the talker product.

It is also pointed out that enough good short subjects cannot be obtained to take the place of vaude with proper results.

### Consistent Grosses

Omaha and Des Moines, which dropped the Publix units, are also reported doing better with vaude. As a result this or the local unit policy as in effect in New Orleans may be spread this summer to other F-F houses formerly on the regular stage show route.

Denver recently went back after indifferent biz with all-sound shows, while Los Angeles, Frisco, Seattle and Portland also have been picked to get unit shows in the future, produced out of Frisco, this after trying the all-canned programs.

Orpheum, New Orleans, R-K-O booked with vaude and films, is said to have been the most consistent weekly gross getter this season of any house in that city.

### PROVINCIAL TRY-OUTS

R-K-O Picks Minnpl, St. Paul and Omaha for Local Talent

Chicago, May 13. In a more direct effort to grab off some new material, R-K-O western officials will hold professional preview nights in three midwest cities, Tuesday night in Minneapolis, Wednesday in St. Paul, and Thursday at Omaha.

Will present about six showing acts, with turns booked by local agents of each town.

### Academy's New Policy

A new policy is imminent for Fox Academy, New York.

It is about to be ordered by Harry Arthur, according to report. Stage vaude now there will be switched to a stage band with a bevy of house chorus girls and acts in front of the band.

### GIRLS AT SAENGER

Ruth Laird's Texas Rockets, 12 dancing girls from Dallas, engaged permanently for the summer stage shows of the Publix Saenger theatre here.

The "Rockets" are trained by Ruth Laird, "Oil Queen" show girl.

### Fox Losing Vaude

Walker, Brooklyn, booked by the Fox office, closed vaude for the summer last week, and the Republic, also in Brooklyn, getting its bills from Fox, darkens the current week.

Several others may go to all-sound policies for the summer only, this having been the policy in former years.

ENOS  
**FRAZERE**  
*"Acme of Finesse"*  
 THIS WEEK  
 MAY 10, TACOMA  
Resident  
 LEE P. STEWART & LEWIS MORLEY

### Long Beach, Full Week, Takes R-K-O Coast Units

Los Angeles, May 13.

R-K-O's Coast units, four-act bills, go into the State, Long Beach, Cal., starting May 19 for a full week. House is paying \$2,300 for the units, with the shows to come in from the Orpheum, San Diego. Chance makes San Diego a three-day stand.

### Bushwick off Vaude

Going into a straight picture policy, the Bushwick, Brooklyn, gives up vaude Friday (16).

House has been playing split week shows, booked by Jack Hodgdon.

### AFTER FILM TALENT FOR B'WAY LEGITS

Hollywood, May 13.

Herbert Rubin, formerly booking for Lou Irwin in New York, has joined the local Lyons and Lyons agency.

Arthur Lyons is now here. He will spend three months looking over talent, with particular regard for picture people to use in New York legitimate attractions.

### NEW ACTS

Mary Baker and Jean Kenny in "Fozziums," (two-girl act).

# Marcus Loew BOOKING AGENCY

General Executive Offices

# LOEW BUILDING ANNEX

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WORLD'S FAMOUS GUITARIST and BROADWAY'S POPULAR HARMONIST

IN

## "KETCH-ON"

THE BOYS WHO MADE FAMOUS THE SONGS

"TALKING TO THE MOON" and "CLIMB THE HIGHEST MOUNTAIN"

APPEARING NOW

# PALACE, NEW YORK

WEEK MAY 10

AUGUST 9, 1930, WILL CONCLUDE FIVE YEARS OF OUR CONSECUTIVE BOOKING WITH THE R-K-O. CIRCUIT. MAY WE TAKE THIS MEANS OF THANKING OUR MANY FRIENDS WHO HAVE SO KINDLY CO-OPERATED WITH US.

Pictures, Productions and Radio—NAT KALCHEIM, WM. MORRIS OFFICE

R-K-O.—MARTY FORKINS



PARAMOUNT ("Home Wreckers"—Unit)

New York, May 9. Three vaude acts, six dancing couples of all styles...

With fitting propriety Mr. and Mrs. Jesse Crawford dedicate their comedy to spring, using chiefly the music of the season...

EMBASSY (Newscare)

New York, May 12. Variety of material is most noticeable feature of the new show...

An interesting item but one that looks best in the coming week is the clip from California...

LOEW'S STATE ("Smiles"—Unit)

Los Angeles, May 7. Fanchon & Marco Idea this week, labeled as the first excuse for the handie a jubilant success of opening and closing...

PENN ("Color Rhythm"—Unit)

Pittsburgh, May 10. A spotty show that occasionally has its moments. It's the familiar lay-out—a dance turn, familiar vaude comedy, strip characters, a dumb act novelty...

Brightest spot in "Color Rhythm" is tiny June Carr, a captivating dancer who has been making her appearance here within a year...

AVALON ("Pleasant"—Unit)

Chicago, May 8. Carries a punch throughout, this Fanchon & Marco "Pleasant" idea running 40 minutes. Dancing rhythms surge in waves, concluding with a 10-minute military drill...

CAPITOL (Unit "Enchanted Forest")

New York, May 9. Regardless of the fact that the show is a long time from the best of the lot so far, and its box office potentialities are good, strength of the draw lies in the picture, "Enchanted Forest" feature, "Divorcee" (Metro), a good program effort adapted with "Divorcee" from the novel, "Con-Wife" is as nearly a good title as any...

CHICAGO (Presentation)

Chicago, May 9. Ordinary stuff, but the "Flirtations on Parade," locally produced. Rides along for 35 minutes, but with a classy vaude act...

FOX, B'KLYN ("Black and Gold"—Idea)

Brooklyn, May 10. Things are looking up here. Maybe the changes are not so many, or maybe the shows, although nothing currently to steam up extra-ordinary interest...

STANLEY (Presentation)

Pittsburgh, May 9. Ketter next week will give the show with the Helen here this week, house has produced its own presentation, and is still trying off to make possible a return to the stage...

Chicago, May 9. Ordinary stuff, but the "Flirtations on Parade," locally produced. Rides along for 35 minutes, but with a classy vaude act...

UNITED ARTISTS (St. Pct.)

Los Angeles, May 9. Current picture, "The Girl on the Beach" local Broadway contains two hours of picture, six minutes of organ music and four minutes of acrobatic music...

STANLEY (Presentation)

Pittsburgh, May 9. Ketter next week will give the show with the Helen here this week, house has produced its own presentation...







Fanchon & Marco

ATLANTA, GA. (19) "Idea in Green" (20) Born & Weston Franklin Record... NEW HAVEN, CT. (19) "Hot Dames" (20) "The Girl" (21)...

EXCLUSIVELY DESIGNED GARMENTS FOR GENTLEMEN

BERNARDINI

1632 Broadway, at 50th St., N. Y. City

Huff & Huff Helen Hill (19) Louis Winners (20) Louise Manning (21)...

PHILADELPHIA (19) "Black Beauty" (20) "4 Komyas" (21) "The Girl" (22)...

ATLANTA (19) "The Girl" (20) "Black Beauty" (21) "4 Komyas" (22)...

FISHER and GILMORE Direction LEDDY & SMITH

Al & Hal Johnny Plank Joe McDonald Edna Lewis...

Association

Al & Hal Johnny Plank Joe McDonald Edna Lewis (19) "The Girl" (20)...

3 Estons (Three to 11) DAYSPORT Capitol 1st half (18-20) 2nd half (18-20)...

ATLANTA (19) "The Girl" (20) "Black Beauty" (21) "4 Komyas" (22)...

Interstate

ATLANTA (19) "The Girl" (20) "Black Beauty" (21) "4 Komyas" (22)...

Great States

JOLIEF (One to 11) 1st half (18-21) 2nd half (18-18)...

Things Has Changed Since

Nellie Revell was a flap police reporter on the Chicago "Daily News" and used to make the flat-tops questions feature.

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.

LONDON

Tubby Phillips, this town's biggest film actor, scaling 364 pounds, will pilot a motor crash in central London.

Included in a street collection for charity at Aberdeen, Scotland, were 380 foreign coins, 200 washers, 34 buttons, tram tokens, nails, and safety pins.

All London went stark raving mad last Saturday when, in front of 93,000 enthusiasts headed by the king, and saluted by the Graf Zeppelin, which hovered overhead, Arsenal, crick ball hit the national flag and lifted the English Cup and brought it out of the north for the first time for years.

Charles Dorwood, manager of the Paisley cinema in which 70 children were killed on New Year's Eve during the fire panic, is up for trial on charge of culpable homicide.

"Hamlet" caused such a smash at a special matinee at the Haymarket recently it is going in for a second time when Henry Ainley will draw out, with Henry Ainley in the title part.

"The Love Race," written by Stanley Lupine, with music by Hedley and Aires, will be at the Gaiety, 110, Tottenham Court Road, London.

"The Maid of the Mountains" has been threatened again.

Now the official ban on Russian films seems to have been lifted, and the "Red" and "White" films, is due for public run.

Films Group of the Federation of British Industries is understood to be thinking of establishing a central casting bureau here.

NEW YORK

Alma Rubens states she shortly intends to file suit for separation against her husband, Ricardo Cortez. Papers charge desertion. She asserts that four weeks ago she and Cortez went to a financial settlement of joint holdings on the coast, of which she says her share is \$10,000.

When Mae Murray was served with notice of a suit by Natacha Rambova, widow of Valentino, to recover \$100,000 she purchased in the Rambova shop, she tossed them away. Papers were served on Cortez Murray at the Ambassador Hotel.

Evelyn Hesse, dancer of Providence was awarded \$15,000 in Boston in her \$265,000 suit against the Erlanger Tremont Theatre, Corp., and her attorney, J. W. Fractured neck when she tripped over stage mechanism while appearing in a theatre in Boston.

Billy Gibson, fight manager, will be called to testify in West End. His brother, John Gibson, obtained a writ directing William F. Schneider to return to the United States. Petition states Billy Gibson is incompetent to handle his affairs and has been a patient at the Neurological Institute for two months.

Isam Jones and his band had his Jones dance public at their feet.

John Balaban ran a small billiard parlor on Chicago's west side.

Sam Katz was nearly exiled by the elder Katz, who ran a barber shop, because he recently confined Northwestern University's law school to open a picture house.

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LONDON

Commission granted Universal permit to construct and operate a number of wireless stations in competition with R. C. A. Ten of these stations have been granted. The court also ordered Universal to file an accounting of all profits on use of the patents involved.

A play with an all-colored cast, "Rugged Road," by Madame E. J. Robinson, also called, will be presented on Broadway shortly. It deals with the life of the colored people in the South. Evelyn Ellis will head the cast. Lawrence Chere is the leading man.

Dr. Isidor Lebowitz, dentist, heard that Louise Squires, actress, was suing Bert Gordon, her former partner in life, for \$200,000. He went to court to file a claim for \$250 on the suit. Court ruled that it was not a valid claim. Default judgment when Miss Squires was thousands of miles away when the judgment was granted, and unaware of it. Doctor was reserved.

A mechanical band, proposed as a substitute for the human army band, will give a test by the army. Mechanical band, manufactured by RCA, will be issued for a trial on Broadway, London, Md. Apparatus is reported to fit snug and strong into a three-quarter ton truck. It will be shown in action as when not. It has the volume of two army bands, which volume can be controlled.

When Charlotte Lansing Snyder, actress, arrived in Syracuse Sunday (11) to spend Mother's Day, she found her husband, who had died the day before. News of the death of her mother, Mrs. Flora Snyder, had been kept from her. Miss Snyder said that she might appear as prima donna in "New Moon" at the Grand Opera in Detroit Saturday night (10).

The skull of George Frederick Cook, early American actor, was found after his mysterious disappearance in 1812. Cook's body was buried in 1812. The skull was found in the tomb of George Churchyard, New York. Skull is now in possession of Dr. Ross V. Henshaw, who was a student of Cook's 113 years ago from illness, a Dr. Francis, interested in the study of the actor's skull, had it kept in his home and regarded as a genius, desired to learn whether the actor's skull was the same as that of other mortals and removed the head.

Mrs. Pearl Freed, wife of Martin Freed, pianist for Helen Morgan, and her husband, started suit for separation against her husband and is asking \$60 a week temporary alimony. Her husband, who she says being no longer interested in her because he wanted a "Broadway type" to go along with him on path to fame. She named a bevy of Broadway girls as her rivals.

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Norman Wilson, alias Norman Seely, a former actor, was issued a bad check to W. D. Fisher for use of the Colonial theatre.

Warrants for the arrest of Andy Wright and Arthur Hernandez, producers of the "Honey Moon" show, issued on complaint of Barbara Bedford, leading woman, and several members of the cast who were stranded when the play failed to open in San Fernando May 4. Check issued for rent of the Tivoli theatre costing \$100. Wright was ordered to pay or face prosecution for breach of contract.

George Caldrea, manager of the Los Angeles Tiffany exchange, is in the hospital with a broken leg.

CHICAGO

Melville Purves, convicted of murder in England, was released by the Illinois State Prison, succeeded him as business agent of the Billposters and Signhangers' Union, sentenced to 14 years.

"Cleopatra Gardens," dance hall and cafe, was burned last week by four men who kidnaped the manager, Otto Bergerson. In the last two years the place has been bombed twice. Damage estimated at \$9,000.

Pat Malone, Cub flinger, had to be landed to court to pay a \$54.40 night club bill.

Six bandits beat up a man and woman at the Sheraton's Club, radiators.

John Ludlow, actress, and Lawrence H. Hines, actor, were divorced. Marriage license at the Municipal Building.

After one hour of marriage, Eddie Fox, actor, and Mary Hines, actress, were forced to separate temporarily. They were united Monday at the Municipal Building and rushed to Grand Central, where Eddie caught a train to Boston.

weeks they start for California and a honeymoon.

Dorothy Sawyer, who claims to be the illegitimate daughter of Ned Jakobs, has obtained an order of arrest against Jakobs, who left her for a woman in Chicago.

Capt. Harry Wolcher, of the Aviation Corps, was ordered Monday (12) to tell why he persisted in bothering his wife, Gloria Grey, former actress, now manicurist at the Hotel Pennsylvania. She charged that he would come in the hotel and chase all the customers away with his noise and actions.

Richard Currier, another film actor, was ordered to pay \$100 for the issue of a divorce. He also returned to his wife after a brief marital estrangement.

HOLLYWOOD

Municipal Judge Turney ordered the arrest of Charles Chaplin unless he appears as a state's witness against a woman charged with grand larceny. Subpoena servers have been sent to Los Angeles to locate him the past week. Gloria Swanson testified that the seer was unknown to her. Ray Fowler, who was a friend and adviser of both Miss Swanson and Chaplin.

R. W. Carlisle, film editor at U. I. is back with his wife after a trial called off her divorce suit. Both are now on their way to honeymoon.

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Fox will broadcast the news of its convention over a low wave length to its directors on location.

William Goetz, recently appointed assistant to Sol Wurtzel, at Fox, will supervise the retakes on "One Mile from Heaven" Motion, the star, has been recalled.

Winthrop Ames is here to talk over possibilities of producing a new play with George Arliss.

Fire on one of the sound stages at RKO studio caused considerable excitement, but small damage. Staged fire apparatus extinguished flames, which was confined to a drop curtain.

James V. Bryson, foreign film manager for Universal, won a divorce from Florence L. Bryson on grounds of desertion in London in 1925.

Emmett Flynn, director, arrested on charge of driving while intoxicated.

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# Chatter in London

Cocktails voted bad for the gigs. Evelyn Laye says you guys make the best salads.  
Sheriff not popular guy he was. Gary Alligan, film trade space hound, landed the city desk of "London Opinion."  
Harry Tilibury, the actor, who posed for the Southern Railway advertisements and was the most advertised guy around town. Folks thought he really was a railway guard.  
Saps imagine this town's healthy. "Duggle Never Owes," slogan of big scale bookie business here, has been chosen as name of smalltime revue.  
Edith Sitwell's low opinion of poets nothing on our own opinion of some poetesses.  
Billy Elliott's hit the town again, complete with one new crack.  
Four-day talkers are the rage studio way.  
Jack Payne and his radio band will infit themselves on vaude.  
Loss of Chic York and Rose King, R-K-O-ing, is terrible.  
H. Collin new cabaret band leader at Piccadilly.  
Ernest Thesinger, having gone arty, is torturing the Coliseum dudes with pageant-dope on pictorial china.  
Geymour Cooper and Fay Compton—mutual admiration.  
"Journey's End's" charity matinee. Always a sign of a fold.  
E. W. Hobbs, Bill Tilden of British cricket, 47, started the season by hitting up 130. Scored three figures at the wicket nearly 200 times.  
Golf tournaments here these days are an excuse for rival news organizations slogging mud at each other.  
Will Day reckons he's a magician. Craze among the bright folk these days is to eat Russian food.  
Nothing worse than attending two British talker premieres in one week.  
Finero's plays tripping round, trying to make the grade.  
There's a sap in the talker studios who says he's going to improve on Shakespeare's dialog.  
Geymour Hicks making shorts at Elnest.  
The name of the Metro Goldfish which floats in the Empire fountain is reported as Jerry.  
Beuchomber, "Express" columnist, most individual feature writer in the country, thinks films are not just bad, but punk.  
Folks working on certain British talker units are wondering whether they'll get next week's dough this year, next year, now, or never.  
Folks here are now the standard dress of bank clerks of week-ends. Leslie Benson replaced W. H. Berry in "A Warm Corner" at Princess.  
Evelyn Laye running around with

birds, collecting divorce data. Suburbs are getting chocked with nite dives. Belt extended.  
Tennis season's chief problem is whether it's better to wear stockings or be out of fashion, or shave the calves and feel uncomfortable.  
Birth rate up. No special reason.  
Bedroom scene in "Mulberry Bush" is rated as the most complicated mix-up to get by the censor. It chorines these days fight for high kick rate. One boasts 900 bends in an evening.  
Tilly Brissson's photo in the papers has made Carl furious.  
Folks are discovering the best use for the radio cabinet is as a disguised stall bar.  
Federation of British Industries can't find the leak in the ranks. Stuff gets getting into the papers, and they threaten committee meetings if they don't call.  
Big-hearted George Banfield, of Filmmat, boasts the film trade's zippiest auto. Does Brighton in one hour ten.  
Two Hamlets in one week ain't nothing to laugh at.  
Bernard Shaw at other guy's rehearsals is just a bit of a nuisance, if a good space gap.  
Geymour Cooper kept running round town just to threaten to make the place look arty.  
Brave show of electric lights in Trafalgar Square reflected of nights in the city, remind Americans of some of the small time fireworks.  
Discovered a guy named Shakespeare who now lives at Stratford. No relation. Swears half the Americans who meet him say they thought he was dead.  
Shaw's little niece is reported in the papers to have panned his plays. Takes a kid to tell the truth or have more pluck than most critics.  
With tennis season about to start, indications are evening tabs will want to get to bed an hour earlier. Geymour's boys a smash before sundown.  
Leading song at present, "Happy Days."  
John Maxwell threatens to trip one of the Sittens. No film magazines left here soon.

## Perplexed College Boy

College boy calls his ramshackle river boat "Love."  
When asked why, answer is: "What is This Thing Called Love?"

## 30 TICKET STEERERS PINCHED AT CENTRAL

More than 30 ticket "steerers" near and in front of the Central theatre were arrested last week on a charge of disorderly conduct. Prisoners were arraigned in night court and fined.  
Captain Armand Hayes of the West 41th station received complaints from theatregoers and pedestrians that "steerers" agents for speculators were impeding pedestrian traffic in front of Central. The speculators have cleaned up the "steerer" downtown showing the "Western Front" at the Central. Just adjacent to the Central in a Chinese restaurant on the second floor the speculator makes his headquarters. The "steerers" admit that tickets can be bought in the restaurant.

## Paris Chatter

(Continued from page 36)

now a critic, complains of the Hollywoodishness of the French actors from the Paris stage.  
Leonce Perret dubbed French drama in five days in "Quo Uisus Dion." Barton learned "S'and Ups to Him" from Jimmy Durante's Columbia disk. Many of the mob think it's Old Home Week at Harry's New York. Hubert Barton and his mob assassinate jazz.  
First time over for Bert Cortelyou, gen. mgr. for Lyons & Lyons, joking with the programs gratis to sidewalk passers-by; ultramilitary courtesy service, no tips, etc.  
Louis (Lili) Chatain flew to London for Joe Freeman's wedding.  
Cecile Sorel, of the Comedie Française, is fighting the French government in the courts to prevent condemnation proceedings on part of her Riviera estate. French navy wants to build a coast battery there.  
Count that day, or rather, am. just when a fellow doesn't become frankish. To illustrate to Herbie and Gino of the U. S. Bar-Restaurant that he (Charlie) was so hungry he could eat a horse, he borrowed a horse and drove it into the narrow American eatery and asked to have it served him.  
Roy Barton of Harry's New York Bar's songsters is dictating on Coca-Cola. That can be beer which put it on him. Roy has a great racket also of charging a franc to read his copy of "Variety."  
Mistiguett is affectionately called The Miss by her company.  
De Belle and Lee to the Grosvenor House, London, to hoof it.  
Henri Leduc almost had flu. Tough pulling through.  
Paramount here is sending its press stuff out in a snappy form. Emile Dabon, who's high-law of Adolphe Osse, local head, is responsible for the improvement.  
Painters too poor to rent exhibition rooms here are now showing their wares in the department store market near the Madeleine church. A woman found in Paris unable to make herself understood was questioned at the Exposition languages to no avail. Further questions by special interpreters at police headquarters in Asiatic and Norse dialects also failed. Eventually she was found to be French and originating from a village in Brittany where the very local dialect strongly resembles Gaelic.  
Oscar Dufréme, head of the Vaudeville Producers' association, is also a Paris alderman.  
Serge Leslie, American specialty dancer, has been asked by Henri Leduc to put on a revista with-law of the Palace revue which is currently appears and which requires building up. Leslie joined the cast on the eve of the premiere.

## Assorted Alibis

By Joe Laurie, Jr.

Lousy orchestra... Nobody out there... We're following a bad act... Spotlight man got everything wrong... Slippery stage... Piano's out of tune... So much noise back stage the audience couldn't hear us... Act here last week using our stuff... He's asleep last night, all in... Wife's pipes got gone... Stage too big to manage... House too small... Acoustics lousy.  
Did you hear that kid crying just as we got to a point?... He's sore at me so he won't work... Too much talk on bill... Everybody has an egg in this town... Too much singing ahead... They hung out stuff all wrong... Too much dancing on bill... Got a hangover... This is the first time we did the act in four weeks... Following a sad picture... Lotta kids out there... Nothing but foreigners... They want hoke... Can't do anything No. 2... They're disappointed with the headliner... Tons on bill... Too early for our stuff... Got no send from M. C.... Stage too dark... A picture audience.  
Legit Actors  
I was the hit of the show out of town... I jump in the last minute and in the spot in a day... The star was jealous... The author botched up the works... The manager killed the show by putting in his sweet act... Was miscast... Bad third act... No management... He staged me and killed all my points... The director didn't know

## Idiotic Interviews

(In London)

Charles E. Cochran is otherwise known as Charlie. In this town's most exclusive grill room he reads this town's most exclusive newspaper, "The Daily Mall." It outlined a highly exclusive story about one C. B. Cochran, which had only appeared in "Variety" the previous month.  
Doing the Punchinello stunt over the press clip, the impudario; after having studied the highly exclusive menu, gave a most exclusive interview.  
"Let me tell you," he said, "I detect publicity."  
"You detect publicity?"  
"The slogan of the Cochran genius, it appeared in summed up in one word—"Art."  
"The public wanted they had to have."  
And they got it.  
At four bucks a seat.  
The Great System  
"The box office," said C. B. C., ordering fish and chips with a fancy name, "is a secondary consideration. I exist to serve the public. My chief interest in this business is to have photographs for the newspapers. I have the finest collection of chorus girls in the world. They are tall and slim and so fat and tall, according to the dictates of the time. If the fashion is for plumpness I make them slim. If knees are all the rage I give 'em long skirts."  
"I detect publicity that way. Don't think, mind you, that I want publicity. I detect it. But the public persist in reading about the entire contents of the world. The more popular an artist is the more courageous backer of an art show which flops than as the man who grabs the dough from imported musicals."  
"Success," continued the producer, pushing his fork through the butt of a cigar, "goes to the heads of some folk and they become exhibitors. The box office becomes more important than the artistic value of the show they are presenting."  
"If you can't win success at it," he said, "cheaper price, remain a failure."  
"My present revue," he concluded, "is my best to date. It is taking more money, and getting more notice."  
"Please don't quote me. I detect publicity."  
Emma Eames and Nella Melba sat in adjoining boxes at the Metropolitan the other evening, but the opera's press department didn't seem to think it meant a story. As the two ladies discussed their dinner, other besides, there might have been one, at least for a tab. In the unusual occurrence.

## Rickard "Abatement" on Tax Not a Refund

Washington, May 13.

Mrs. Tom Rickard, widow of the fight promoter, won out in a tax disagreement with the treasury, receiving over \$25,000. Though reported throughout the country as a "refund," Mrs. Rickard will not receive this sum though it is stated that the estate will get it over practically nothing when it was set up.

## Clarka Bow

By Claude Binoy

Hollywood, May 10.

With Paramount advertising that "Clara Sings," it looks like Harry Rickard's spoiled girl, Elinor Glyn started it, Clara showed it, and the boys went nuts about it. By the way, what happened to Richman?  
Clara (SA) Bow was born in the sea water dad ran a coffee and cake spot at Coney Island, and it was there that Clara learned about women.  
"Father," said Clara one day, with that questioning look in her eyes.  
"Nick," said Pop, guessing what the kid was going to spring.  
"Father," repeated Clara, "I want to know about everything."  
"You mean about Santa Claus and Bunny Rabbit?" asked Pop, stalling.  
"Father," repeated Clara. She was a persistent kid.  
"Well," said Pop, "it's this way. We're here today and gone tomorrow."  
He was right. Clara was a beauty contest and they took off for Hollywood.  
"I like Hollywood," said Clara.  
"It's so glamorous."  
"By gad!" exclaimed Pop. "They took the sensuous last year, too."  
Clara's first part was a small one

## Inaccurate Biographies

in "Beyond the Rainbow," made by Metro and featuring Billie Dove. "I" last year in the cutting room. Miss Bow's next was "Down to the Sea in Ships" three years later. She played the stowaway and gave Joan Lowell a great idea.  
"You have agate eyes," he said slowly. "They are the first agate eyes I ever saw. Was your father a Mason?"  
"Yes," said Clara.  
The press agent looked into the book of ethics. "Mustn't touch," he sighed, and walked away.  
Ben Schulberg finally placed Clara under contract and he brought the girl over with him when he moved to Famous Players-Lasky. Her first starring picture was "It," Elinor Glyn is credited with discovering the thing. When she saw Clara she immediately pointed her out to a girl with plenty.  
"There is it!" asked Paramount.  
"It's within her," said Miss Glyn. "It's an inner magnetic appeal. It will show in pictures."  
Whereupon "It" became associated with Clara Bow, a fact which explains those guys who come around to the door peddling underwear to your wife.

## Chatter in Loop

(Continued from page 56)

(Because the sign on the door read "Wanted").  
"Father," repeated Andy, has the drama. He recently bought an entire outfit. He had a birthday last week, and Andy (Correll), made the roses and flowers for the party, sending him just the drum parts for all the songs.  
Elly Diamond is chairman for the R-K-O western golf tournament, to be held June 3 at Green Valley Country club, Wheaton, Ill. Prizes are up from Radio Pictures, Natie Blumberg's department, booking office and Morac Inc. Singers.  
The unmasked Barillon has installed a \$1500 recording equipment in his home, and is now turning out vocal pancakes to retail at six bits. The guy's real moniker is Earl Babcock, and in his working hours is one of the best photographers at the "Daily News" plant.



Money Grand Dames in Shops

By Cecelia Ager

Broad-minded society women, who go into trade and open their own shops, have certain definite principles which the customers are permitted to forget for a moment...

Here they are, bustling with energy. Parties, no matter how ultralite, are such an awful bore after a while. Having a shop might be a lot of fun...

The doors of their shops are open to everybody. So far from their private lives, Democratically they rub elbows with all sorts of people who happen into their shops...

When these enterprising society ladies decide upon a career in retail, they first select a paying profitable taste finds worthy expression in an interior decorator shop...

Madison avenue and the East Fifties and Sixties are the favored spots for these shops. Usually the full name of the owner including Mrs. or Miss, is printed in neat gold letters on the windows...

The shop's owner can always be recognized by the fact that she wears a hat, sometimes she keeps on her gloves. She herself does not speak to a customer whom she doesn't know...

Although they are such helpless little things when they are great, big, mazy of business, these society lady shopkeepers have a knack of pricing their merchandise in whacking figures...

Dorothy Mackail as Charming Comedienne, Old Style 'Cousin Kate'

Dorothy Mackail, superior to the old-fashioned devices of "Strictly Modern," photographs beautifully in the past tense, displaying one of the most charming comediennes of the screen...

WHEN THE GOBS HOG RIVERSIDE DRIVE

Riverside Drive is doing capably business these five Sundays. From 7th street to Grant's Tomb it's S.R.O.

The rush starts early, with lucky patrons securing bench seats and the corners perched along the stone wall to watch the passing show. By 3 o'clock there is not an inch of available sitting room...

Plenty of ingenuos and juveniles in this outdoor production, with love interest relegated to the Navy. No gallant muffs has a chance with the fleet in town...

Up in front of the Sigma Chi college the atmosphere grows collegiate, but is equally fraternal, the heroines' lagging steps indicating that each one might like to be the first to tread the Sigma Chi...

MARRIAGES

Johnny McLaughlin, composer and head of Witmark's concert department to Ellen O'Conner (non-pro), June 21.

BIRTHS

Mr. and Mrs. Louis Lplstone, a son, May 7, at Michael Reese hospital, Chicago. Father production manager for Balaban & Katz.

Dirty Tip-Off

Hollywood, May 13. Belthop in a local hotel is cashing in on cheating husbands who are afraid of going to the fights Friday nights. Belthop picks up programs and seat stubs after the fights...

SEEING THE NAVY FROM ATOP A 5TH AVE. BUS

With New York's sky full of air-planes and streets blue with sailors the feat a lady would do want to join the crowd viewing the armada in the Hudson, accepting the Fifth Ave. bus' invitation to see the fleet...

Thoughts something like this: Must have some monkey ancestors at that to be able to climb these winding stairs with this tingling motion...either that or to get the dime needing oil or spongy grease...

It surrenders an important spot to three fraternal fellows, billed as Clayton, Jackson and White. Clayton, Jackie, and White have no chic, no style, no knowledge whatever of stage direction...

Majoré de Haven, badly dressed, taps precisely in the Duster West side of three girls, neatly groomed, neatly dressed, in Charles Ruggles' playlet, celebrating a return Palace date.

THE WILD WOMAN TYPE IN BORING "RINGS" There are no subtleties of characterization in "Wedding Rings" in which two sisters, fighting over a man, dispute a white line between good and bad intention...

Betty Amann, Prospect Betty Amann, heroine in the German "Asphalt," shows possibilities for Hollywood. As a showy adventuresome who finds the wages of sin a hard road, she gives ample opportunity to emote and flutter eyelashes so long that they can't possibly be real.

Mr. and Mrs. Stan Laurel, son, May 7, in Hollywood. Father is of the picture comedy team, Laurel and Hardy.

35c Mat Scale for N. Y. Hip No Bargain

Hip continues to boast about its three-hour show, so delighted over quantity that it doesn't seem greatly concerned over quality. Top price in the afternoon is 35c—and no bargain.

Victoria Six, four of them girls who are regulating the acting act and brawls, combine cycling and band-playing. The strain of pedaling bikes around the stage tells on the music which is strictly low.

3 LOWDOWN RUFFIANS MAKE PLENTY FUN With R-K-O vaudeville clamoring for refined recognition, and managers protesting that material is energetically as any Gold-Dust Twin, the present bill at the Palace seems a breach of policy.

When the next war impends show "All Quiet!" to the women of any nation—and there won't be a next war.

GILBERT IN CLASSIC NOT HOT-UNFORTUNATE Rhinestones, the most misused stage decoration, can be dead-swell when applied with intelligence. They get a break in the Chester Hale costumes for the Captains "Japan-les" in which they are used as little bits of magnificently carved headresses.

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2-WAY SATIRE IN "SHOW GIRL" Alice White in "Show Girl in Hollywood" overworks her plot delivering lines that do not suggest any great mentality, quite in keeping with the role of Dixie Dugan.

Production numbers are lavish, in fact, there are a few escaped customers who sometimes are bold

"WESTERN FRONT" IS GREATEST WAR SERMON

By RUTH MORRIS "All Quiet on the Western Front" makes a cream-puff product of every war film that has ever been shown. Its tumultuous battle scenes plunge into agony, kaleidoscope horror and prolonging it for unendurable periods, but every living creature should be forced to see it at least once a year.

Women in the film are unimportant. The only trench and dugout on every front. It creeps behind the lines and shows every aspect of war. Except for very few scenes unecessarily over-directed its hysteria rings true. Its comedy is real and never sinks to the cheapness of "comic relief."

All the disarmament conferences in the world, even Louis Wroblem's suggestion to put all the Generals into one arena and let them fight out the next war, will not do as much to reduce the danger as the repeated showings of this film. Feminine reaction to "All Quiet!" is not as always, tearful with the women, though the Central theatre has a quota of damaged handkerchiefs. Sobs are choked in exclamations of horror, the memory of which turns into a desire to crusade against them.

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GILBERT IN CLASSIC NOT HOT-UNFORTUNATE

Rhinestones, the most misused stage decoration, can be dead-swell when applied with intelligence. They get a break in the Chester Hale costumes for the Captains "Japan-les" in which they are used as little bits of magnificently carved headresses. Black velvet, following the line of Jap collures, points the pastel shades of the costumes. The most interesting design to the manipulation of green and orchid fans.

Lovely pastel gowns, made of yards and yards of fine ruffling, make up the bulk of the costumes. Back in town, and other headresses made of velvet matching the various Japanese robes are returned.

With John Gilbert's popularity already menaced by speech, it is unfortunate that his producers selected for him the dreary role of the "Redemption" man known on stage as "Redemption."

Mr. Gilbert's ingenuos utterances never make his role convincing. Even a seven-minute "Redemption" Boardman and Conrad Nages, never overcome the fact that they are acting a classic.

2-WAY SATIRE IN "SHOW GIRL"

Alice White in "Show Girl in Hollywood" overworks her plot delivering lines that do not suggest any great mentality, quite in keeping with the role of Dixie Dugan. But a seven-minute "Redemption" Boardman and Conrad Nages, never overcome the fact that they are acting a classic.



Erlanger's After Man Power and Young Producers by New Season

It is understood that before the new season opens the Erlanger office will engage several executives to build up the man power of the organization.

The idea of the directors appeared to be done on a percentage basis. Reports are that no definite production plans of its own have been made for the Erlanger office.

Daily meetings were held in the Erlanger office, presided over by Erlanger, Saul J. Bason, newly appointed administrator; Charles Dillingham and Marcus Helman.

Short on Summer Shows The ability of either the Erlanger or Shuberts to offer attractions for the summer is doubted in show circles at present.

So far as the summer is concerned, the Shuberts seem to have the edge with a few musical productions.

The Erlanger office, feeling its way as to production under the new management, has one major summer musical in sight, Carroll's "Vanities," in which it will have a minority financial interest.

Summer show business has been declining for the past season. The heat wave of last week may be an out, but otherwise the available shows do not appear to be in sight.

Nathan M. Brown, who was professionally known as Bramson, has merged with Lyons and Lyons and is vice-president of that agency.

"F. & J." Revival in N. Y.

"Frankie and Johnny," tried out last season by A. H. Woods in Chicago and closed because of running up against a censorial snag because of language theme, will be revived in New York.

John Kirtland, author of the piece, will make the revival.

'Honor' Folds in Rehearsal Cast Gets Week's Pay

"Honor," which William Barth rehearsed in rehearsal, folded without opening last week. He will continue off show indefinitely and settling claims with cast by giving all a week's salary.

The premature shelving of the piece is said to have been the result of differences between the producer and his backer, with Barth refusing to make the latter hold the bag for the salary amounts distributed and the latter giving cheerfully to boot out.

Last N. Y. Group Folds

Last remaining art group in New York has called it quits. Bronx Theatre Guild has given up its tenancy of the Intimate Playhouse which it occupied about eight years, and disbanded Sidney Stavro, who headed the group, may go to the West Coast. Others will go back to work.

BILLY ROSE'S SHOW WITH JED HARRIS IN

Billy Rose has a self-written musical in view for next season, with Jed Harris interested, the latter probably for a small piece and as stager.

Proposed as principals are Billy's wife, Fannie Brice, and James Barton. Miss Brice this week is at the Maxbaum, pictures, Philadelphia, playing four or more daily, but getting heavy dough to the size of \$7,500 for the week.

\$25,875, NET, LEFT BY ELITA PROCTOR OTIS

Estate of Elita Proctor Otis, who died August 19, at her home in North Pelham, N. Y., has been appraised at \$25,657, gross, and \$25,875 net, of which she gave \$22,950 to her nurse for ten years, Alice K. Gwynn.

Chief asset is the real estate in North Pelham valued at \$19,500 in addition to which she had \$2,615 in cash, \$1,380 in jewelry and other personal property, and \$10 as the value of two shares of stock in the Commonwealth Hotel Company.

Dempsey Off Roles

After wrestling for a day with the Grant Mitchell role in "The Champion," Jack Dempsey, ex-heavyweight champion, convalescing from a slight operation in Rochester, Minn., decided that the study was too difficult for him, and turned down the offer to guest star in the comedy with the dramatic stock horse.

Stock was willing to pay Dempsey \$3,500 and a percentage for the week.

"Moon's" Second Attempt Nearer Song Writers

Civic Rep session at the Hollywood Music Co., already sprinkled with guest artists, will be interrupted May 25 by one of the two new productions. First is George Holland's production of "Juntoon" at the Belasco and this "Juntoon," just closed three weeks week making stands in Long Beach, San Bernardino, and San Diego.

Natalie Hall in Lead

Natalie Hall, currently with "Three Little Girls," will continue with Connelly and Swanson next fall for the lead in "Princess Charming."

Mitzi Tour Ends

"Sari," with Mitzi, closed its tour Saturday night after a three day engagement at the Capitol theatre. Show followed closing of Capitol theatre, who abandoned the week before.

Three of the Capitol Players, John H. Dilson, Clyde Dilson and Enid Romany, this season started engagements at R-O Proctor's in vaudeville sketches written by Dilson, director of the Capitol Players.

Shuberts' Importations

Shuberts' Dramatic League of Chicago will open up its second season at the Princess Oct. 6. Schedule tentatively calls for four-week runs and six plays, mostly importations.

Ideal Playwright

A new show, authored by the son of a millionaire, got a big attendance on its opening in Hollywood. It was the son's first try at a first night show.

The author had laid \$1,000 on the line for first night seats for his friends.

Duffy Letting Go of 3 Coast Stock Houses

Los Angeles, May 13. Henry Duffy will dispose of his President thees here, two in Oakland, and his Dufwin in Portland and will confine his dramatic stock to two houses in Hollywood, two in San Francisco, and one in Oakland. Business has not been good.

In the last fortnight 30-day options on the two Dufwin theatres have been granted to possible purchasers. Fox West Coast has been negotiating for the President, Los Angeles, with the idea of operating it as a newres house.

Duffy, however, will continue to operate the President for at least two months, with "Elizabeth Steps Out" set as the next production following "The Blue Ghost."

For the deal for the Oakland Dufwin goes through, Duffy will move his company there over to the Fulton, which he closed Dec. 16. The Fulton has a revolving stage and can be operated more economically than the Dufwin, but the latter was kept open because the investment involved was greater.

Rosen and Epstein Producing on Coast

Al Rosen, agent, is turning first American production of "Molly Magdalene," Crane Wilbur's miracle play. Plan is for a Santa Barbara, Cal. tryout June 20, opening in a San Francisco house the following week, and coming to Los Angeles in July.

IOWA STOCK STARTS

Sweet Company Opens With Rep. of Three Plays. St. Louis City, Ia., May 13. George D. Sweet's stock company opened its 26th touring season of northern Iowa, Iowa Storm, etc.

New Joe Howard Try

Joe E. Howard will try again, but with a new piece, called "My Girl," with book, lyrics and music by Joe Howard. Staged by Ned Wayburn. Opens tentatively at the Adelphi, May 25, with Howard holding a four-week option of the house.

Sixth City Stock

St. Louis City, Ia., May 13. Frances Dale closed at the Kialto, indefinitely. Bradley Page is leading man.

Shuberts Refuse to Permit Show Under Stop to Move Elsewhere

RICHMAN TELLS LESLIE IT'S DOUGH OR ELSE

Refusing to walk on the Majestic theatre stage Monday night until paid the \$5,000 in back salaries he claims Lew Leslie, "International Revue" producer, owes him, Harry Richman later compromised and went on when Leslie gave him a check for \$2,500 on a/c.

Leslie has been credited with performing a miracle job by keeping his show, conceded a financial bust from the start, alive. Cast has helped out by accepting two salary cuts and the original \$30,000 payroll was trimmed to half or less.

Richman's Monday night balk was the first indication of any laxity in the pay-off. "International Revue" is reported able to get by on present grosses, quoted lately at around \$23,000.

Notice was posted backstage Monday night, placing the cast and show on a week-to-week working basis.

DANCER WINS \$75,000 VERDICT FOR INJURY

Boston, May 13. Evelyn Ellsmore, dancer in "Floretta" when it played last fall at the Tremont Theatre, won a \$75,000 verdict in the Federal Court against the Erlanger-Tremont Theatre Co. when she claimed a broken vertebrae, suffered in a fall during the show, had made impossible for her ever to dance again.

Miss Ellsmore is 23 and lives in Providence, R. I.

Gitlette's Farewell

Pittsburgh, May 13. Quite a farewell given William Gitlette here last Saturday night at conclusion of his last performance at Nixon in "Sherlock Holmes." Tour closed here, and when it fell the 75-year-old veteran announced that he had retired from his last professional stage.

Paul Streger Back

Paul Streger, who temporarily halted legit producing activities to embark for Hollywood is back in New York and will shortly resume with "Ann," comedy by Frank Dazey and Agnes Johnson as his next fling.

So. Bend Stock Quits in Debt

The Oliver stock folded here Dec. 13 in debt to many people. Oliver theatre was the last local legit to be lighted. Town is without stage attractions.

Call on Cast "June Moon"

The coast company of "June Moon" has been ordered back to New York by Sam H. Harris. The Los Angeles showing was sponsored by Colleen Moore, whose brother, Cleve, was inserted into the cast.

Doubt by the Shuberts of the right of Herman Shumlin to move "The Last Mile" from the Harris to the Cohan, has stopped the proposed shift for the time being. Business for the prison play dropped under the stop limit for two weeks but the Shuberts did not give the show notice to vacate. Shumlin was about to serve notice of closing on the Shuberts but held back when advised the latter would seek to enjoin the moving of "The Last Mile" to other than another Shubert theatre.

About a year and a half ago the courts ruled out the clause in booking contracts stipulating that a show cannot play another theatre in New York within six weeks after the original date, unless the shift was agreeable to both sides.

In that case notice to move out had been given by the Chanins of the show management. Since the Shuberts did not serve notice on Shumlin nor he upon them, the hold-up contract was voided and the show played legally.

A new form of binder is being used covering the matter of closing in New York. Under the new arrangement other houses not under the same management. Instead of it being a clause in the sharing agreement, it is now made a separate agreement which must be signed by both Shubert houses are required to sign.

Plenty of Arrests In Frisco Check Jam

San Francisco, May 13. Plenty of grief for the backers and managers of "Philadelphia," which was to have opened at the Tivoli theatre May 4 but didn't because a check for \$500 rent given to W. H. ("Doc") Leahy, owner of the house, bounced, came back, Leahy refused to part with the keys to the theatre.

Warren Millais, who issued the checks on account of Andy Wright, who was the producer of the show, was arrested on a warrant obtained by officials of a local hotel who charged the troupe owed \$850. Checks which had come back from a Hollywood bank marked "insufficient funds." At a hearing in the police court Millais said he had been authorized by Wright to issue the checks and had been told there would be funds on deposit to meet them.

Arthur P. Hernandez, said to be associated with Wright, was arrested on a warrant obtained by Barbara Bedford, one of the cast. It was issued on charges that misrepresentation of conditions of employment had been made. Claims of 15 members of the cast totaling \$1,269.71 were filed with Deputy State Labor Commissioner Johnson.

3 Shubert Shows Melt

Three Shubert musicals—"Street Sinner," "Nina Rosa" and "Wonderful Light"—folded for the season on tour last week. Companies returned to New York and disbanded.

U. of C's Hit Show

Chicago, May 13. University of Chicago instructors have their first hit in a decade in "Smart Alec," annual all-university men's production, and may road show.

Script and lyrics by Jack Pflaum, and more than 20 original songs credited to Jerry Solomon, co-authors.

**PARIS' MAT IDOL  
COPPED FOR TALKER**

Paris, May 2.  
Victor Boucher, local matinee idol, has signed with Jacques Haik, producer and owner of the new Olympia theatre. Film titled "Cousin Albert" is from novel by Albert Dieudonne, a French film actor, who starred in "Napoleon," with lyrics by Maudru. Rene Herwil will direct and Andree Deviller will be femme lead.  
Shooting will be done at the Gaumont Paris studio on RCA Telephone wire as Haik's own studios which were destroyed by fire are not yet rebuilt.

**Berlin's Art Festival**

Berlin, May 2.  
Berlin Art Festival which comes every year in the late spring will begin this year May 23 and last until June 18.  
There will be a large number of musical offerings.  
Outstanding feature of the program will be a cycle of six works by Beethoven. Solists will include Fritz Kreisler, Pablo Casals, Frederic Lamond, Edwin Fischer and Sigrid Onegrin.

**Bohnen Rehearsing**

Berlin, May 2.  
Michael Bohnen, baritone, has returned from the Metropolitan Opera, New York, to rehearse for the operetta by the well known Austrian composer, Ralph Benatzky, titled "With You Alone on a Desert Isle" ("Mit Dir allein auf einer einsamen Insel").

**French Buy U. S. Talkers**

(Continued from page 6)  
due to delay caused by legal requirements.  
To offset this, Albert Kohan, managing director, who, though primarily a financier, has had considerable film experience, takes it upon himself to back production here and abroad, thus insuring product for the circuit next season.  
Kohan is in on "Eskimo," produced in Denmark by Nordisk Film; in "Caprice Viennois," made in Elstree (England) by British International, and had "Toto main, Madame," produced at the Gaumont Studios, Paris, by Max de Vaucorbell. He also may buy some product from Cinesudoo Continental, the Paramount backed organization.  
Circuit's current theatre offerings are weak, operatives even allowing the houses which had been smartened up by Metro management to revert to their shooting gallery appearance.

**JANE AUBERT FORCED  
TO WORK IN ITALY**

Paris, May 2.  
Due to Col. Nelson Morris, the Chicago packer, interfering with the stage activities of Jane Aubert, French vaude and film star whom he is divorcing, she finds herself unable to work here. Even Paramount cannot release a short she made for Robert Kane.  
Miss Aubert instead is appearing in Italy.  
Owing to her resulting inability to act in "Une Femme a Menti," a Kane feature, Jeanne Helbling has been substituted.

**Australia**

Picture business is away off in Melbourne. Several houses are playing to less than half capacity. Exceptions being "Gold Diggers," "Love Parade," and "Rio Rita."  
Suburban theatres are keeping folk away from the city now with most neighborhoods having sound.

**Newlyweds Returning**

Adele Crane and Jan Rubini leave this week for America. Rubini has been a great success here as conductor at Capitol, Melbourne. Rubini married Miss Crane some little time ago when actress was playing for W. T.  
Tivoli, Sydney, being demolished. Shop sites will replace.  
Figured that Williamson-Tait will lose on "Prince and Pauper" season at Royal, Sydney. Heavy overhead and high production costs cannot be repaid with show only getting three weeks run.  
William Faversham — so critics stated, magnificent actor with little scope in present show. Expected start will do better with "The Hawk," which opens next week. Ann Davis will support Faversham.  
Norman Dawn will begin work on his first Australian talker next week. Scenes will be shot at local roadhouse with picture mainly talking-singing revue affair. Williamson-Tait interested with Dawn.  
Stuart F. Doyle, director Union Theatres, told shareholders in Melbourne that for every \$50,000 the company made, government collected over \$5,000 tax.

**Native Film Corp.**

Australian Talkies, Ltd. formed in Sydney recently, with capital of \$50,000, to produce talking pictures. Subscribers include Norman Dawn, G. A. Saunders, M. Hirsch, C. Horan and W. Armstrong.  
Fullers will make their former vaude house, Empire, Brisbane, talker policy next month, following decision to quit vaude-revue.  
Williamson-Tait will revive "Salisbury" next month at Melbourne. Roadshowing smaller towns.  
Allan Wiklie did big business in Melbourne with Shakespearean and local film productions, under his own management.

**Copenhagen Plays**

By Knud Knudsen, May 12.  
The influence of the American film also influences the repertory of Denmark theatres. Public is interested in American and English plays, and especially the modern west end house, the New Theatre, has also a special reason, now that the Danish film star, Svenn Gade, has returned to Copenhagen from Hollywood. Frothing by his effect on the city, he is now stage director contracted with the New Theatre, where he started well with "Clay in Rome" in American style. The play attracted crowds for over two months, although the content was already known from the film. Svend Gade next season will produce "Street Scenes at the Royal," which did it successfully in Stockholm, some weeks ago.  
"The New also did 'Front Page,' which was written by Gade, who after a quarrel with the manager, left the theatre and now has been engaged by the New Theatre. The whole atmosphere of the play was so foreign to the public that it failed its effect on the city. The whole atmosphere of the play was so foreign to the public that it failed its effect on the city. The whole atmosphere of the play was so foreign to the public that it failed its effect on the city.

**5 UNITS AT KANE'S  
STUDIO IN PARIS**

Paris, May 3.  
Following the conferences between Jesse L. Lasky and Robert Kane, five units will function at the Cinesudoo Continental to make talkers in French, German, Spanish, Italian and Norse languages. These units will be organized to scout for stories and talent in their province.  
Perfume equipment intended to shoot various locales has now been given permission to go from country to country, without paying custom taxes every time it crosses a national boundary.  
Camilo Aldao, Spanish writer, has been engaged by Kane. Also Adequi Millar, Spanish director, who made "San Jose" and "The Incredible" afterwards bought by Warner Bros.

**English Film Riot**

(Continued from page 7)  
agement of the chain by Gaumont British.  
The meeting rejected the proposal on a show grounds. Thereupon the board demanded a formal poll which counted out the stockholders' resolution to reject the plan and the meeting was adjourned for a month, during which time a complete poll of all the stockholders on the Gaumont British scheme will be made. The scheme calls for payment to Gaumont of \$15,000 a year as management fee, \$50,000 administration expenses, with power to discharge and replace the existing staff. Plan also provides for Gaumont to take 10% of net profit after all charges have been covered.  
Henry Neville, director and Schlesinger's nominee, was violently attacked at the meeting and accused by the stockholders of allowing Schlesinger to walk out of the trouble.  
The stockholders demanded in vain to be informed how much stock Schlesinger was holding, if and when he had sold out and what price he got for his holdings if he had liquidated.  
Mention an offer has been made to a group of stockholders outside Schlesinger's influence by Maxwell's Associated British Cinemas to take over the management on payment by United Theatres of \$30,000 a year and 10% of profit after preference dividends have been paid.

**RADIO SISTERS FALL  
DOWN IN VAUDE**

London, May 13.  
A radio name billed above a standard vaudeville feature proved a sad disappointment at the "Palaceum" yesterday (Monday). Elsie and Doris Waters, who, with Harry Sutton and Jimmie James, its prominence, due to the girls' radio reputation, although Sutton and James are class vaude.  
Waters sisters proved a complete disappointment and the incident gives further evidence that the "British Broadcasting Co. has little talent of its own, other than that recruited from the specialty stage."  
"Perkeo," automatic figure worked by electricity, with a German woman as lecturer, turned out a Continental novelty and was well received.  
Johnson and Graham, using the billing "Two Black Dots," long been conceded to Kramer and Morton (American), got over nicely with their fast stepping.

**Czech Playwright Charged  
With Bribery, Arrested**

Prague, May 13.  
Dr. Arne Dvorak, noted author of a group of patriotic Czech plays done at the National theatre, has been arrested, charged with bribery in connection with political activity.  
As a result his latest play "The Ball of the Murdered Woman," was chairman of the Czech recruiting service. His most popular play, "Mathew, the Honest One," severely condemns political corruption.

**Janet Flynn Reported  
Following Lili Damita**

London, May 13.  
Janet Flynn, former Albertina Rasch girl, now playing one of the leading parts in "New Moor" at the Chatelet, Paris, is reported picked for the Lili Damita role in the New York production of "Sons of Guns." She is scheduled to sail tomorrow (Wed.) on the "Bremer" from Cherbourg.

**Arthur Swannstrom's new leading woman to replace Lili Damita in "Sons of Guns" is described as Gina Malo, French girl, of the Theatre Chatelet.**

Swannstrom will sail from France with Miss Malo today (Wednesday). Above is a press announcement sent out yesterday. If the boat is the same as in the cable, the girls are probably the same as in the cable.

**Dora Maughan Set**

London, May 13.  
Peppy Desbreaux, who has a class cabaret in Paris, came to London especially to see Dora Maughan's performance.  
Result was she engaged Miss Maughan to open in Paris May 26 for the entire season.

**All O. K.—But**

Amsterdam, May 13.  
Negro chorus from the Hampton Institute in Alabama making a tour of Europe, gave a concert here. Newspapers gave the event much attention. Critical comment enthusiastic.  
Public little interested.

**Theatre Man Directing**

Berlin, May 1.  
Fritz Friedmann-Fredrich, one of the best known theatre managers in Berlin, has decided to give up the management of the Kleines theatre to direct talkers.

**Phil Baker at Col**

London, May 13.  
Phil Baker is due here on the "Bremer" sailing from New York May 21, to open at the Coliseum June 2.  
Booking through Parnell & Zeitlin.

**Waggenaar Goes Back**

Sam Waggenaar, formerly with Metro in Alabama making a tour of Europe, gave a concert here. Newspapers gave the event much attention. Critical comment enthusiastic.  
Public little interested.

**Real Promotion by  
Foreign Woman Director**

Paris, May 2.  
Muselman picture money for a woman director is the latest result of European modernization.  
Marguerite Viel, nicknamed "Nana" in the trade, and well known here as assistant to several prominent directors, is stepping back to do herself an Arabian story. Film will be shot on location.  
She will also be in Vienna a film drama, titled "Electra," Valenti Bushberg, Russian star of "Hereditary Instinct," will be femme lead.

**TAKING FRENCH TALENT**

Paris, May 1.  
Roberto Rey, Spanish, who acted in the Spanish version of "Le Tour du Monde" ("The Hole in the Wall"), made in Paris by Robert Kane for Paramount, has been engaged by the French firm to direct "Europa" May 7 on a three months' tour to search for talent and a suitable director to produce in Prague a film, "Marche Hongroise," a novel by Jules Verne.  
Insiders say the Russ' search will include money.  
Petrovitch is best known as an actor in German pictures.

**IN PARIS**

Paris, May 13.  
Charles Hitchcock Sherrill, Irene Lewison, Evelyn Laye, Arthur W. Woodson, Sam Negri and Prince S. Midvart, Ruth Glods, Adolph Ochs, Gilbert Miller, Horton Smith, John T. McCutcheon, Clark Howell, Ted Lewis, Rudolph Guenther.  
Henry S. Eddy, Jacqueline French, Elizabeth Ochs, Gertrude Koppel, Dwight Anderson, Hopton Smith, Ben Goetz and family, Bert Cortelou and wife (Nellie King), Mollie King and her husband.

**For Talent and Dough**

Paris, May 13.  
Ivan Petrovitch, Russian film star, is on route to the United States on "Europa" May 7 on a three months' tour to search for talent and a suitable director to produce in Prague a film, "Marche Hongroise," a novel by Jules Verne.  
Insiders say the Russ' search will include money.  
Petrovitch is best known as an actor in German pictures.

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# Showgirls Bunked Into Selling Programs for Aviation Show

By this time a number of theatrical girls around town know that selling programs is not in their line of work.

Jobs on the stage may be scarce, but it is better to loaf off than to demean oneself by becoming program girls.

The Aviation Show, in the Garden, needed a number of girls to sell programs. Theatrical girls, on the assumption they were more attractive, were wanted and obtained.

Thirty girls, out of hundreds applying, were chosen. Decked out in aviation costumes they were sent to sell programs. The girls were rather intrigued by the job. It was understood that they would receive \$5 a day and also 4c on every program sold.

You will be able to sell hundreds of programs," the man who hired them explained, and the girls felt. Calculations were wrong some place. Hardly a program was sold.

At the end of the first day it was discovered that only the girls stationed near the door had sold any programs and then only a few. At this all the girls clamored to be stationed near the door where they would have at least some chance of selling.

The man who had engaged the girls, seeing the way things were going, suddenly decided he did not need their services. The \$5 a day guarantee was forgotten and when the girls sought money, they were covered they would receive about 3c for the programs they had sold, and nothing else.

The girls gathered in the lobby of the Garden and shouted their grievances in no mild terms. "What does this man mean?" said one. "The Shuberts can't pay us a cent but can't do it, and I've worked for both."

But the money wasn't forthcoming. When the girls complained to the Chorus Equity, the man who hired them said he had misled money and uniforms. This was hotly denied.

The uniforms were awful, said the girls, and, anyway, they had been insulted. They had been told not to take customers into dark corners of the Garden, when anyone knows there are no dark corners there.

Now there are some factory girls working up in the Garden for nothing in their commission. They should have been obtained in the first place, say the stage girls.

Everyone knows that theatrical girls won't work for nothing, they say.

## Birns Pays "349"

Looks as though William Birns is through angling shows, at least for this season. His most recent show venture was the backing of "Room 349," the Rothstein melodrama that lasted but two weeks at the National recently. Although all salary claims are reported paid there was some delay in securing the funds, Birns claiming to have his assets tied up.

Birns is in the furniture business. He has backed any number of productions of a mediocre type during the past several years. His name was connected with at least a half dozen shows of the last season.

Jack Linder says he was not connected with the show.

## "Trader" Off

"A Coastwise Trader" was abandoned last week. Show had been in rehearsal for three weeks.

Management was that of H. A. Caschbid, new line manager at the Astor. Cash was paid a week's salary, for which there was a guarantee, players having waived a bond covering the second weeks' guarantee.

## Harry Dignam's Switch

Harry Dignam, assistant president to William F. Cavanah, head of the I. A. T. S. E., resigned last week following his election as a business agent of New York local No. 1 (stagehands).

President Cavanah named Louis Crouse, Philadelphia, to serve out the remainder of Dignam's term.

## Taylor's One Week

Sam Taylor essayed a stock season at Werba's Jamaica, but it came to an abrupt halt Saturday.

One week.

## Shows in Rehearsal

- "Greenwich Village Follies" (Shuberts), Shubert.
- "Once in a Lifetime" (Sam H. Harris), Music Box.
- "Hyantina" (Earl Carroll), New Amsterdam.
- "Hash" (Ted Reilly), Liberty.
- "Let and Sub-Let" (Hyman Prodnans), Billmore.
- "Spook House" (Joseph De Milt), Vanderbilt.

## 5 Shows Out

Five more shows are off Broadway. Included are two sudden closings Saturday. Others look certain to join the exiting list this week.

"Jonica," presented by William B. Friedlander, stopped at the Craig Saturday. Five poor weeks. Said to have lost little.

## JONICA

Opened April 8. "Conventional and banal musical," reported Winchell (Mirror).

"Grade B," said Mantle (News), Variety (Char), "Doesn't possess the big punch that assures a lasting life."

"A Month in the Country" at the Guild by the Theatre Guild closes in 9th week. Okay during subscription period.

## MONTH IN THE COUNTRY

Opened March 17. "Tranquil and pleasant," said Brown (Post), and Lind (Herald Tribune). Winchell (Mirror) says "A thoroughly fine presentation of a 'fine play'."

Variety (Ibex) wrote: "Okay for the subscribers, but for the pay as you enters too long an evening."

"Rebound" closed at the Plymouth Saturday after 14 weeks. Illness of a lead caused closing.

## REBOUND

Opened Feb. 3. Darnton (Eve), Variety (Ibex) opened: "Wholly and delightfully refreshing."

Anderson (Journal), discovered: "A sly mixture of superb idiosyncrasy and compelling drama."

Variety (Ibex), said: "Not a smash, but a diverting show."

"Subway Express," independently presented, will close at the Republic; 5th week. Longest run of season to well-known foreign directors, to be settled upon later with latter to stage the foreign productions tabulated on his next season production schedule.

## SUBWAY EXPRESS

Opened Sept. 24. Brown (Post) declared: "Exciting, well-acted and skillfully staged."

Atkinson (Time) conceded: "A good deal to recommend it."

Variety (Land) said: "Superior melodrama."

## "FOLLIES" WHEN?

"Vanities" in Amsterdam May Delay Zieggy's Show Until Fall

Earl Carroll's new "Vanities" will open at the Apollo, Atlantic City, June 16, being booked there for two weeks. First time for the resort to have a booking of such length.

The two weeks' date was made by Carroll who explained he wants to have the revue in finished form before the premiere at the New Amsterdam, June 20.

Indications are that Carroll is particularly anxious about the "Vanities" because his show is supplanting the "Follies" at the New Amsterdam. From the coast Ziegfeld is reported getting busy for his new "Follies," but it probably won't come along until autumn.

## "Fellow Workers" Folds

"Fellow Workers" folded in rehearsal this week when William S. Deane was unable to get up usual bond.

Show had been in rehearsal 20 weeks on salary basis but no bond up at Equity. When latter stepped in Deane tried to get the cast to waive security but without success, and show was called off.

# Shows in N. Y. and Comment

Figures estimated and comment point to some attractions being successful, while the same gross accredited to others might suggest mediocrity or loss. The variance is explained in the difference in houses and in the variance in the variance in the variance with consequent difference in necessary gross of profit. Variance in business necessary for musical attraction as against dramatic play. Also compared.

Classification of attraction, house capacity and top prices of the admission scale given below. Key to classification: C (comedy); D (drama); R (revue); M (musical comedy); F (farce); O (opereetta).

## Admission Scale applies on tickets over \$3

"Ada Beate Drum," John Golden (22nd week) (C-900-\$3). Final week for early May made a very bad week for Broadway; "Ada" opened last Thursday; fair notices, but differences of opinion.

"Apron Strings," 48th St. (23d week) (C-900-\$3). Slipped off to about \$6,000; does not cost much to operate and may stick after May 20.

"Berkeley Square," Lyeume (28th week) (C-857-\$4.40). One more week to go; one of the hits about \$9,000.

"Bird in Hand," 49th St. (63rd week) (M-1,152-\$5). Went up to make a second summer stay, but down around \$5,000 last week.

"Death Takes a Holiday," Divorced (21st week) (D-1,000-\$4.40). Evidenced around \$7,000; engagement doubled longer than end of month.

"Disheveled Lady," Empire (16th week) (D-1,141-\$4.40). Will close May 20 according to plan; about \$1,500 last week; Players' Club will revive "Milestones" for one week.

"Fifty Million Frenchmen," Lyric (55th week) (M-1,406-\$9.60). \$36,000 last week; all musicals, with but one exception ("Flying High") above \$34,000.

"Finch Hinch," Prohous (21st week) (C-879-\$3.85). No definite plans; down to about \$7,000.

"Finger Exercises," 11th St. (week) (M-1,168-\$6.60). Less affected than any of the musicals; over \$4,350, which was last week's top money.

"Gold Braid," Mosque (1st week) (C-700-\$3). Independently presented; souls a Salesman by Anne Shelby; opened Tuesday.

"Hotel Universe," Beck (5th week) (C-700-\$3). Slipped last week; but not \$15,000 gross; subscription list has another week after this.

"International Revue," Majestic (12th week) (D-1,177-\$5.50). Provisional notice, week to week; badly hurt by heat and gross under \$10,000.

"Jonica," Craig, Closed Saturday; five weeks; small money musical last plenty.

"John's End," Miller (61st week) (C-946-\$4.40). Slipped markedly like the entire field; maybe 10,000 last week.

"June Moon," Broadhurst (32d week) (C-1,118-\$3). Doubtful of going much longer; started as leader of non-musicals, but has been shot for some time; maybe \$7,000 last week.

"Lost Sheep," Selwyn (2d week) (C-1,067-\$3). Somewhat in doubt over chances for success; has a bad break; gross rated under \$7,000.

"Mendel, Inc.," Cohan (25th week) (C-1,371-\$3). Last week's slump sent this one down to \$5,000; perhaps it hit more; lowest takings since start.

"Month in Country," Guild (9th week) (CD-900-\$3). Final week; claimed over \$11,000 last week; closing anyway; "Garrick Closed last Saturday; illness of a lead the reason, although trade off too; made one more week."

"Rebound," Plymouth, Closing last Saturday; illness of a lead the reason, although trade off too; made one more week."

"Simple Simon," Ziegfeld (13th week) (M-1,522-\$5.50). Musicals \$7,000 more last week; this one dipped under \$40,000 for first time.

"Sweethearts," Chanin's 46th St. (46th week) (R-1,413-\$6.60). The fleet came in last week and this show has since benefited more than any other; still slipped down; appeared satisfied at \$18,000.

"Sons of Guns," Imperial (25th week) (M-1,468-\$6.60). Off as much as "Simon" when about \$36,000; but poor; low money for engagement to date.

"Stepping Sisters," Royale (4th week) (C-1,183-\$3). Move over, but got very little even with cut rates; under \$4,000 indicated.

"The Scourge of the Gods," 71st Ave. (C-1,200-\$3.85). Estimated around \$7,000 last week; summer business; no word of engagement.

"Strictly Dishonorable," Avon (35th week) (C-930-\$3.85). Comedy business; still slipping; still slipping; but still big; about \$17,500 last week.

"Strike Up the Band," Times Square (16th week) (C-1,057-\$6.60). Got about \$26,500 last week; like other successes heat sent figures to downward of engagement.

"Subway Express," Republic (35th week) (D-901-\$3). Final week; indicated trade off next week to \$5,000.

## TICKET CONTROL EXEC. TO BE LONG OR LEWIS?

Broadway's theatre ticket control plan, represented by the New York Theatre League, will start operating with the prima subject of limiting the agency price of theatre tickets to 75c premium. The starting date of June 1 may be set back because of the well-known detail.

Selection of an executive secretary is yet to be made. This individual and staff will be in charge of the policing of all agencies and their prices can be 50c or 75c, at their option. Ralph W. Long, former Shubert general manager, and Earl Lewis, of the Metropolitan, are the two main possibilities. The former is in doubt, being engaged on his own in the insurance business.

The principal hitch there will be for the four or five hits which extra prices can be gotten for almost any location.

To date the League states it is interested only in the lower floor.

**Equity's Election**  
Equity's annual meeting and election will be held at the Astor, May 26, in the afternoon.

No opposition ticket is in sight, since under the rules a petition would have to be filed 30 days prior to the meeting.

The Irish Players are angling for the Garrick in which to spot their forthcoming production of "The Irish Headed Boy." Buttsque folded at the house last week.

"The Blue Ghost," Forrest (10th week) (C-1,338-\$3). Gross about 50 per cent; got \$2,500; management hopeful of recovery; small business opening show.

"The Green Pastures," Mansfield (12th week) (D-1,050-\$4.40). Dramatic field; last week; projected by advance; over \$26,000.

"The Last Will," Harris (14th week) (D-1,051-\$3). Took the slap; estimated takings about \$7,500; better weather this week has opened Monday.

"The Old Rascal," Bijou (8th week) (C-800-\$3). Not as much off as most of the others; estimated over \$5,000 and expected to stick.

"The Plutocrat," Vanderbilt (13th week) (C-771-\$3). Business down to \$3,500; may go another week, but if no improvement expected here; opened Monday.

"The Traitor," Little (3d week) (CD-800-\$3). Two performances out; through means of lead (Fuller) Matt less than \$1,000 indicated, but weather blamed.

"The Vikings," New Yorker (12th week) (D-1,400-\$3). Presented by Richard Herndon; an Ibsen play; opened Monday, house formerly the Gallo.

"Three Little Girls," Shubert (6th week) (C-1,183-\$3). Gross has not done well at date; question whether it can go through summer; \$11,000 down.

"Topaze," Music Box (14th week) (D-1,000-\$3). Figured under \$11,000 last week; no word of getting good money; booked \$4,000 or more.

"Uncle Andy," Cort (5th week) (C-1,042-\$3.85). Went off but okay Saturday; approximate gross was \$12,000; run in doubt.

"Yes, My Darling," 6th Ave. (5th week) (C-1,094-\$3). Approximated \$3,000; hoping for better weather break; no word of general feeling along Broadway.

"Wise Child," Delacost (41st week) (C-1,100-\$3). Business down under \$14,000; always up with the leaders and should come back this week.

"Young Sinners," Morosco (25th week) (CD-899-\$3). A money show; slipped downward to \$10,000 or less; last week, but did looked like good gross on Broadway.

**Special Attractions—Little Theatres**  
Little Theatre Tournment, Waldorf; 2d and final week, with full length plays and songs.

"Michael and Mary," Hopkins; little theatre hit but fell back, cut rates like most of the crowd.

"Folies Bergere Revue," stopped in Village.

Civic Repertory, 14th St.



Little Theatre Tournament

Seven of the 20 playlets in the little theatre tournament just closed actually stood out as adult entertainment.

tation of the full length play. Genevieve Ryan as the stoical mother, the Widow Cagle, was the center of the special series.

THURSDAY, MAY 8

When the Roll Call is Up Under Wayne Community Players, of Goddards, N. C. written by W. Allen Royall.

Royall had a good idea here and he carried it out to the letter. Mistake so many of the other amateur writers made before him was exaggerated in this. Too much inactivity and too many meaningless lines. It got underway just when it died.

THE CHOICE

Albany (N. Y.) Players. Written by Thomas C. Stowell with scenery designed and built by Dorothy Roper and set designed by Thomas C. Stowell.

Atmospherically, "The Choice" rated highest up to this time in the tournament. An artistic set, with jewelry, costumes and prettily costumed players. But there was all.

THE MAN WHO MARRIED A DUMB WIFE

Studios Players, Buffalo. Written by Annabelle and Jane Keefe with settings by Sheldon K. Viles. Musical acts by Edna and Jerome Allen.

One of the best all-around exhibitions of theatricalism was made of "The Dumb Comedy" by the Buffalo Players.

RIGHT OF POSSESSION

Little Theatre of St. Louis. Written by Will Archer. Directed by F. W. Cowley.

A bastard case, involving blackmail and the adoption of the child by a woman anxious to qualify for a divorce.

WEDNESDAY (MAY 7)

SUN UP AND DOWN Studios Players of Jackson Heights, L. I. Scene set by Flora Krumm and directed by Blanche Talbot.

One of the few comedies in the tournament proving of merit in the hands of the Sun Up players.

Prize Winners

Belasco Trophy Winner—The Studio Theatre Players of Buffalo. Best actor, W. M. Married a Dumb Wife.

Management Award—Parovent players of Providence (Rhode Island).

Honorable Mention—Salon Players of Jackson Heights, L. I. Best of Your Old Antiquie.

Variety's Selections—For theme, cast and all-round production "Eyes" stood out as the cup winner.

Excellent work of Miss Hamovitch and theme of "The Sisters" Truly entitled that to a final try-out which it did not get.

material presented before and including Wednesday night.

Reford Kendrick as Mr. Malster, certainly an original and a standing performance. The theme, as handled by these amateurs, is full of enough laughs, interest and suspense to make an ideal evening's vaude act.

ROGUES AND VAGABONDS

Presented by Gardene Players, Forest Hills, L. I. Directed by Albert S. Forest.

Only offering along musical operetta lines, the largest cast, most elaborately costumed.

Trying to get a song out of a cast can't be done with all of the Hills' group. It was especially pathetic when the act was waded in register notes and waded an elongated neck every time he was called upon to sing.

For a better lyric by a professional and directed by a professional, "Rogues and Vagabonds" had its only good points.

House With the Twisty Windows

Players of Bronxville, N. Y. Written by James C. Sullivan. Directed by E. M. Hart.

Sing-songy, drone and painfully slow was the Bronxville Players' interpretation of the playlet.

Dale S. Bartlett was the most interesting member of the cast, but over-conversation and little action found him as tiresome as the others with the welcomed curtain.

THE LAST MAN IN

Dramatic Society of Cathedral College, Buffalo. Written by E. W. Miller. Directed by Rev. Robert M. Gibson.

One of those London murder mysteries solved in a tavern, with the play-off revealed in the first few minutes.

TUESDAY (MAY 6)

THE ROAD TO RIO

Presented by members of the Sunny-side Playhouse, Sunny-side, L. I. Written by Joseph H. Krumm and directed by David Barr.

The morgue angle on gangster leaders with the moll preaching over a corpse why she let the lead go was an excellent touch.

LEGEND

Presented by members of the Staten Island Dramatic Society, Staten Island, N. Y. Directed by Philip Johnson.

Eva Meyer plays with a feeling that makes the audience forget the tournament atmosphere.

SEVEN AGAINST ONE

Presented by the Associated Players Studio, N. Y. Directed by E. W. Miller.

Splitting the set and the action is difficult when handled by professionals. Dealing with a Red leader who arranged that the seven boys in the cabinet meeting get over the idea that Vegan, the leader, is near death.

BURSTING THE BARRIERS

Presented by the Women's Town Club, Manhattan. Written by Benjamin J. Singer.

Thirteen members of the Town Club players are given a chance to show their wit.

CAST CHANGES

Wally Ford will replace Douglas Montgomery in "Many Sins," Chicago May 18.

LITTLE THEATRES' FULL LENGTH PLAYS

Prompted by the success of skit presentations during the past eight weeks, the Little Theatre movement inaugurated for the first time a second week relay into full-length plays.

The inaugural evening Monday was a netic one for Walter Hair. A theme that would make any professional company (other than one who expect to have a flop) satisfied by an amateur group which would find it difficult to convince them that it was a flop.

The audience walked out in droves on the opening eve. There were a few other New York outfits and delegations from Chicago and St. Louis that will have to show something real, or else the amateurs will have to stick to their playlets and live.

THE WOODEN IDOL

Quid Players of University Settlement, Manhattan. Written by Leonard White.

Letting this mob out of the parlor and on a two-buck stage, even with amateur fans the chumps, rankest the good in the mob and the indignation to even the good will of relatives. This exceeded that.

When will those Bronites grow up and know that the answer is the playlet of merry but bona fide England?

Touching a wooden idol made good milk and milked folk good. So the snuffboxes are wished on them by some Greek townsmen, and they all went floozy. It nearly had the audience groggy as well.

Ada Beats the Drum

Farce-comedy in three acts presented at the Little Theatre of St. Louis. Directed by John Kirkpatrick.

Opening a comedy in the face of unusually early summer heat last Thursday was not so lucky for John Kirkpatrick as it was for "Ada" (first name called "When in Rome") might have had a chance earlier in the season.

The play is spotted in a villa in Southern Italy. The cast includes Hubbard, his wife, Ada, and their daughter, Lella, are on a vacation.

BURSTING THE BARRIERS

Presented by the Women's Town Club, Manhattan. Written by Benjamin J. Singer.

The English version is not as well acted as the American, admittedly. The Italian way has all of the wit and the music.

factory. When Ada objects the youngsters pretend to run away to Spain. Father gets stewed, strikes a pendarme and is locked up over night. Ada and Alonzo scour the section for the runaway. Ed had ordered the foreigners from the house and when the kids turn up in the morning, everything is smoothed and plans call for a prompt sailing.

Mary Boland is the featured player and as Ada she does much to make the play diverting. She is absent from the stage but for a few minutes. Nydia Westman is Lelia, pert and plain, standing for her mother's foolishness, but having her own way when she makes up her mind. George Barberer okay as the father. Other good selections are Jules Espally as Dimitri, Edgar Stehl as the cure, Marcel Rousseau as Alonzo, and Natalie Schater as Mrs. Wentworth.

"Ada Beats the Drum" is certainly the best of the spring crop on Broadway but does not figure to buck the heated period. 7cc.

**THE VIKINGS**

Drama in four acts, presented at the New Yorker (Galle). Rich. Howard Herndon: Ibsen play ("The Warriors of Hordaland"); vignettes, directed and scored in light by Thomas Wilfred with the Glavliux.

Ornulf.....Richard Hare Sigurd.....Warren William Gunnar.....Margaret Mower Kaare.....Robert C. Fischer Hjordis.....Charles Waldron Hjordis.....Blanche Yurka Theoff.....Edwin Phillips Egil.....Richard Jack

This Ibsen play has never been done here professionally before. The reason was probably no surprise to some of the first-nighters Monday. It is a long play, quite too subdued and somber with appeal only to a limited class.

There is a certain novelty in its presentation, accompanied by Thomas Wilfred's Glavliux, so called light organ and operated from the pit by him. Regular footlights,

floods and spots eliminated. Wilfred who staged the play, states he light-scored it. The idea is to have color accompany the drama. If the system is developed to point that the average playgoer will appreciate it as the inventor does, there would be a saving in scenic effects.

"The Vikings" is the first Broadway production to be so invested. Richard Herndon, who recently took over the New Yorker, renamed from the Gallo, inserted "The Vikings" at mid-May because he could not get a savings in scenic effects. That probably goes for the cast, too. His presentation is in the way of an experiment, which drew a class first night audience.

"The Warriors" is set in northern Norway during the reign of King Eric Blood-Axe in the 10th century. Name of the ruler is significant. The vikings, come hence from Iceland, are a brave lot but a bloody one. There are slayings galore, though all but one are off-stage cuts.

Ornulf, he of seven sons, had come with his ships. There was enmity between him and Gunnar, who is the foster-daughter, Hjordis, whose father Ornulf had slain in fair combat. The woman is bitter. Sigurd, the haughty and passionate one, had demanded the man who wed her must perform a great deed of courage, that he kill the big white bear that guarded her bed chamber with but a hand sword. This Sigurd does, entering her chamber and holding her in his embrace. In the darkness she never doubted but that it was Gunnar, who carried her off the next morning to be rated a wanton by her foster-father.

Ornulf's 14-year-old son angers Hjordis and calls her names he heard his father say. The boy is slain by Gunnar when it is believed Ornulf had gone forth to slay the white bear. But the mission of the old man had been to save the lad and his own six other sons had been slain in the fight.

Comes the time when Hjordis learns the truth about that first night. Sigurd confesses his love for her but it is to be their last meeting. Then she responds, though even a minute before she had been plotting Sigurd's death. At the end with no vision of happiness for them, she plans their last meet in the beyond, sends an arrow into Sigurd's heart and leaps into the angry sea.

Certainly not a cheerful evening, more a diverting one. Interesting in some measure, Blanche Yurka as the fiery, cruel, unhappy Hjordis, gives a fine performance. A relentless woman, one of great passions which have been submerged in a dead love with her husband.

Warren William was a fine figure as Sigurd, with his resonant voice. Ornulf, Margaret Mower, pleasing as Sigurd's wife. There are perhaps two others in the Icelandic costume of the Vikings but they are not speaking parts.

"The Vikings" somehow imparts the suggestion of the long Arctic nights. Students of the drama will be attracted along with lovers of Ibsen but it is doubtful of lasting more than a few weeks.

**Out-of-Town Reviews**

**Questionable Elaine**

Hollywood, May 7. Comedy in three acts by Alan B. Moody, starring Kay Hammond. Directed by J. Leighton Leitch and Josephine Him. Cast: Lennox D'Auburn, Grayce Hampton, Sylvia Boniface, Elwyn Eaton, Lydia Knott, Ernest Murray, Josephine Chalkin, Byron Alden and Jose M. Melville. At the Vine Street starting May 4, \$1.50 top.

"Questionable Elaine" is questionable as box office stuff in Hollywood, even at \$1.50 with the cut rates working. In this town's attempt to do something about the decline of interest in the drama, "Elaine" isn't going to promote such inspiration in that direction. Feebly written, badly directed, and with the exception of Miss Hammond and Grayce Hampton, weakly played, the alibi is that the piece is a plaything of the author, who is also the producer.

Moody is a wealthy young architect from Santa Monica, where he is president of the Community Theatre Guild. His present brain child first saw light there. Understood Moody has the Vine Street on a straight rental basis, with the first

two weeks paid for. How much further depends on Moody's bankroll and the extent of his desire to spill it on this production, rather than the actual success of the play.

Evidence of the town's only cut rate agency pulling strongly (for the piece is apparent in a well filled house the fourth night. Being the only opening of the week also gives in the count.

Other than an elementary and superficial view of pseudo smart comedy "Questionable Elaine" holds nothing further. Remotely removed from the English drawing room fanfare it purports itself to be. Extremely mild in face of forced risqué lines and situations; mild while trying to be bold and simply mawkish when for laughs. For a central and always centered figure there is the bored blue-blooded daughter with a foppishly uncertain wooer on her hands, who is looking for a thrill in something "different." Mother is modern enough, even to the point of being carelessly profane at times, but still sufficiently conservative to regard her offspring's fads and fancies as foolish. Acting upon an innocent suggestion of her boy friend, the girl, with the aid of a servant, contrives to invent a most lover to excite her friends and start a gossip war. Her mother believes her to have gone daffy, with the mystery element working

all the time. For further effect, a clergyman and his deaf wife are introduced in the second act in order to provide Miss Hammond with the opportunity of springing such a punch line as "I've always wanted to meet the son of a Bishop." That's an example of the rest of the comedy.

After a flat first act and a duller second curtain, the plot theorem is finally unfolded five minutes before the exit march with as dramatically naive a twist as one could wish for. With the girl sustaining the unknown quantity in her ephemeral lover, the rest one gives her a scare and a lesson at the same time by framing her with a couple of actos, and she falls for it. Alan with the same name she invented supposedly turns up as a married Cockney taxi driver with a wife and five children, and wanting to know what the idea is. Confusion and curses reign all through the final act until the hero, with a slick laugh and a flick of his cigarette, coyly explains everything and takes the girl to his arms for the windup.

Miss Hammond is capable enough with a part very much unworthy of her ability. The matronly mother of Grayce Hampton is always diligent. Dennis D'Auburn delivers stereotyped lines in mechanical fashion, while the others carry along. 2pm.


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## Literati

### Winchell on the Air

Walter Winchell starts as a regular Monday night ether deliverer for Saks over WABC this week. Contract goes for 13 Mondays. His talk is along the lines of the Winchell daily column in "The Mirror," full of Broadway and snap. He has a "guest" professional at each splicing time.

Unusual also, Monday Winchell mentioned "The Mirror" twice or more. For "The Mirror" to get the same mention on the direct radio payment would cost it around \$4,000 each Monday, so Winchell is a bargain, aside from his column and syndication.

With the latter Walter is now in about 50 key city dailies, taking in the Hearst lot. The entire bunch including the Hearst sheets is paying a good price for the stuff to King Features. Winchell's piece is 50% of the gross, now amounting to around \$300 a week for him. That is entirely aside from his "Mirror" and other income. Kid's doing all right.

**Author's Film 's Too High**  
There's a big studio on the Coast which can't make up its mind whether to convert a certain story into a picture or not. Reason is that the author's royalties are so high. Deal with the writer was consummated in New York.

Agreement is on a basis of gross business. It calls for 5% of the

first \$100,000, 7½% of the next \$100,000, and 10 and 12½% of the two succeeding hundred thousands and 15% thereafter. Besides this the p-pers in the matter name a \$7,500 advance to the author split between submittance and acceptance. Little or no chance of the film company sending the contracted yarn into work after thinking it over, although the script is reported ready for shooting. Hence, the studio will likely pay off on the \$7,500 and call it closed.

Same lot is understood to have previously and practically had the same deal with a team of authors. In this case, too, it bought off the plot planners rather than go through on so high a percentage arrangement.

### Quirk Returns "Smart Set"

James F. Quirk has given back "Smart Set" to William Randolph Hearst. Contained in "Smart Set" is "McClure's Magazine," which Quirk also got from Hearst, and which he combined with the other when neither failed to draw. Hearst originally got "Smart Set" from H. L. Mencken and George Jean Nathan when those two established "The American Mercury" for Alfred H. Knopf. Hearst only got the mag's title and tacked on it a true story policy. "Smart Set" flopped, and Hearst made a deal with Quirk at the time the latter thought of making his "Photoplay"

the nucleus of a string of mags. Quirk later got "McClure" from Hearst, also.

Quirk operated the combined mag for Hearst, but the steady growth of his own fan monthly, "Photoplay," commenced to demand all of his time.

### Chaplin Makes Levy Write

Bert Levy, the former vaudeville and newspaper cartoonist, has completed a book tentatively titled, "70 Years Around the World With An Entertainer." It will appear early in the fall preceded by publication as a serial in a magazine.

Charlie Chaplin, the screen comedian, is the figure behind the work in having urged Levy to place his anecdotes and reminiscences on paper. Chaplin has also written the preface to the book which has taken Levy about two years to complete. Much of that time was spent by the author with Chaplin in the latter's bungalow on the United Artists lot.

Chaplin has been working about the same length of time on his next picture, the inference being that many a "shooting" day was spent mulling over the past with the writer.

Magazine publishers have requested Levy to tone down some of the stories for their use. These chapters, however, will run intact in book form.

### Jerome Beatty's Series

Jerome Beatty, since he turned his time to short story writing and doing special writeups of interesting personalities for the mags, has so many orders that he can't find time to fill 'em.

He is now doing a series of special for the "American" magazine. He did one on Dexter W. Fellows, general p. a. for the Ringling-B. & B. circuit, and is turning out another on the principal clowns with that outfit.

### Book of "Co-Stars"

A brand-new book entitled "Co-Stars," Cecil Spooner and Oscar Wilde, authored by Will W. Whalen, has been sent to book reviewers and newspapers in New York with the general public release of the novel some time this month.

It develops that Mr. Whalen is Father W. W. Whalen, rector of the old Jesuit Mission at Ortanna,

Adams county, Pa. And the publisher is the White Squaw Press of Ortanna, which is understood to be directed by Father Whalen.

There is no apparent connection between the Spooner and Wilde "co-starring" other than it was used as a catchy book title.

Father Whalen was once on the stage and one of the plays in which he appeared was "Dark Corners of New York."

The "Cecil Spooner" indicated in the title is the actress who for years toured the country with her sister, Edna May, in stock rep.

### No Suit, Says Swanson

H. N. Swanson of "College Humor" states misapprehension is about over a report he attempted to restrain similarly named publications from using their names.

Still, Mr. Swanson adds, it's not a bad idea.

### "Cinema" Split

Difference of opinion reported between the editor and business manager of "Cinema," the fan mag for the "intelligent moviegoer," over the conduct of the publication, with one or the other to go. Neither has as yet given way and the publisher prefers to let them fight it out between themselves.

### Goldberg's Vacation

Rube Goldberg is finding his days and nights completely taken up on the Coast. Besides whipping his story into shape to be "shot" as a picture by Fox, the Rube has to keep ahead on his cartoons for his syndicated strips.

Which means that after dinner

the right handed golfer, who naturally smacks 'em from the wrong side, is getting out the board and ink after propping his feet at all over his bungalow on the Fox lot during the day while waiting for the sun to take a peak.

### Littell as Columnist

Robert Littell has taken William Boltin's place as a three-weekly columnist on the "World." Littell is regularly the paper's drama critic. In his columns he has dealt almost entirely with the economic side of the theatre.

### Sidney Skolsky's "Tintypes"

Before Sidney Skolsky became the regular and fast increasing popular paragrapher on the New York "Daily News" he ran a series of "Tintypes" of more or less well known Broadwayites once weekly in the New York "Sun." As the young Mr. Skolsky did that series it was most readable and became a weekly feature of "The Sun."

That is probably why the "Sun's" collection, under the title of "Times Square Tintypes" is dedicated to Kents Speed, "The Sun's" managing editor. The book has a preface by Gilbert Gabriel and is published by Ives Washburn at \$2.50. Caricatures of all subjects in the book are by Gard.

Gabriel was dramatic critic on "The Sun" when Sid did his stuff there. Gabe says the tintypes were a success in the paper before they became a series. That is likely so, since Skolsky wrote with an admiring freedom. He mixed up the rough with the gilt, eased off the

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## GERTRUDE LAWRENCE

"CHARLOT'S REVUE"

Two Editions

"OH KAY"

(Aarons & Freedley)

"TREASURE GIRL"

(Aarons & Freedley)

"BATTLE OF PARIS"

(Talking Picture—Famous Players)

"CANDLE-LIGHT"

(Gilbert Miller)

"INTERNATIONAL REVUE"

(Lew Leslie)

## "AU REVOIR, BUT NOT GOOD-BYE"

Because of previous contractual arrangements which necessitate my taking a vacation now—the first I have had since I made my American debut in Andre Charlot's Revue—I am forced to leave the cast of Lew Leslie's "International Revue." And, in leaving, I want to thank Lew Leslie, a great man and a splendid producer; Harry Richman, Jack Pearl, Harry Jans, Harold Whalen and all the other members of the company for their kindness to me. It has been a pleasure to work side by side with them and in transforming "The International Revue" from an apparent failure into a brilliant Broadway success. I want to express my especial gratitude to the authors, Nat N. Dorfman, Dorothy Fields and Jimmy McHugh, all of whom have been real friends.

I want to extend a special hand of welcome to Miss Frances Williams, who joins the cast upon my departure.

In parting, may I wish them all Godspeed and the further wish that "The International Revue" will run on and on.

Looking forward to seeing you all again in January,

Sincerely,

Gertrude Lawrence

mush and framed his tintypes in modern rather than old fashioned.

In the new book they are reproduced and even more readable in a group, as may be evidenced by the names under the Skolsky discussion.

Fastest newspaper campaigning in England has been scooped by the "Daily Herald."

"Herald" has for some years been the only Socialist daily in the country, but despite the fact the electioneering and last election only the capitalist presses could make the grade with the seven figure sales.

"Herald" has a tremendous chance just as present to beat both the "Mail" and the "Express," as these papers, usually slamming each other hard in the mutual drive to the 2,000,000 figure, have more or less combined.

W. R. Hearst is fairly authoritatively reported angling for a piece of the Columbia Broadcasting System.

Not a direct buy, another deal may be for the broadcast of news over Columbia's system similar to the manner in which the Hearst press club sends out news bulletins to some stations in California.

Intimate Subject Dora Macey, who authored "Ex-Mistress" anonymously, will have a new book out, this one to carry her name.

By-Product Stout employed by Willard E. Hawkins to push the sales of his book, "The Coward Menace," is to autograph each copy if purchased from him directly. He also gets the publisher's discount.

Ought to Know Danny Abrams, the literary lion of the moment, is the author of his book, "How to Commit a Murder,"

still lives on Grand street, on the East Side, despite his nice royalties and the lecture money he is earning now.

Goodyby Attic On the strength of his story, "The Belle of Calomene," in a recent "Collier's," Jim Aswell got a contract from "College Humor" for ten stories during the next 18 months, for which he gets a grand per story.

Coleman's will remain with the New York "Daily Mirror" for another couple of years at least. Bob is dramatic editor of the tab and carries a by-line. He also looks after the ad end on a commission basis.

Real Monickers Real names of authors: Douglas Valentine is Valentine Williams, Dorothy Graham is Mrs. James W. Bennett, Cleric is Abraham Burstein, William Shepard is William Shepard Walsh, Cleric is Lewis Howard, Elwyn is Arthur Douglas Howden Smith.

Honor "Well" Author Eichelberger Gold Medal for 1930 for "outstanding achievement in the field of human endeavor" goes to Radcliffe Hall for her book, "Well of Loneliness." It's a slap at the puritans who tried to have it banned in this country without success.

When Harold Hersey returns to New York around the end of the month he will get out at least five new mags, and possibly more. Titles for the new ones will be "Courtroom Cases," "Gangland Stories" and "Astounding Stories." "Gangland Stories" is not to be confused with "Hessey Stories," already published by Hersey.

Margaret Anderson, who founded and edited "The Little Review," has written her autobiography, calling it "My Thirty Years War." In it she tells some nice and some not so nice things about writers, and also tells some things to say about John S. Sumner, the vice-crusader, and Otto Kahn.

Film Rights Specialist George T. Bye, the literary agent, has opened a new office where he will concentrate on the sales of film and radio rights to published stories, only. Bye has made a deal with a number of publishing houses by which he has the exclusive rights to their works for this purpose.

Rogers' New Book Putnam's is still waiting for that book which Will Rogers was supposed to have turned over a couple of months ago. In reply to repeated telegrams from New York, Rogers says he will complete it when —

Laeemle's Life That biography of Carl Laemmle is being shaped up, with all the necessary data on the life and activities of the showman already on hand.

Hugene O'Neill, now living in France, has taken a cottage in Brittany, near the sea, for a part of the summer.

Two Pulitzer prize winners, Sidney Howard and Louis Bromfield, will write a story for the film which Evelyn Laye will make next fall for Samuel Goldwyn.

Norman Krassa, former dramatist of the New York "Graphic," is now in Burbank, Calif., functioning as radio contact and special feature writer for First National studios.

Hugo Gernsback, staging a comeback since the bankruptcy of his group of publications, has another new book, the one called "Everyday Alchemists."

Biography, in German, of Max Schilling, the German hero for the Jewish's help during the humblumship, is having a good sale in the box's

Hollywood's Reading

(Consensus of current demand at Satsy Book Shop, Hollywood Book Store, Esme Ward's Shop, Pat Hunt's Shop.)

- 1. "Cimaron," Edna Ferber.
2. "Party Dress," Joseph Her-geshelmer.
3. "Rogue Herries," Hugh Walpole.
4. "Vile Odies," Evelyn Waugh.
5. "Woman of Andros," Thornton Wilder.
6. "Laughing Boy," Oliver La-Farge.
7. "Non-Fiction"
8. "Byron," Andre Maurois.
9. "Green Pastures," Marc Con-ley.
10. "Strange Death of President Harding," Gaston B. Means.
11. "Grandeur and Misery of Victory," Georges Clemenceau.
12. "Jews Without Money," Michael Gold.
13. "Goody to All That," Robert Graves.

"The Seven Susters" still heads Pat Hunt's fiction list; authors Florence Ryerson and Yvonne Clements having strong local appeal. The ex-books are drying off, although "Ex-Mistress" is still one of Esme Ward's best, and "Ex-Virgin" appears in the conservative Hollywood Book Shop's list. Coming up next month is "Ex-It." Satsy's pair of sizes included "Scarface" in fiction and "Mata Hari" in non-fiction.

native land. No English translation —yet.

Nicholas L. Brown is back book publishing, with "Tong War," written by Eng Ying Gong.

After a quarter of a century as editor of "The Iron Age," Alvin I. Findley steps out. William W. Macon, of the staff, succeeds.

"Home Digest," one of the women's lists, is sending a representative to Hollywood for a series of household stories to carry the by-lines of various feminine film celebs.

Future Plays

(Continued from page 67) Into rehearsal as first new producing firm of Murphy and Kelleher. It bows in June 2 at Atlantic City and follows into the Hudson, New York, and other theatres.

Cast Includes Dorothy Madero, Jack Eugene, William Sullivan, James O'Connor, George McDonald, Bernadine Ryan, Daisy Hetherington, Fred Russell, Robert Barber, Alice Snyder, Grace Scott, Louise Shea, Tom Healy, Florence Kane, Dolores Link, Evelyn Shaw, Elaine Silberbauer, Nan Crowley and "Subterfuge," comedy drama by Sam Orange, goes into rehearsal next week with author figuring as producer.

Piece is due for spotting at Bayes Roof, New York. James M. Graf is casting new musical by Fred Herenden, Carlo and Sarah White.

Piece is untitled and goes into rehearsal in two weeks. Edward A. Blatt and M. J. Nicholas will form a legitimate producing combine for two forthcoming productions.

"The first will be a revue, "The New Yorker" now casting and due later this fall. The other is "What a Man," comedy by Sidney Kingsley, which will go into rehearsal simultaneously with the musical but with latter only scheduled for a two week summer tryout and shelving until autumn.

"The Gimme Girl," musical is being readied as next for the Cherry Lane, Greenwich Village, with Grace Vail, publicist figuring as producer.

"The Devil's Moon," by William F. Mandy is set as next for Brock Pemberton. It will be given a late summer tryout preliminary to be spotted at a New York house.

"The Wharf Rat," melodrama by Irving Lewis, goes into rehearsal next for a two week summer tryout. Cast includes Patrick Galvin, Hugh Casey, Florence Worth, Louise Murray, Gertrude Foster, Michael Lane, Harry Southwick, Martha Lewman, Tom Hetherington and others.

London as It Looks

By Hatten Swaffer

London, May 14. Today is Private View Day at the Royal Academy, which means that all sorts of semi-celebrities have been along to stare—not at the pictures but at themselves.

One dowager of the stage has been known to wear three frocks in one day. Oh, they do like to get their names in the papers.

Augustus John Exposes Tallulah You would be surprised if you saw Augustus John's picture of Tallulah Bankhead, which would prove one of the sensations of the art year. Tallulah dressed up in a pale pink frock and went along, and John, whom I regard as the master art cynic of our time, has painted her with dead eyes and dead hair, but with painted lips. She looks like a corpse, which the undertaker has dulled up a bit.

Another John portrait is of Gerald du Maurier. He has sat Gerald down in a lounge suit, so that he looks like Phil Scott in between the rounds, and the nervous look in Gerald's eye really makes him appear as though Phil Scott were expecting the knock-out, immediately he stood up.

Another John portrait—that of Earl Spencer—exposes the guards, militarism, aristocracy, everything. That would not interest you so much, though, as the Tallulah picture. Dame Laura Knight has done some wonderful pictures of circusae affairs. There is a fine portrait of Cyril Scott, the composer, but there is not much more of a theatrical nature.

More Squeals for Charity Dame Madge Kendal has been pleading again for the Actors' Benevolent Fund, starting off with a hundred dollars herself. She remains the most wonderful stage dowager of our time. Although 82, she still looks about 60, wearing a Victorian bonnet, and still remaining a splendid orator whose every spoken word is a triumph of diction.

I have been asked to help the charity. I shall not do so. Stage charities in England are woefully disorganized. If only the actors would demand 10% of the other charities they appear for, something might be done. Then no one would have to equal.

Some time ago, as I have told you, I think, the Prince of Wales was going to a supper arranged for one of these charities but when, at the last moment, he could not go and Fred Terry was left to take the chair, several leading stars stopped away altogether, left their seats empty.

I have always regarded this as a crowning act of snobbery. A decent profession would have rushed to support Fred Terry, who is a most popular actor manager.

Paul Robeson Storm Threatens Dame Madge Kendal, by the way, acted Desdemona to the Othello of Ira Aldridge, a Negro, sixty-five years ago, when she was seventeen! It did not seem to cause much excitement. I am reminded of this because, now that Paul Robeson is to play Othello to Peggy Ashcroft's white Desdemona in a few weeks, I am already receiving letters of protest.

I heard on the wireless, the other day, a wonderful speech by H. W. Peet, who has just returned from America, after studying the Negro problem. Because of it, the "New Amsterdam News" will be pleased to learn, I was urged to continue my work of collation. The color choir from Hampton College arrives in a day or two. They are to sing for Ramsay MacDonald at a private party, and they have been asked to sing two hymns in Westminster Abbey. So I do not see why, for Robeson, who is a most distinguished African, cannot play Othello if he likes.

I am Threatened With Murder I expect I shall get shot over that, but then, as a few hours after I had criticized the wild eulogies of Cecil Garbo's voice, announced as "The Voice for Which the Whole World is Waiting," the other day, a man called Stringer wrote me from Manor Park saying that if I dared to criticize his idol again he would murder me—outside my window as I wrote this, I see a poster "Treat to Murder Swaffer"—I am used to it. I hope it is meant seriously, as London is getting rather jealous of Chicago these days.

Now, this morning, George Atkinson, the Swaffer of the films, has on Page 1 of the "Daily Express" an article called "Greta Garbo Myth Exploded by a Talkie!" He cannot have heard of the murder threat made against me. Garbo has no sex appeal, says Atkinson, here is a voice without a soul, she underacts or overacts in nearly every scene. She looks as though she learned her part from a course of correspondence tuition. I hope Mr. Atkinson is yours, H. Swaffer.

Oh, what faked-up bunk film publicity! Knoblock, His Own Producer Eddie Knoblock produced his own play, "The Mulberry Bush," at the Criterion, the other night, but it did not promise success. A man called Evelyn Roberts played a Charles Hawtrey part with Charles's voice but without his powers of acting, and three women—Frances Carson, Mercia Swinburne and Dorothy Tetley—were all so-so. Knoblock usually stands at the back of the circle during his first nights and looks rather profound.

In the stalls was Arnold Bennett, part author with Knoblock of "Milestones," which had just run seven weeks in the same theatre. "The Mulberry Bush" lasted for two hours. I should think it will do that for about three weeks.

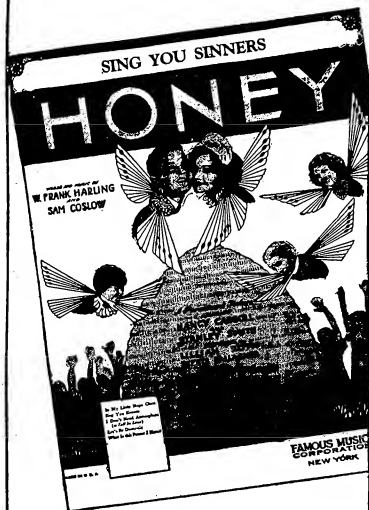
Sheriff Does Not Like "Hamlet" Something ought to be done about R. C. Sherriff. In last Sunday's "Observer," there was a whole column interview with the author of "Journey's End." In it Sherriff criticized "Hamlet" which he had never seen before, and talked a lot of bunk. How it got into a serious paper like the "Observer," Heaven only knows. "I had to learn Shakespeare when I was at school," Sherriff told me, "so I started to hate it."

Know a man who has an interest in the theatre hates Shakespeare because he once had to learn some of his lines. I do not know. I am afraid London is getting a little bit sick of Sherriff. He has talked so much triple on several occasions. The fact that he wrote the "Journey's End" does not make him an authority on the greatest play the world has.

I have just heard from Singapore, by the way, that Noel Coward played the part of Capt. Stanhope in "Journey's End" for three nights there. He was going around the world and just dropped in, learning his part. I am sure it was very nice of him.

The Return of Evelyn Evelyn Laye is back. She called me up just after she arrived, but I was not at home. Since then, all the papers have been full of her. She says she likes her salads, but she does not like your steam heat. I am glad you have not spoiled Evelyn. Her appearance at the first night of "Heads Up" was the best part of the show. "She looks so well," said my friend Mrs. Alice. "She always looks fine," was the reply. "In her mother's."

# Famous Hits!



REPRISAL

♩ = 4/4

The sinners drop ev'ry-thing Let the har-vee of ring

up to heav-en and sing Sing you sinners—

Just wave your arms all a-bout, Let the Lord hear you shout.

There, dar, now, do right and, Sing you sinners—

Just You Singers

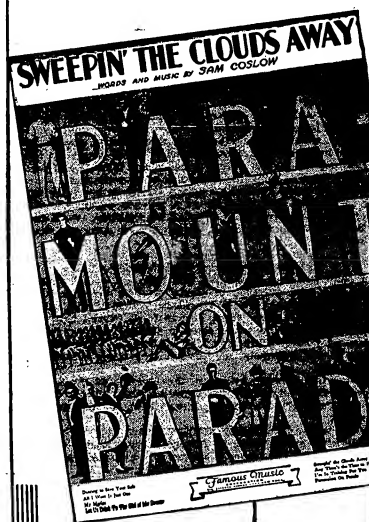
When ev'ry (dar) sin-ner The (dar) har-vee

He don't let sin-ners By the sinners— They, there, wave of

and you're de-ferred And you're all set to be-fore, let you

There on the ground Sing you sinners— The sinners

Just You Singers



REPRISAL

♩ = 4/4

Let the whole world sigh or cry— It'll be high— in the sky—

Up in the air, a mile above Sweepin' the clouds a-way

I don't care what comes to me— Let it rain— let it snow—

It'll be high— in the air, a mile above Sweepin' the clouds a-way

Just You Singers

I have heard that the sin-ners Fight on who all re-joice who

And those who can take it right on the skin and give— And

So I stand in ev'ry-thing— They're glad— in the rain—

Up in the air, a mile above Sweepin' the clouds a-way

Just You Singers

PHILADELPHIA

• CHICAGO

• DETROIT

• KANSAS CITY

• LOS ANGELES

• PITTSBURGH

• BOSTON

• LONDON

• AUSTRALIA

**T**HE Twin crazes of the hour! "Sing You Sinners," a sensation, as presented in the Paramount-Publix Picture "Honey." "Sweepin' the Clouds Away," sung by Maurice Chevalier in the Paramount-Publix Picture "Paramount on Parade." Both songs are sure-fire whether you have an orchestra, act or radio program.

Our offices throughout the country stand ready to serve you, should you desire any material, such as: slides, orchestrations, special choruses, etc. Climb on the band-wagon—join with "Paramount on Parade" and feature FAMOUS songs.

## Famous Music Corp.

719 SEVENTH AVENUE  NEW YORK



# MUSIC SALES PARADOX

## Columbia and Victor Working on Arrangement Despite Film Deals

Pending deal between Paramount and Columbia Phonograph does not involve or affect the Columbia Gramophone Corporation, which includes manufacturing and distributing plants throughout the world. Columbia Phonograph is a subsidiary of the international parent.

Within the mechanical trade it is understood that a merger, or working arrangement, between Columbia Gramophone and Victor is imminent.

It is not generally known that while Victor has the edge in America, the Columbia organization in Europe and other foreign sections has a big bump on everyone else.

Acquisition of the far-flung Columbia system, which has laborious strategic spots throughout the world, is regarded as the logical step by the trade. Foreign market is increasingly important.

Disks with the American market now in a slump.

Such a regrouping would have the 75-cent disk makers in a position to restrict production in Columbia, Victor and Brunswick through numerous subsidiaries control, a large number of the 125 "labels" in the 35-cent field.

## 4 Detroit Song Pluggers One Big Happy Family

Detroit, May 13.

Detroit has reached its latest word in song plugging. Representatives of three of the music publishers are singing together in the pit of the Fisher theatre with the orchestra. Boys are given a screen introduction as being salesmen of songs. Explanation is also given as to what "song plugging" means.

Danue Engel of DeSylvia, Brown & Henderson, Whispering Will Collins of Witmark and Francis McGulre of Peist were the ones to pull the stunt. Act showed all week.

Each boy introduced his firm by name and then sang one of the numbers. At the close all joined in singing "Say It With Music" again with big brass finish.

"These same boys also do a song feat on the radio over WJR three times a week. Eddie Peterson of Red Star and Dave Silverman of Shapiro, Bernstein, also are included in this radio hour.

## "St. James Infirmary" Exclusive to Mills?

Appellate Division has affirmed the injunction obtained by the Gotham Music Service, Inc. and Mills Music, Inc., against the Denton & Hoskins Music Publishing Co., restraining the defendant from printing and selling "St. James Infirmary" or the Gamblers Blues" on the ground that it is an infringement of the plaintiff's copyright in the sheet music for "St. James Infirmary" and on which it alleges it has spent \$20,000.

Mills based their case on a special version and alleged popularization of the number. Admittedly "Gamblers Blues" is an old gutter song of the Southern States. Case will probably establish precedent in non-copyright numbers.

## Hamp at Westchester

Hollywood, May 13.

Ted Florida orchestra opens at the Ambassador Coconut Grove June 15.

Johnny Hamp returns for the summer to the Westchester-Biltmore.

## Team Back at F. N.

Hollywood, May 13.

Wolfe Gilbert and Abel Baer return to First National from Paramount May 15.

Bobby Crawford couldn't reach acceptable terms for their loan to Fox.

## Spoiled

Hollywood, May 3.

Some time ago they told the one about the song writer kicking on the service out here. Now, the composers are starting to steal servants from one another.

Last week a song writer bid up the salary of a friend's cook and guaranteed, parlor, bedroom and bath as excess. The cook is now looking for a cook.

## WHITEMAN CUTS DOWN IN MEN AND SALARY

At the close of the Roxy engagement, Jimmie Gillespie, gen. mgr. for the Paul Whiteman band, gave notice to 10 members.

The 18 Whiteman musicians remaining were informed a reduction of 15% salary would be done go into effect.

Ferdie Grofe, arranger for the band, will again go to the piano in the reassembling.

Whiteman's orchestra has been notably heavily overhauled among traveling bands. It is shortly to go into the new Hollywood road house in the Pelham section of New York.

## SOMETHING NEW

Publisher Will Listen to Songs By Amateurs

Radio Music has inaugurated a policy of holding bi-weekly meetings to judge the merit of songs submitted to them by outsiders.

Judges at these meetings are representatives of R-K-O, N.B.C., Victor, Peist and Fisher. Each judge checking off those which he considers the song deserves.

A singer and a pianist sing and play each song submitted for the judges.

All songs accepted will be published by Peist's.

## Restoring Orchestras

Hollywood, May 13.

Borros Morros, Public general music supervisor, leaves Tuesday for New Orleans.

He has lined up four coast theatres for the return of orchestras and awaits further orders to proceed on a survey of the middle west and Canada.

Stage shows and pit music will probably be resumed in several other points.

## HERE AND THERE

Eugene West, former Broadway song writer, now doing commercial broadcasting over WDSJ, New Orleans. West is on the Truly Warner hat program, working with Lillian Gerson, as Mary and Gene.

Murray Fazel, formerly with Roblins, went Wixom Music Monday (12).

Murray Mencher, songwriter, has joined Shapiro-Bernstein for one year.

Con Maffie, organist at the Paramount, Omaha, switches to the Paramount, Portland, tomorrow (Thursday).

J. R. Thomas, formerly organist at the Branford, Newark, steps into Maffie's shoes at the Paramount, Omaha.

Low Brees, previously pit orchestra leader at the Saenger, New Orleans, returned to the pit orchestras at the Paramount, New York, Monday (12).

Sascha Kinder, on the same day, came in the Par, New York, as assistant pit leader.

## AIR KILLING OFF MUSIC QUICKLY

### Hits Reach No Sales Proportions of Former Times—Publishers Have Right to Shut Tunes from Air—Many Arguments, but No Solution

### S. P. C. BLAMES TRADE

A paradoxical situation has been created within the music trade by radio. Publishers, song-writers and mechanicals, each from their own viewpoint, have the same complaint. Despite that never before has the demand for music been so great, the revenue of the music trade itself is cut to a fraction of former times.

Summarized the squawks of the music trade are:

(1). That constant repetition over the radio of many a single and ten times from one station in a single day has the effect of killing songs.

(2). That potential hits are actually "old" in three weeks as a result of the air.

(3). That the music trade derives no revenue from the radio again except the dry bone tossed to the American Society of Composers.

Several song writers agree that from the standpoint of the men who create hits the income is only 25% of what it formerly was. A hit now seldom goes beyond 200,000 copies and 50,000 discs is a big showing. This compares to figures of over a million in both departments that were customary for hits formerly.

Song writers are thus under the necessity of having four or five tunes moving simultaneously to earn as much as formerly with one hit.

### The Real Problem

Publishers have a real problem. Their reduced grosses are in face of the fact that never before have they made such outlays for arrangement orchestration and other items of overhead. Most of the increased overhead is a result of catering to radio bands.

Mechanicals tell the same story and blame it all on radio. Nobody will buy a disc any more than a copy of sheet music of a song, however illing, if that tune is drummed in their ears incessantly through the ether.

Here is the crux of the new problem. So many stations, so many bands, have created a false demand for music. They devour music and keep calling for more songs, always more. Meanwhile the writers and the publishers who supply the radio demand are deriving less and less income.

One songwriter claims that where formerly the music trade considered the sheet copyright its greatest asset and the performing rights just a sidelight, it is now reversed. Performing rights which yield almost no return actually the key to the new set-up.

Asked what solution can be advanced, the manager of one mechanical company stated there must be restrictive regulations that will keep radio from killing the goose. In other words, no station could play any one song so often that the reaction would make the public sick of it in a few weeks.

### Hits That Are Not

Disgruntled music men are frank in charging they are playing a losing battle against radio. After waiting for hits that arrive and no longer mean what they used to. Some of the most reliable composers haven't had a hit in two or three years. It is open over to the better conditions of some of the bigger publishers.

Another angle is the frank development on radio. The devouring ap-

## Radio Playing

WEEK ENDING MAY 9  
(Stations WEAF, WJZ, WABC, WOR, WMCA)

Checked from 6 p. m. to closing:

| Number                                   | Times played |
|--|--------------|
| "Rexactly Like You" (Shapiro).....       | 39           |
| "Moon Is Low" (Robbins).....             | 26           |
| "Sing You Sinners" (Pannous).....        | 27           |
| "Market for You" (Red Star).....         | 27           |
| "With You" (Berlin).....                 | 24           |
| "Blue Is Night" (Robbins).....           | 26           |
| "I Never Dreamt" (Santley).....          | 22           |
| "Danger in Your Eyes" (Berlin).....      | 22           |
| "This Is a Fine Little You" (Peist)..... | 22           |
| "Get Happy" (Remick).....                | 20           |

(Above figures are selected from a detailed chart. Among other facts it shows "Rexactly Like You" was played 10 times the night of May 8, and "Sing You Sinners" seven times the night of May 6. Five times a night is commonplace.)

## U. S. TRADE COMM. SETS UP SONG SLIDE RULES

Washington, May 13.

Stereopticon song slide makers, one company in particular, have been under investigation for alleged unfair business methods, leading to the Federal Trade Commission threatening action. Trouble was ironed out by the company promising to conform to new rules set down.

One regulation forbids any maker marketing product in a way to interfere with the sponsorship of other companies which are more prominent in the trade.

The Commission would not reveal the name of the company signing the stipulation.

## WARING'S AT DELL'S

Chicago, May 13.

Fred Waring's Pennsylvaniaans will open May 22 at Dell's, radio house near here, for three weeks. Followed there for the summer by the Glee Singers and Musical Co.

Waring holds a contract with Loew's, secured by Johnny O'Connor, for a route with an option to follow the local engagement, or later after Waring should return from the Coast, if going there for a picture.

## Receivership Denied on Kordulus—But Can't Sell

Supreme Court refused to appoint a receiver but issued an injunction restraining Anthony Kordulus, Edward J. Kordulus, Herman Brinkman and the Key Music Co., from selling, assigning or transferring any of the music firm's property, copyrights and assets pending trial of the issues brought against the group in a suit by Jerry Vogel. Under the order only thing they can sell is sheet music. But have to make bi-monthly reports and statements must be made to Vogel's lawyers, O'Brien, Malinsky & Driscoll.

Vogel is suing on alleged grounds of fraud growing out of the sale of the company by John Franklin Sheridan to the defendants. Vogel had previously sued Sheridan and received judgment for \$24,958.77, but claims he never collected because Sheridan now lives in California. While the suit against Sheridan was pending, it is claimed by Vogel, the sale of the company took place. Sheridan Paul Turner represented Sheridan and now represents the Kordulus.

## Sousa's New March

Washington, May 13.

With the full Marine Band to play it, President and Lord Derby, the English visitor, in the audience, John Philip Sousa dedicated his new march, "The Royal Navy," on the 11th. The march is expected to be the highlight of Sousa's new series of music.

Apparently very high official in town, plus the British Ambassador, were there.

petic has lately taken to reviving old numbers in an effort to make up for the death rate among songs. Requests for new orchestration on old numbers are being made by radio stations and bands with the music men pointing out that here, too, the convenience of the radio is served by the pocketbooks of the composers and publishers are not fattened.

If the air can be harnessed and allocated to individual stations in New York, publishers and mechanicals think that the day will come again when piano copies and records will again be profitable.

Society's Explanation

J. J. Rosenthal, chairman of the American Society of Composers, concedes the depression but does not regard radio as the cause or the explanation, although it is a factor, he admits.

Over-production within the music trade itself, combined with the bad economic conditions of the country, is the Society's interpretation. As to the possibility of restricting numbers over the air, Rosenthal says that is a privilege all publishers have and it is up to them individually.

Radio is paying fees to the American Society. Individual stations in New York are annually paying as high as \$37,500 each.

Some disagreement about the sufficiency of the radio payments comes from the publisher's angle. It is suggested that the two major N. B. C. stations, with accounts running to many millions a year, pay but \$75,000 annually for the all-visual supply of popular music, and that this is probably the most inexpensive, despite the most important angle of the publisher. Now with an N. B. C. subsidiary, Radio Music, is credited with having fixed the radio schedule of prices, as he did for the Vitaphone, at \$100 a year.

Talking pictures with the incessant drumming of songs is regarded by the American Society as starting point for the publisher's condition. Until time permits the unknotted of the problem, probably synchronized with national prosperity, while there is a real issue that can be done about it.

### Overhead

A shrewd pulse-reader who is general manager of one of the most prosperous publishing houses, blames the music trade itself rather than the radio. There is a danger of radio hurling a number by over-plugging, this executive says that any evils arising from the radio, parades, circuses, new hats and "special orchestration."

Overhead must be reduced, he claims. There are too many on the payrolls at fancy figures.

### Short Out and In

Hollywood, May 13.

Al Short, who resigns as musical director of Tiffany two weeks ago, is back on the lot again.

Same capacity.

# Warners' 80% of Nat'l Radio Adv. Giving Air Big Canned Programs

The first move to get canned programs on the air in their biggest way and one which, they predict, will clip the advertising garnetings and minimize the importance of flesh broadcastings in national hook-ups has been affected by Warners in their purchase of National Advertising Corp.

With this latest subsidiary claimed to furnish 80% of the current canned programs, Warners is the only company with facilities to buy time, furnish talent and produce records.

"Electrical transcription" is the phrase which will be popularized through the use of machine broadcasting.

That the vast majority of the 600 stations throughout the country are independent, except for the few hours daily some are now under contract for in the national hook-ups, and will avail themselves of canned entertainment which provides full card rate for each station is expressed in the Warner home office.

Under national wire arrangements stations are heavily taxed by the phone company. Warner executives figure that ratings for such stations will be more than doubled, in the majority of instances, when this tax is removed by the elimination of the use of wire.

Hollywood, May 13. Jerry King, manager of Warners' radio department, is east arranging for establishment in Hollywood of a Brunswick recording laboratory.

Plan is to make discs, using picture talent.

## G. M. Air Coverage

Hollywood, May 13. General Motors will produce 52 canned radio programs for release June 1. Each recording will equal a 30-minute broadcast, and is to be headed by a name band with a nationally known radio announcer as m. c.

Records are for outlying stations not using the G. M. weekly chain broadcast.

## FREDDIE RICH

*Columbia Broadcasting System*  
Station WABC, New York City

# LEADING ORCHESTRAS DIRECTORY

**IRVING ARANSON**  
and HIS COMMANDERS  
Featuring "RED STANLEY and PHIL SAXE"  
ROOSEVELT HOTEL  
HOLLYWOOD, CAL.

FROM DETROIT  
**JEAN GOLDKETTE**  
Orchestras  
VICTOR RECORDS  
Office: 812 Book Tower  
DETROIT

**GEORGE OLSEN**  
AND HIS MUSIC  
THE PLANTATION  
CULVER CITY, CAL.  
VICTOR RECORDS

**ANSON WEEKS**  
AND HIS ORCHESTRA  
Now in Third Year at the  
HOTEL MARK HOPKINS  
San Francisco  
COLUMBIA RECORDS

**PAUL WHITEMAN**  
And His Greater Orchestra  
ALSO  
"KING OF JAZZ"  
(Universal Picture)  
Personal Rep: JAS. F. GILLESPIE

## Splitting Up L. A.

Los Angeles, May 13. Bootleggers working the studios operate on exclusive rights. A few have the "lots" tied up, the others working through them or not at all.

Local liquor biz has now reached the subdivisional and territorial stage.

## ANOTHER SKIRMISH IN RADIO PATENTS WAR

Wilmington, Del. May 13. Universal Broadcasting took it there when Judge Hugh M. Morris ruled that RCA, American Telephone and Telegraph, and De Forest Radio Co. are entitled to an injunction and accounting of damages in Federal Court here last week.

Decision may be the death blow to a proposed chain of 100 radio stations sponsored by Universal. If backed by higher courts, it means that no other stations will be able to use the vital amplifying principle without being indirectly controlled by RCA and the electric DeForest figures only as the holder of the patents, priority of which is upheld in the decision. Rights have been leased to RCA and A. T. & T.

After the decision was handed down, Universal posted bail with the declared intention of going ahead with the 100 radio stations, which they hold cannot be operated without use of the patent. Next move will probably be to carry the suit to the Circuit Court in Philadelphia.

The suit, one of the most complicated that ever hit the calendar here, is the climax of a long period of litigation, with the DeForest position never entirely clear. It was not until the present suit reached the open court stage that DeForest came out definitely against Universal.

## WGN Never Pancakes

Chicago, May 13. WGN, Chicago, "tribune" station, is broadcasting that it no time uses mechanical music. Practically every station excluding this one resorts to pancakes during morning broadcasts.

**California Collegians, Inc.**  
NOW Featured in "Fifty Million Frenchmen" and Don Dickerman's Daffydil  
New York City

**TAL HENRY**  
and HIS ORCHESTRA  
Victor Records  
Warners Bros. Vitaphone Artists  
Exclusive Management  
Orchestra Corp. of America  
100 Broadway, New York

**B. A. ROLFE**  
Radio's Premier Conductor  
Lucky Strike Dance Orchestra  
Palais D'Or Restaurant Orchestra  
Edison Acc. Recording Orchestra

**Ray Walker's Radiolians**  
with DALY and MASON  
and SAM FLETCHER'S REVUE  
SECOND YEAR AT  
**HAMILTON CHATEAU**  
NORTH BERGEN, N. J.

4 in on Casanova  
Opening tomorrow (Thursday) night the Casanova Roof will have four ends on division of the net. They are John and Christo, Al Goldman and Louis Zelute.

## OFF LOCAL BROADCASTS

Coast Studios Rejecting all Requests for Stars Unless on Hook-up

Hollywood, May 13. Major film studios are snubbing requests to have their stars appear on purely local radio broadcasts. Studios figure the public is getting tired of having the screen names go on air on a regular basis that opens, or the old ones that are having sales.

From three to five requests come in daily to each of the stars for a program to be done on a local broadcast are the only ones that mean anything to the player.

One film firm recently sent a contractor to gag it up on a program from a station operated by a local newspaper. Studio figured on a publicity break, but the sheet never gave the player a line.

## DEPT. JUSTICE SEEMS IN HOLE OVER RADIO

Washington, May 13. Department of Justice looks to be in a hole. Congress has put the department in a new position of Congress directly responsible is the Senate Interstate Commerce Committee and the Senator back of it is the committee chairman, James Couzens (R).

Senator Couzens has brought this about by demanding action from the department on the merging of the radio interests. Published reports on that merging have roused the ire of the Senator. He has reached the point where a soft answer will not turn away his wrath.

Previously John Lord O'Brien, assistant to the Attorney General, had gotten out from under with the statement that "the department is working on the case." At his last appearance O'Brien went a little bit farther, even to the extent of making a sort of confession, when he informed the Senate committee the (Continued on page 75)

## Commission Rebuked

Washington, May 13. Radio Commission, which has been ruing things with an arbitrary hand in the case of broadcast plenty of grief, got it the other way in the first adverse Federal court decision wherein its members were strongly rebuked that they had overstepped their authority plenty.

WGBS, New York, was the station involved. Management had secured a stay order against the commission which that body proceeded to ignore. The station plans to become the nucleus of a third chain.

Court instructed the commission to pay attention to its orders in the future and ordered an opposition station placed on the contested wave length of the air.

## YACHT CLUB BOYS

(With ANN GREENWAY)  
Chick Endor, Billy Mann (Red), George Walsh and Ann Greenway, of the Yacht Club Boys, opening Wednesday at the Salon Royale on West 45th street (on the Manhattan joint). This is the versatile singing and playing quartet that captured the town when opening with the Yacht Club on West 45th street. For years up to now they have been favorites, even when separated. A couple of the boys were in London 14 months in a London musical smash.

Tommy Urcell is the single one missing. He is supposed to be in England, but is reported by Billy looking for Tommy for weeks, but could not locate him. Last heard of he was with the Trio in Buffalo. Tommy was a strong member of the originals, and his pals miss him, although Jimmy Kearn stands aces with the other boys.

To those who know the Yacht Club Boys they are the same as the Durante bunch, in a different way. Those who don't should see the Yachts. They play the club and the sawdust, that's course is at home in either. And the Salon Royale is pretty much with a 4 weekly night concert in these days of take it off.

The boys all look well and younger than ever. The rebuking from a dinner place on the east side, under the same management. It gives them a stretch of work from 7:30 at night until 5 a. m., as the Salon is in a hotel and an all-night place that is up and running.

Only other floor entertainer is Ann Greenway, she of the brunet brigade, who sings as she takes the looks on the floor. Miss Greenway plays piano numbers, handling each well with a couple of pips lyrically. Among the (Continued on page 75)

# Along the Coast

By Bill Swigart

## Over-Production!

According to music house vets there are 800 more songs in publication now than there were two years ago at the corresponding time.

Around 1,200 numbers more or less "current."

## The Air Line

By Mark Vance

Some of the air commercials are dying through their sing-song repetition.

Two most palpable offenders are the Littmann Hour on WAB and the Ohrbach period on WMCA. And it's understood that both Littmann and Ohrbach expend a pretty penny on air plugging, yet the insistence of the participating soloists to do the same old numbers over and over must be driving the dialers away instead of having the number increased.

A glaring example of this number repetition is Helen Richards with Lamman. Her solo, of course, seems best suited for the blues and lowdowns, yet she has several songs that she runs for a curve. One is "St. Louis Blues." This is a popular number, but as a steady dit it's too binding.

Paul Whiteman Adieu

There were no fireworks of any kind on the getaway program by Paul Whiteman for the Old Gold hour. Seems that Whiteman and band devoted the last program as "The Last Program" of his last program along the usual topical (Continued on page 75)

## Pittsb'g Road House Grabs De Luxers' Band

Pittsburgh, May 13. Looks like biggest road-house season around here this summer. Paul Whiteman's band, which charges place to makeabid for trade, willows opens March 24 with Bernie Cummings and Jan Garber starts season at Edith Kelen's Villa next Saturday. Dells to have Etzel Kovatz, with name bands alternately featured at Plantation. Enright stage band, with local rep and laid out during summer when the house goes straight tickets, will move intact into Saunders Inn and downtown Show Boat is also to make play for during summer when the Dowsy Bergman's band and putting in big girl revue.

Cover at all spots \$1 week-nights and \$1.50 on Saturdays.

## Radio Ban by Texas B. B. League Dropped

Dallas, May 13. Club owners of Texas League (baseball) voted to continue announcement of games by radio, following decision last winter at Houston to ban the "free" fans.

Tex's indie radio stations in Texas, because most listeners during the hot season are baseballers, so stations promptly organized opposish sentiment to club owners.

## Tex Again on the Road

Texas Guinan is again becoming the star attraction of a roadhouse at Castilian Gardens on the Pelham road.

She will open there May 21 with her group of girls in the floor show on a percentage basis.

Tex's share will be 50% of the net profit of the place, with a probable new cut on the covers. Latest will be \$3 on week nights and \$5 on week-ends.

At present the Castilian is minus a cover charge.

Tex's indie engagement at the roadhouse ruins the story she is going to Europe this summer.

**JESSE CRAWFORD**  
ORGANIST, PARAMOUNT THEATRE, NEW YORK  
WITH MRS. JESSE CRAWFORD AT THE SECOND CONSOLE  
A SPRING CONCERT: "Spring Song," "The New Song,"  
"Ride of the Valkyries," "The Swallow," "Springtime in the Rockies."  
PARAMOUNT-PUBLIC: "Spring, Beautiful Spring."  
H. G. (Columbia Broadcasting System)  
Victor Records

Hollywood, May 9. Arrival this week of Jerome Kern, who will collaborate with Otto Harbach on an original screen opera for First National, has increased the Warner group of composers to 21 writers comprising 13 teams. Two of these teams, Wolfe Gilbert and Abel Baer, and De Silva, Brown and Henderson, are loaned to outside producers. Rogers and Hart, and Louis, Young and Warren are due here any day to write original scores and stories. Teams are already working for Warners are Sigmund Romberg-Oscar Straus, 2d., Jerome Kern-Otto Harbach, Fred Ahlert-Roy Turk, Al Bryan-Eddie Ward, Jerome Berg and Ruby; Brown and Green; Rubin and Burke; Mitchell, Gellert and Meyer; Lew Pollock and Mort Dixon.


In the scoring and arranging department for both Warners and First National, under direction of Erno Rapee, are Leo Forbstein and Lew Silvers, musical directors. The arrangers, including assistants and librarians, number more than 25, while the average total number of singers in the studio hired daily exceed 250. Music in all its phases (Continued on page 75)

## OLD GOLD'S HOUR OFF, COST OF \$1,000,000

Despite reports of successors to Paul Whiteman on the Old Gold radio hour, it is understood that that hour has been abandoned by the cigarret people.

Whiteman played it once weekly for an hour at an average salary of \$5,000 per week for 16 months. Whiteman's gross amount from Old Gold was \$350,000. With station charges, etc., the broadcasting for the period cost Old Gold over \$1,000,000.

Tom Kennedy, R-K-O announcer, m. c. for inaugural program furnished by Majestic (Interstate). Plant estimated cost near \$200,000.



## TAVERN

### A CHOP HOUSE OF EXCEPTIONAL MERIT

186-S WEST 48TH STREET East of Broadway

---

TO THE LADIES:  
Here's a precious salute to BOSSIE GRICE and the FOURTEEN BRICKTOPS

These virtuous rambles will be well received by public and press for their moderation, wit and cheer. The entertainment, too, is to be applauded, especially the BOSSIE GRICE solo.

"BLUE MOON IS LOWLY"  
"WHEN I'M LOOKING INTO YOU"  
ROBBINS MUSIC CORPORATION  
177 3rd Avenue New York  
L-1048









HOTELS FOR SHOW PEOPLE

Hotels LORRAINE and GRANT--Chicago

Attention Performers! I've been catering to the profession since past 23 years...

LORRAINE GRANT SINGLE ROOM, BATH, \$2.00 PER DAY DOUBLE ROOM, BATH, \$1.50 AND \$2.00 WEEKLY

SINGLE ROOM WITHOUT BATH, \$1.25 AND \$1.50 PER DAY DOUBLE ROOM WITHOUT BATH, \$1.00 PER DAY

SEATTLE By DAVE TREPP Fifth Ave.—"Arizona Kid"; stage show...

THE DUPLEX HOUSEKEEPING FURNISHED 330 West 43rd Street, New York

Hotel FULLTON Hotel JACKSON Opposite N. V. A. Club \$9 and Up Single \$14 and Up Double

NEW YORK HOME REASONABLY PRICED IN THE HEART OF THEATRE LAND PRACTICAL-ECONOMICAL

New Fox theatre in Spokane finally to be built on the Fox-owned lot on Sprague street...

French element also talking of building theatre for production of French plays and operettas.

Diane Esmond, former lead, left for Los Angeles.

THE BERTHA FURNISHED APARTMENTS COMPLETE FOR HOUSEKEEPING. 325 West 43rd Street NEW YORK CITY

Bill Hartung making arrangements at Paramount to install wide screen. Only one in northwest...

BOSTON The Adler family have returned to Boston for two performances of "The Wild Man."

Henry Huffman, owner of Aladdin in America, elected a director of the American National Bank.

FOR RENT Professional People Only Furnished apartments and rooms...

Carnerio, the Italian man-mountain, exhibited at the box fans here in an exhibition, but he is considered over-managed.

Samuel and Nathan Pinaski, and Jacob Lourie, president, treasurer, and secretary, respectively, of the New England Theatre Corp.

TORONTO By MURRAY SINCLAIR Royal Alexandra—"Jenny," "Tiptown," "The Big Pond," "Tivoli," "Anna Christie," "Imperial—"One Romantic Night," "The Government of the Broadway," "Shea's Hipp"—"The Lost Zeppelin."

YACHT CLUB BOYS (Continued from page 74) ballads sung by her is "Hour of Love."

Split week, only half in vaude, at Spokane panning out very well for K-O Orpheum. Getting two shots at each patron per week.

Myron Greihlinger now house manager at Hollywood (family) Lido, which reopened last week with sound policy.

OTTAWA, CAN. By W. M. GLADISH The Rinfret Bill before the Canadian House of Commons...

FOR A ROOM with BATH For two... \$3.00 Room with running hot & cold water \$10 weekly and up

Buffalo By SIDNEY BURTON Buffalo—"Adventures of Dr. Fu Manchu," "Paramount on Parade," "Century—"Paramount on Parade," "Great Lakes—"Free and Easy," "Chicago—"The Bachelor Father," "Hollywood—"Great Gabbo."

Dorothy Gish cancelled her proposed appearance here in "Holiday" with the Kondolf-Folmer stock at the Elmlager for May 13.

ST. PAUL Paramount—"Dinky," Metropolitan—"Mammy," RKO President—"Ladies of Leisure," vaude.

Hotel MANHATTAN 47th STREET EAST of 5th AVENUE New Management Newly Furnished Pleasant & Cheerful

ST. PAUL Paramount—"Dinky," Metropolitan—"Mammy," RKO President—"Ladies of Leisure," vaude. "Blivara—"The Texan," "Tovar—"Ship From Shanghai," "RKO President—"Ingagi" (2d wk.), Strand—"Paris."

Running into a week of hot weather, "Jenny," the last of the season's legit at the Teek, willtild badly last week. Check up shows patrons at the houses as great 20 last season. High gross for current season goes to "New Moon," with "The Conqueror," "Dishonored Lady" as runner up.

DENVER Teler—"Framed"; Fanchon & Marco Idea. "Hold Everything" (2d wk.). Denver—"Big Pond"; Public stage show. "Blithe—"Only the Brave," "Orpheum—"Ingagi" (2d wk.). "Denham—"What a Woman Wants" (stock).

LETTERS When Sending for Mail to VARIETY, Address Mail Clerk. POSTCARDS, ADVERTISING or CIRCULARS LETTERS WILL NOT BE RETURNED. LETTERS ADVERTISED BY ONE ISSUE ONLY

MONTREAL His Majesty—"Dark," "Blithe—"Paramount on Parade," Capitol—"La Marsellaise," "Orpheum—"Song of the Gypsy," "Princess—"The Furies," "Metropolitan—"The Countess Ray No," "RKO—"Don't Play With Lice" (2d week).

The Orpheum packed them with "Hazel," which broke all attendance records.

Gabriel with KMX Hollywood, May 13. Charles H. Gabriel, Jr., has been engaged as publicity director for radio station KMX.

CHICAGO OFFICE Denver Charles Jurkley Vivian Dickens Jack Edwards David Evans A. Gilbert Bert Hall & Easley Lamar Jack La Pat Te.

Emerson Gill orchestra from Hotel Hollenden, Cleveland, made debut at McRoy today with announcement of five English and one French play between November and March next

Earl Frederick and Jerry Fitzel, local hit signs with Public for its California crooners' unit.

As an object lesson for Clean-Up West in Canada, starting May 12, the Dominion Government Motion Picture Studio took pictures of eyesores and the most noxious on numerous screens. This was in direct contrast to the usual work of the Government in England, otherwise they are engaged on Canadian scenic reels.

Lightfoot Peggy Mallard Bron McCarthy Frank Raymond & Geneva Robertson Tully Walter Clarence E Yuga Mrs

"THE MAESTRO OF CEREMONIES"

# CHARLIE MELSON

ANNOUNCES

the conclusion of a successful and pleasant three years' engagement with  
Warner Bros.-Stanley Company of America

Thanks to SI FABIAN, HARRY CRULL, SKOURAS BROS., SKIP WESHNER, BILL GOLDMAN, REEVES ESPY and BERNIE DEPKIN for the many courtesies extended me during my appearances in Newark, Jersey City, Utica, Washington, Philadelphia and Pittsburgh.

JUST SIGNED WITH

## R-K-O

TO OPEN MAY 17

AS

"MAESTRO OF CEREMONIES"

IN THEIR "ACE" EASTERN PRESENTATION THEATRE.

## KEITH-ALBEE, WHITE PLAINS, N. Y.

Thanks to Mr. JOSEPH PLUNKETT, H. R. EMDE, SOL LEVOY, FRANK SULLIVAN, EARL WADGE, GEORGE DEBBER, LEW GOLDING, HARRY SINGER and other R-K-O officials.

READ WHAT THE CRITICS SAID OF MY VAUDEVILLE DEBUT AS AN R-K-O HEADLINER

NEWARK "LEDGER"  
By JEROME KURTZ

### MELSON BACK; HEADS SHOW AT PROCTOR'S

"The admirers of Charlie Melson have every reason to bless the R-K-O powers that be, for the popular master of ceremonies has been brought back to town. Now at Proctor's Theatre, he renews contacts with his followers by assuming the m. of c. role on the current vaudeville program there, besides participating in an act of his own.

"The affable Charlie, who sings loudly and clearly, naturally did not neglect his vocal prowess during his performance. Although he did give himself over to wisecracking and comedy, he concentrated on songs, chief of which was 'The Spell of the Blues.' Of course, that favorite tune was the highlight of his offering.

"MELSON ALSO TEAMED WITH IRMANETTE, THE VIOLINISTE AND DANCER, IN A MUSICAL COMEDY INTERLUDE THAT PROVED HIGHLY PLEASING TO THE FOLKS OUT FRONT."

NEWARK "STAR-EAGLE"  
By M. H. K.

### CHARLIE MELSON SCORES HIT

AT R-K-O PROCTOR'S

"Charlie Melson came back to Newark after an absence of several months, and before he had been on the stage five minutes as master of ceremonies and in his own act the audience was ready to laugh and applaud if he only surreptitiously straightened his necktie. HIS ACTING AND DIRECTING REACHED A NEW PEAK, WE THINK."

NEWARK "SUNDAY CALL"

### MELSON IS MAKING MERRY AT PROCTOR'S THIS WEEK

"CHARLIE MELSON IS AT PROCTOR'S PALACE THIS WEEK WITH AN ACT OF HIS OWN THAT'S A RIOT. Charlie sings 'Spell of the Blues,' and if you've never heard him sing it don't miss it. His comedy has just the right personal touch to win his audience."

RINGING MELSON

By ROBERT C. RING

"I'M TELLING YOU NOW THAT YOU HAVE AN ACT WHICH WILL GO OVER GREAT IN ANY MAN'S TOWN. You selected the right songs and you put them over as only you can. I got a great kick out of your bit with Irmanette. You ought to team up with her permanently. I liked her own act, too. Few women dance as gracefully without the handicap of playing a violin."

NEWARK "EVENING NEWS"  
By CHARLES HUFFER

### AUDIENCES AT PROCTOR'S

WELCOME CHARLIE MELSON

"MELSON'S APPEARANCE IS SURE TO ENHANCE HIS REPUTATION, FOR HIS SINGING, GAGGING AND SHOWMANSHIP SHOW TO BETTER ADVANTAGE THAN HERETOFORE. He is much in evidence all through the stage show, introducing the other entertainers, besides having a turn all to himself.

"His popularity with the feminine contingent has never been questioned. Certainly it cannot be here. Over the west-end everything he did was loudly applauded. More particularly did audiences react to his torch ballads of the 'Spell of the Blues' type."

Thanks to FANCHON AND MARCO, Who Gave Me My First Chance on the Coast



# VARIETY

 PRICE  
 25¢

Published Weekly at 154 West 46th St., New York, N. Y., by Variety, Inc. Annual subscription, \$24. Single copies, 25 cents. Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1879.

VOL. XCIX. No. 6

NEW YORK, WEDNESDAY, MAY 21, 1930

64 PAGES

## GIGOLO RACKET ON ROCKS

### Popularity Freaks Must Get Theirs While the Getting's Good

Probably no other nation takes to novelties in entertainment as quickly as America. Or throes of them sooner and forgets them more completely. This is proven not only in show business but among individuals and things outside.

In general, a vogue, such as cross word puzzles catches on, reaches its peak, and passes out in about the same span of time as a hit song accomplishes the same stage of senility.

Among freak attractions in show business, as distinguished from success that follows a normal upward curve, it is well known that the freak must be topped up quick, before evaporation sets in. In vaudeville such freak attractions are known as "once around" tunes, meaning a limited and immediate appeal.

Baseball players at the close of a brilliant season are worth some-

(Continued on page 40)

### Pet or Neck at Rockaway, With 'the Limit' Not Set; But Coney's No to Both

Brooklyn, N. Y., May 20. It's going to be a battle this summer between the hot shores of Rockaway Beach and the cool sands of Coney Island.

Necking will be permitted at the Rockaway Beach according to the chief of police, who sees no harm in this form of excitement. Petting parties, he says, will be allowed providing they are mild and do not go to the limit. As for the limit, that's to be decided.

Just to be spiteful the Coney Island police captain has issued his blast, which says that there will be no petting or necking around his place.

Rockaway's captain of police in his edict opined that "petting parties will be permitted on the beach so long as they are modest. There are to be no necking parties in the parked automobiles on the Cross Bay boulevard, and on the Amstell boulevard. One-piece bathing suits are to be permitted and the women bathers need not wear stockings."

Coney's cops will arrest any one who dares to throw an arm around a lady.

### 200,000 HOTEL ROOMS WITH NBC RADIOS, ONLY

Of the 200,000 radios installed in hotel rooms in this country at present everyone is receiving programs from WJZ or WEAJ or others of the National Broadcasting Company's net works.

Which gives RCA the American hotel control to date of radio.

### "Option Preview"

Hollywood, May 20. "Option Preview" has popped into existence. Consists of three or four actors, whose options have lapsed, banding together to take over a small neighborhood house for an evening and holding joint screenings of all their tests.

Families and friends invited. The indignation meeting immediately follows.

### MORE AND NEW NAMES ON LECTURING COURSE

Looks like the concert stage and lecture course, which have run largely to tenors, baritones, orchestras and educationalists, next fall will see a varied lineup of names.

Already Floyd Gibbons, Graham McNamee, Will Durant, Princess Der Ling and Sir Hubert Wilkins have dates in the west and mid-west.

Rear Admiral Byrd may get all the dates he wants. Heywood Brown can grab more than he did in other years and extend his lecturing beyond the precincts of New York and N. E.

### Prof. Baker Will Wise Up Studies on Film Technique

Hollywood, May 20. George Pierce Baker will probably introduce the talking picture angle into his Yale Workshop course next year. On the coast recently he asked picture questions aplenty and armed himself with Academy data and pamphlets on the sound angle.

Prof. Baker remarked that the purpose of raising the funds, if the residents will subscribe to 500 tickets at \$1 each he will get the equipment, he says.

The money was raised would provide the initial installment payment. The dollar tickets will be good for six shows and every person purchasing one also will receive two complimentary tickets for the opening of the talkers.

### Show Biz Inland!

Minneapolis, May 20. Residents of Dodge Center, Minn., near here, want talkers, but the owner of the only local film house hasn't the wherewithal to purchase sound equipment. He has inaugurated a subscription plan for the purpose of raising the funds.

If the residents will subscribe to 500 tickets at \$1 each he will get the equipment, he says. The money was raised would provide the initial installment payment. The dollar tickets will be good for six shows and every person purchasing one also will receive two complimentary tickets for the opening of the talkers.

### ANCIENT SAPPPOS OFF LUCKY BOYS

Name Gigolo First Blast on Jiggers Road to Ruin—One Baroness Outsmarted Several Jigs, Another Blow—Paris Sees Their Finish

### LONESOME A.K. FEMMES

Paris, May 9. The jiggling business ain't what it used to be. Any self-respecting dancer, as they like to be called, says the jig racket's through. First off, the term gigolo ruined it. Actually, in literal French, gigolo is a viciously libelous appellation.

It was formerly a dignified, respectable business. A man and his wife and their daughter would travel the Continent. The daughter wanted to dance with some one. Hence the professional male dancing partner.

From that, lonesome a. k. femmes got to maintaining their steady

(Continued on page 68)

### Adding One Bead Stirs Up the Cops Over Road House

Faetitious mention over the radio the other evening about the Hollywood cabaret floor girls are wearing four beads at the restaurant of that name on Broadway, but will add a bead when at the Hollywood road house in Felham, opening next month, got all of the attention the cops could give it in view of Whalen about to take air.

The copers are said to have sent word to N. T. G., the radio talker, there would be no beads at all along the Felham road this summer. He was also admonished from the account, to see that his girls were fairly well dressed when showin' on the floor, for the Bronx can't stand for a pneumonia epidemic.

What N. T. G. said isn't recorded.

### The Col. Knows

Paris, May 9. Col. Nelson Morris, Chicago meat packer, says that his motive in trying to prevent his French actress wife, Jane Aubert, from appearing on the account stage is that he personally likes the stage.

### Making Dates for Matrimony Per Radio by Adlers of N. Y.'s East Side

### Columnist's Pay Roll

A New York tab columnist is said to carry a personal pay roll. His employees are gag contributors.

The rate set by the columnist is \$15 any one week to a contrib' furnishing him with at least four gags. That appraises each of his daily gags at \$3.76, and they don't have to be new—as his readers have discovered.

"All ye who are lonely, all ye who are downcast and sad, get aboard the Happiness Express. Come to see Mr. and Mrs. Y. Adler whose simple task is to find a life mate for every lonely soul."

With this announcement—followed by the playing of "Kiss Me Again"—the matrimonial bureau, one of the oldest existing Oriental customs, enters into a modern radio campaign, heard any Sunday morning over WOV.

No hint of financial benefit for the advertiser is given in the program that stresses love of humanity and altruistic service.

But down at 156 Rivington street, New York, the headquarters of the radio cupid, the service is found to be more pecuniary. Mr. and Mrs. Adler will arrange marriages for a consideration, the payment of \$10 when the application is made and \$50 when a fiance is verbally bound and ready to be led to the altar. Mr. and Mrs. Adler accept no responsibility for what happens after the engagement—if the affair falls through that's just too bad. There are no refunds given on defaulting brides and bridegrooms.

One flight up, the bureau is reached by passing through a hallway lined with the work of a photographer who occupies the ground floor. That the art work is confined to matrimonial pictures and glimpses of tinted infants sprawling on fur rugs is probably an unintentional stroke of propaganda.

Heavy Business Sunday is the day in high for mate-seeking on Rivington street. The Adler quarters are thronged with "lonely souls" looking for matrimonial bargains—dowdy, middle-aged women, over-made-up girls.

(Continued on page 33)

### MECHANICAL BANDS FOR 100 ARMY POSTS

Publishers of standard music and music instrument dealers as well as manufacturers are gazing with apprehension at the test given the mechanical band at Fort Washington, Md. The mechanical band, constructed by RCA-Victor is fitted into a three-quarter ton truck. It has the volume of two regular army bands and the volume can be controlled through amplification.

Army is testing with an idea to install the mechanical martial music purveyor in all army station and camps, going away with the human bands.

Over 100 army posts and each having bands of from 10 to 30 men, the dance music end is worried over the outcome of the tests. A mechanical band needs but two men, one to drive the truck and the other to handle the discs.

### Indoor Golf Fad Cuts Into Theatres South

Birmingham, May 20. Indoor golf courses are beginning to hurt theatres down here and are drawing bigger crowds at nights than the daytime. The boys are taking their girl friends to them and playing for hours instead of going to theatres.

One downtown course, first located in a vacant store with nothing but the apparatus and two walls, now is highly decorated, with music in the evening.

Another place has spread to half a dozen courses and tournaments are staged regularly. Women's clubs tie up with the courses and get out for business, with a certain percentage of the proceeds going to the clubs.

The courses were doing a great business on Sunday afternoons until the preachers in town discovered it and put a stop to it. They were opened only in the afternoons. The flaps are even forgetting the dance floors and taking up indoor golf.

### HEADY CHORUS GIRL AS FIRE PREVENTER

Albany, N. Y., May 20. A chorus girl was the heroine of a fire at the Farnham hotel, here. She is Lois Lee, of Brooklyn, for four weeks in the chorus of the stock business at the Empire.

Miss Lee ran to a switchboard when seeing smoke in the hallway to call firemen, and then operated the hotel elevator to carry up the fire fighters.

She remained on voluntary duty until the fire was extinguished. It was through her promptness that serious damage was averted.

**BROOKS**  
 THE NAME YOU GO BY  
 WHEN YOU GO TO BUY  
**COSTUMES**  
 DRESSES AND UNIFORMS  
 1427 ALSO 15,000 COSTUMES TO HOSIERY PENN.

# Vocal Chiselers in Hollywood

## Find Plenty of Chumps, with Too Few Reputable Teachers

Hollywood, May 20. Hollywood has always had its share of film schools but has gone overboard on them and is still that way. Where the old fashioned "movie" schools depended entirely on the inexperienced and ambitious layman for patronage, today more than 15,000 received screen actors and extras are willing to go for anything which they think will improve their standing.

It is easy to understand why there are more than 2,500 schools and instructors for the various phases of stage technique now operating in Hollywood. And since voice is the main requisite for talkers, this branch of tutoring has become the most profitable, prolific and easiest for the sharpers.

There are, however, a number of reputable voice schools established here and conducted by recognized teachers. This is in addition to the various universities and public schools which have installed special courses to meet the demands of the local situation. Despite these the supply is inadequate to the demand for that class of people who are always looking for an exclusive angle or demand a private tutor or easily misled.

**Vet Actor's Break**  
It is because of this liking for privacy that hundreds of chiselers, many of whom have never indulged in teaching voice before, have opened studios in apartments and public office buildings. Even veteran stage actors, unable to secure film work, have put out shingles announcing themselves as expert coaches.

One such actor joined this parade three months ago. He started in a furnished room coaching an extra girl in stage diction. It so happened

(Continued on page 30)

# AUD., A. C., OFFERED TO R-K-O FOR STUDIO?

Atlantic City, May 20. "The Civic Auditorium," costing \$15 millions to build and reported having been offered to R-K-O as a studio for its eastern productions.

It's the city's own convention hall, about the largest in the country. Nothing is so important as to any progress in the proposal or if R-K-O is considering an extensive eastern studio in addition to its pretentious producing plant in Hollywood.

# U's Shubert Houses For Road Show 'Front'

Universal has effected a hook-up with the Shuberts for the latter's wire legit houses as road show spots for "Western Front."

Releases will be immediate and runs concurrent with the one at the Gaiety. First two houses are at the Majestic, Boston, and Elit, Pittsburgh.

# Weather

Washington, May 20. Weather Bureau furnished "Variety" with the following outlook for week beginning tomorrow (21):

Generally fair and warmer Wednesday, probably sun. Thursday followed by showers Friday or Saturday, probably ending Sunday (25). Cooler by Saturday.

Paris, May 20. Weather seasonal. Fine days out into the theatre attendance while bad weather tends to drive the customers in.

A saint is a man on an obsolete plan. But a smile is a halo that's nailed on!

MR. AND MRS. JACK NORWORTH  
110 West Street  
New York

# Dusting the Attic

**MARTIN and FABRINI**  
Dancing  
9 Minors; Two Union Square, New York (July 25, 1915)

Young man and woman who are making an effort to break away from the out-and-dried routine of mixed couple dancing turn. While not succeeding altogether, they are entitled to credit for trying.

The work creates the impression of violence rather than grace. In an early spot they might do on a big bill.

1919

Tiring of waiting for an early spot on a big bill, the man in this team quit vaudeville and became a successful cartoonist. Under the name of Branner, he draws "Winnie Winkle."

# INDIE LEADERS CAUSE MANY CONTRACTS

# Each Distributor Printing Own Form of Rental Agreement

Tiring of demands of indie leaders, especially their temperaments, producers are going ahead with their own forms of contracts. Paths is the latest and one of the last to put its own formula to press. When the selling season commences, after sales conventions terminate in June, every company in the field will have in operation its own contract, it is declared.

Abram Myers' squawks about Hays diving for the tomahawk and his threats to call off Allied States Exhibitors' further participation in the 6-5-5 contract conferences mean so little that the Hays office, days after all of the shooting, claimed it was uninformed, or else had forgotten the same with so many important matters to consider.

At any rate whether Myers moves forward or backward the Hays spokesmen maintain the business of the industry cannot wait. In other words, it was made known, producers will abide by the federal decree in their own way.

Behind all the noise from the indie leaders is recalled Myers' frequent declarations at the last 2-2-2 conference that he could not present this or that to "his people." And just as frequently, it is recalled, Sidney Kent told of the sinners in the indie band of indices could expect if they rowed themselves out of the opportunity to get a uniform contract.

# Publix and Oakland

Hollywood, May 20. Publix may take over Henry Duff's "Dwight" in Oakland. Duff wants to break layout between San Francisco and Seattle.

Warners has started to build a new house in Oakland against RKO and Fox.

# Gov.'s House Wired

Albany, N. N., May 20. The Executive Mansion has been wired. When Governor Roosevelt returns he will be able to see and hear the latest talkers.

Installation is in the billiard room.

Libson Closing May 26  
Consumption of the Libson circuit sale to R-K-O was adjourned May 15, the proposed date, to May 26, in the same place, New York.



**WILL MAHONEY**  
in Earl Carroll's "Sketch Book,"  
Chanin's 46th St. Theatre, N. Y. C.  
The New York "Telegram" said: "Of all the men in the comedy field who have come to the front in the last decade, the one to reach the top is Will Mahoney. He is the comic king of the age."

Direction  
**RALPH G. FARNUM**  
1560 Broadway

# Eddie Peabody Slugged For Bawling on Stage, Hollers Copper but N. G.

San Francisco, May 20. Sprinting speed records were unofficially busted by Eddie Peabody in San Jose, near here, last Thursday when the Fox-West Coast band star did a heat from the California theatre in that town to an intersection several blocks distant seeking a couple of cops. He was just two jumps ahead of a gang of irate stage hands.

Eddie won the heat. He also acquired a sock in the jaw and lost his job, speaking officially A. M. Bowles, Fox division manager for the northern California district, says Eddie is through as far as the circuit is concerned.

It all happened because Eddie believes he can play a violin better than he can a banjo. Theatre executives believe differently. They told Eddie to put his violin away in mothballs and stick to his banjo.

At the Thursday matinee Peabody walked on the stage and began telling his troubles to the audience. He was hardly started before the lights went out, the curtain dropped and Eddie found himself stumbling round.

Report is that when he reached back stage he had a few further things to say about the management and also stage hands.

The management was not present but the stage hands were. Just what happened is not clearly known but in a few minutes Eddie, one hand nursing a badly battered jaw, was racing up the main street of the town, yelling for a cop, with the stage hands after him.

Eddie found the cops and with them went to the police station. He wasn't able to get much satisfaction and announced that he intended to appeal to a legal friend in San Francisco to find out if a warrant couldn't be got out against somebody.

When Peabody returned to the theatre to gather his belongings, he found all of his clothes had been thrown in the hallway and bore the marks of many footprints.

# Rambeau, Film Lead

Hollywood, May 20. Pathe will star Marie Rambau in "Frankie and Johnnie."

# Whiting-Delroy Team

Hollywood, May 20. Owing to their work in "Life of the Party" Warners has decided to team Rene Delroy and Jack Whiting.

First assignment will be the original screen operetta by Kern and Harbach.

# Mayer, Director

Hollywood, May 20. Edwin Justus Mayer, playwright, will be elevated to a director by Metro.

No assignment as yet.

Lynn Overman's Short  
Lynn Overman will make his first short for Warners in the Brooklyn studios May 27.

# Dailies Create Feeling by Giving Too Much Space to Licked Drama

# Horsey

Hollywood, May 20. One led out here seemed to be lined up for a pretty fair screen career until a couple of directors discovered he had an unbreakable habit of delivering lines with hand on hip. Learning that the boy had never been horse, and in lieu of a contract, the casting department finally solved the hand dilemma.

He will only appear in westerns on horseback.

Motion picture companies in New York and through the country spend millions and millions of dollars a year on newspaper advertising. Each major film company spends from one to five million dollars a year; the average is three and a half million.

They pay instead of the usual run of the paper rates which is 60 cents a line, amusement rates at a \$1.50 a line, with the understanding that publicity goes with it.

But when it comes to the publicity in the majority the pictures are neglected in comparison to the drama. The dramatic advertising does not get the papers one-fifth the amount of movie pictures do, yet in the Sunday papers while one page may be devoted to picture publicity, three to six pages are given over to the badly whipped drama.

From a purely business standpoint the pictures are not being given a fair break and the picture companies are talking their publicity departments about it. Picture press agents feel that as long as they are doing four-fifths of what they should at least have a half of the space in the papers for the amusement rates and don't get any publicity they are being cheated.

One Out of Many.

There is one daily paper in New York that has realized this condition, without being told, but has refused to go on with little or no consideration for pictures.

Where one person is interested in the stage 30 are interested in pictures. The newspapers while allowing dramatic critics to become absolute columnists and write endless stuff about the stage, which films don't or won't read, ignore the real reader interest in Sunday amusement pages, pictures are slighted.

# "GORILLA" FILM CAN'T SHOW ON BIG CIRCUITS

# R-K-O Orders "Ingagi" Off After Hays Office Members "Agree"

Getting by censors and film reviewers and making money in all spots where it has shown "Ingagi" is agreed out by members of the Hays organization because of "false misrepresentation and objectionable aspects."

Following a conference at the Hays office, Hiram Brown ordered it out for all of the other houses in the R-K-O circuit. The ones that had exhibited it reported record business in the face of toughest opposition. Ed Schiller, who had also planned to give it a break over the Loew circuit, canceled all prospects for the gorilla picture following the set-off.

"Ingagi" is not banned by Hays. No picture has ever been banned in the film industry except by official censors. The Hays office doesn't like the word and asks that from now on it be substituted by "agreed."

Animal specialists have been most numerous in registering complaints against picture that "Ingagi" and it was because of these, plus others, that the circuit owners decided to "agree."

There are a lot of ifs-and-butts in connection with "Ingagi." Some say it suggests indecency in its last reel, with the gorilla carrying a native woman in a basket. But the main squawks are about the phoney aspects.

On the latter point the Hays office makes it clear that it will not countenance any picture that should associate with the industry a flea circus or Eden Museum tang.

Out in Hollywood they do phoney things, but they don't misrepresent. For instance, a battle scene isn't labeled as coming from the Marne, but as straight "drama."

Those of the Haysites who dwell on the "agreed" which showed it up as an apparent conglomeration of old prints with some of the story.

(Continued on page 58)

# ALL NEW P-P CONTRACTS RUN CONSECUTIVELY

With the renamed Paramount Public organization coming into active existence, it is said new five-year contracts were executed with the executives of the joined companies.

All of these contracts expire Dec. 31, 1934.

Among the signers of the new agreements were Sid Kent and Sam Katz.

# MONTREAL SITE FOR FOX HOUSE

Montreal, May 20. Syndicate reported acting for Fox and N. L. Nathanson, formerly of Fox, and J. G. B. Canada, have acquired a site corner St. Catherine and Stanley streets for erection of 4,000-seat theatre.

This is first main stem house in sight. The present stories have it that the same interests have acquired or are acquiring similar sites in other big Canadian cities.

# SAILINGS

- June 27 (New Orleans to Paris) Mr. and Mrs. Ossie M. Samuys (Cuba).
- June 21 (New York to Paris) Arthur Krass (Lafayette).
- June 9 (New York to London) Harry and Frances Usher (Aquitania).
- June 1 (Paris to New York) Led Shubert (Bremen).
- May 23 (Paris to New York) Clare Luze, Paul Kornitz (Europa).
- May 23 (London to New York) Arthur Judson (Europa).
- May 22 (Berlin to New York) Mr. and Mrs. Joe Brandt, Arthur Judson (Europa).
- May 21 (Paris to New York) George Jessel, Florence Courtney (France).
- May 20 (New York to Germany) Mr. and Mrs. Charles J. Ross (Bremen).
- May 20 (New York to Hamburg) Edna Covey and Hal Squires (Bremen).
- May 16 (New York to Paris) Ray Goetz (De France).
- May 16 (Capetown to London) Knight and Day, Stott and Bloom, Anna and Louis Trio, Lena King (Edinburgh Castle).
- May 15 (Sydney to Vancouver) Leo Carrillo, Brandon Peters, Barbara Luddy (Makura).
- May 14 (Paris to New York) Bernard Hyman, Them Shall, Rudolph Friml (Bremen).

Claudia Dell in Lead  
Hollywood, May 20. Claudia Dell will have the lead in "River's End" for Warners.

# FREE AIR TRIP CONTEST

## \$2,000,000 in Fees Untermeyer Asks; Fox Affair—Bill Fox's 'In' on Stock

Samuel Untermeyer's legal services during the trustee scrap and receivership maneuvers that started some months back around William Fox may cost the Fox companies \$1,000,000. Bill for this amount in the usual formal manner has been rendered to Fox by the eminent counsel. Flat rate.

This fee does not cover Untermeyer's services personally to William Fox in the various suits. As special counsel to the former company president, another fee is coming, which may be as big.

From the one situation Untermeyer may receive \$2,000,000 for his legal services.

Untermeyer has been acting and still is acting for William Fox in various matters. Latest is the answer of the film magnate to the government suit for the dissolution of the Fox-Loew purchase under the Clayton Act.

### P. A.'s and Code

Press agents are giving the Hays office the runaround on the adoption of its Code of Ethics, said office complains. Everything is drawn up, with each paragraph in catchism form, but the p. a. boys keep postponing from meeting to meeting the vote that will make it effective.

Hays isn't discouraged—yet, at least. It recalls that the big boys themselves gave their own regulations the shelf until months rolled by.

Like father like son goes for the film industry, according to Hays, and soon the scribes will have their copy Macphersonized, it is claimed.

### THEM SHALL, ACTOR OF ALSACE, OVER HERE

Paris, May 20.

Bernard Hyman, scout for Irving Thalberg, called on the "Bremen" last week, taking with him Them Shall, actor of wide popularity in Alsace and in Vienna.

Player is to be used in Hollywood for French and German talking pictures on the Metro list.

### Milestone with U.

Despite reports that Columbia Pictures had started negotiations with Louis Milestone, it is reported he remains with Universal.

The director shortly sails for a trip abroad, after having given a party to two very night or twice nightly during his stay in New York last week.

### The Col. Is That Way

Detroit, May 20.

The Walter Butterfield of Battle Creek, lately received a daughter, Sixth girl and no boys in family.

And maybe the Colonel isn't that way about himself now.

"Better Wife," Chatterton, Hollywood, May 20.

Paramount has purchased "The Better Wife," novel by Gouverneur Morris, with Ruth Chatterton to star in it.

### Margaret Breen's Lead

Hollywood, May 20.

Margaret Breen, from musical comedy, will be Buddy Roger's lead in "Heads Up."

Paramount gave her the job over all candidates, including their own contract ingenues. Its her first picture.

Miss Breen is a former fiancee of Jimmy Hall.

### Navarro's "Disguise"

Ramon Navarro in New York vacationing, had mustache and glasses, to hide away.

"Disguise didn't work as fans gathered around him.

Navarro left Friday to visit friends in Ann Arbor, Mich.

### Hollywood Lure Turns All-American 11 Into 9

Hollywood, May 20.

With the exception of Tim Moynihan and Bill Banker, the all-American football players, brought here by First National to work in "Maybe It's Love," returned to their colleges last week to resume studies.

Moynihan and Banker, only members of the team who are graduates, will remain here and take a fling at pictures.

### FOREIGN SUPERVISOR

Jacques Duval, First, at Metro's Hollywood, May 20.

Metro has installed the first actual foreign supervisor for foreign versions. He is Jacques Duval, French playwright and novelist, who arrived Monday.

Duval was accompanied by his wife, child, two servants, 12 trunks, 22 pieces of hand luggage and his favorite automobile.

### Bancroft Returning

George Bancroft, accompanied by his business manager, Henry Fink, was to have left New York for the coast Monday.

Bancroft stated there have been no contractual matters as yet arising between Paramount and himself; that his present agreement has three months yet to run.

## UNIQUE AND NEW EXPLOITATION

Weshner, for Warners in N. J., Initiates First Aerial Theatre Stunt—Five Winners with Everything Free to Fly Around United States—No Cost to Warners' Theatre Circuit

### CHAMBERLAIN—PILOT

Newark, N. J., May 20.

A free plane ride for five winners in a theatre contest around the United States in a plane owned and piloted by the famous Clarence Chamberlain in the first ballooned air association yet made by any theatre.

David Weshner, Eastern New Jersey general theatre director for Warner Brothers, has arranged the exploitation. It will be exclusively held for Hudson County with the principal theatre in the county, the Stanley, Jersey City.

All of the winners whose numbers will be drawn from admission coupons in the various Warner houses, will, if accepting the courtesy trip, be free of any expense whatsoever, other than for personal shopping.

Neither will the Weshner division Hudson County theatres be put to any money outlay beyond that of the ticket printing.

The Tide Water and Gas Company will furnish the necessary gas for the plane's long journey and also stand much of the cost otherwise. Chamberlain will pilot a plane he is now building. It will be his own although the noted flier is connected with the Crescent Airplane Company.

Chamberlain will fly the plane and its guests for the entire round trip from and to Jersey City.

The Hudson County contest will start around June 1, with the winners announced July 4th week.

Entries have been made with local papers.

A decision will be made by the interested parties regarding the successions of any of the winners who decline to take the aerial tour.

Weshner put over the unique theatre exploitation of his initiative. He is a young man and has been with Warners in Jersey for some time.

## Roanoke Deals Bring Up Some of Warners' Early Days in Lynchburg

### Kids of "Angels"

Hollywood, May 20.

An unverified report is that the first matinee of "Hell's Angels" will be turned over to the sons and daughters of the cast born since the picture went into work.

The Chinese seats 2,028.

### Tully Leers at Gilbert In Next Film for \$12,000

Hollywood, May 20.

Jim Tully has been engaged by M-G to play the heavy opposite John Gilbert in "Way of a Sailor." Tully is reported receiving \$12,000 for his initial trouping before the camera.

Tully wrote the original story, without a fight scene.

Metro is using Tully as good publicity material, besides squaring that recent fistic episode for the reassurance of lay fans.

### No Nolan's Wisecracks Get Mary Back with U

On the promise that she will show Junior as much deference as Senior, and that she won't wise crack behind the backs of either, Mary Nolan has been welcomed back into the Universal fold.

This time it is with a term contract.

The U. picture under it is titled: "What Men Want."

### Off Swindle Sheet

Hollywood, May 20.

Mrs. Rose Cohn goes east Thursday (22). She is to select dress designs for Columbia studio.

Tripp doesn't go on the swindle sheet so designer's first work in New York will probably be for Mrs. Harry Cohn.

### "Black and Blue" Will Be in "Soup to Nuts"

Robert Burns and John Swor, blackface comedians from vaude signed by Fox recently, are to be principal comedians, with Charles Winninger and Ted Healy in Fox's "Soup to Nuts," scheduled to enter production June 1 or shortly after.

This is the picture by Rube Goldberg in which Burns and Swor will be introduced as "Black and Blue," the trade name Fox is giving them.

### Juvenile Contracts

Hollywood, May 20.

Paramount will file application in Superior Court for approval of its term contract with E. H. Rogers, brother of Buddy Rogers, and a minor.

Young Rogers is only 19 and the court's okay is necessary, before the contract can be signed.

Contracts of Marlon Schilling, Junior Durkin and Frances Dee, also minors, are up for official approval at the same time.

### Another of Guss's Finds

Roalind Cassell, 16-year-old girl, entrained for the coast yesterday (20) to appear for Fox.

Miss Cassell has only worked over the ether.

She was found in New York by Gus Edwards.

### Camilla Horn's Prospects

Camilla Horn, who started in Ufa contract with E. H. Rogers in American films, may go to Paris for Fox.

She also may appear on Broadway in legit.

Lynchburg, W. Va., May 20.

Roanoke is to have a new theatre and four of the present houses in the city have changed ownership. The two deals are not related, but they involve big names in theatrical circles.

Paramount Publix is back of the new theatre, which is reported will cost \$400,000 and located on the site of the present Elks' Club building. This is P. P.'s second house in Virginia, the first now being under construction in Lynchburg. It is to be financed through a local holding corporation, recently chartered.

In the other deal, Warner Bros. make their entry into Virginia. The purchase houses owned by National Theatres Corporation, Elmore D. Helms, president, was announced by Major Albert Warner, but the price was not made public.

There is speculation as to whether the Roanoke deal foreshadows a general invasion of this state by the Warners. Already there are rumors that they contemplate opening a house in Lynchburg, which would put Warners in direct competition with Paramount at two points.

Warners' Start

This rumor is of particular interest in Lynchburg because this is the home town of the Warner brothers—Al, Jack and Harry—who are still remembered by some of the older citizens. They have an uncle living here, M. Eichelbaum.

Mr. Eichelbaum left here some 20 years ago. They are remembered as industrious youths living in a two-story Main street building and earning their living by repairing shoes, peddling candy and tinkering with bicycles. They never had a theatre here, but made their first venture of that nature in Norfolk, after cobbling for awhile in Youngstown. From Norfolk they went to New York and Hollywood.

Mr. Eichelbaum relates that back in the old days before the brothers connected they offered him a share in their then modest business, but he passed it up, rather skeptically. Now when the junk and used car business is not so hot, he wishes he had been more of an optimist.

### HELWIG, UFA STAR, MARRIES—NEW NAME

Belgrade, May 20.

Harry Helwig, Ufa star, took as wife a local girl, Sveta Kozlovich. As a preliminary to the wedding the bridegroom was admitted to the orthodox Greek Church and assumed the Serbian name of Vladimir.

### Roxy Dickering to Leave Roxy, With Grauman Following In?

Indications are that Sam Rohafel (Roxy) may bow out as managing director of the Roxy by July 1, with Sid Grauman on from the coast to take over the reins of the Fox big house.

Roxy for some time has been inclined to leave. With the report current he will go with the Radio family for five years. It is said he is prepared to relinquish his contract with Fox that has until March 1932, to run at \$3,000 a week.

Roxy has had several conferences on the matter with Fox officials. He offered his resignation to Harley Clarke, head of the organization, with the latter requesting it be put into writing. However, to date that has not been done. It is said Roxy, from reports, on a settlement wants the Fox people to take off his hands certain shares of stock, connected with a Roxy theatre promotion in the East. This stock is reported as having no market value. He also has some Roxy theatre stock. He would like the Fox people to take over at the price he paid for it.

At the time he made mention of his willingness to resign, Roxy made no mention of the stock settlement. That came subsequently at conference with Fox executives.

Grauman July 1

Grauman, it is figured, will be available about July 1, after having opened the Howard Hughes picture "Hell's Angels" in Hollywood.

Grauman for the next five years has had a yen to break into the New York production field. Having disposed of all his coast theatre interests last year, he is ready to show the east what Grauman presentations and prologs look like.

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### Henley with Warners

Hollywood, May 20.

Hobart Henley last directing "The Big Pond" at Paramount's New York studio, has joined Warners for three years. Money involved is \$750,000 over the period.

First Henley will make it "Captain Applejack," then "Mother's Cry."

# DeForest Claims All Sound Rights Under Patents at His W. E. Trial in Federal Court

Wilmington, Del., May 20. Lee DeForest stood up in Federal court here yesterday and struck out for nothing less than virtual dominion over the entire picture industry.

All his sound-on-film patents are sustained in this showdown with Western Electric. Dr. will be in a position to collect untold damages as indicated by "Variety" more than a month ago from information obtained in New York.

The possibilities of the suit beyond this seem so fantastic to the thousands of theatres involved, DeForest claims rights to the whole principle of sound reproduction from film. Practically the only things left untouched are the Vitaphone disk patents.

If the patents are sustained, attorneys for DeForest say, it will mean that thousands of theatres will be obliged to either scrap their equipment or obtain a license from DeForest Phonoflms. In view of the fact that almost all reproduction from film is in general use, such a decision would give DeForest and related interests what would amount to a monopoly of the patent as far as the time the presenter established it would have been squeezed dry.

It is the most sweeping claim that has ever been laid before the recognized judicial arbiter of film patents, Judge Hugh M. Morris. Stanley Company is the direct defendant as being an agent of Western Electric, involved as the distributor of the questioned apparatus.

The first move in the battle was made by Samuel E. Darby, chief counsel for DeForest, outlining the case of the plaintiff. Darby gave a complete account of what he termed "the romance of the case." He piled up bouquets to DeForest the inventor busied himself amid piles of apparatus that made the court room look like the cover picture of an interpretative gazette.

**Witnesses**

The chief witness for De Forest Phonoflms will be De Forest and Frank L. Dyer, Western president of the Edison Company. They will illustrate their explanations with an assortment of apparatus from the earliest times in addition to the three De Forest patents, there is another by Elias Reis involved. This has to do with "the limiting of light generated from sound waves for proper reproduction." It is one of the principles at the very heart of the talkers. Reis is the inventor of a method of alternating current distribution, claimed to have made subways possible.

His patent is getting first consideration in the suit.

The Reis patent was granted Nov. 16, 1923; the De Forest patents Sept. 4, 1923; Nov. 27, 1923, and Dec. 18, 1923.

The first of the DeForest patents has to do with the connection of photo-electric cells with audion tubes; the second with conversion of standard motion picture reproducers to talking picture reproducers, and the third with specific methods of recording and reproducing sound in synchronization with moving picture.

**Judge Experienced**

The direct charge is based on use of the apparatus by Stanley in one of its theatres in E. Kent, while defense is in the hands of the firm of Richardson, Neave and Merrill, S. Clark, Henry R. Ashton, D. C. Farwell and W. G. Mahaffey.

**Zanuff's Fox Group**

Major John Zanuff's Fox group of houses placed immediately within Zanuff's operation by Harry Arthur, the Fox theatre operator, are the Audubon and Academy, New York, and the Fox theatres in Washington and Philadelphia.

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## Settlement?

Wilmington, Del., May 20. Report from New York to the effect that Western Electric and Stanley are making or have made overtures to Dr. Lee DeForest for a settlement out of court, is declared to be without foundation by defense attorneys.

That a settlement would involve Du Pont and Rasbok was flatly denied by Samuel E. Darby, chief DeForest counsel.

Cross-examining continued today with Dr. Robert W. Wood, professor of physics at Johns Hopkins University, Baltimore, on the stand.

Though a dwarf, the Berlin radio singer, Josef Schmidt, has been cast for the leading part in the Greenbaum talker "Hungarian Chords" ("Csardaslaenge").

On account of his short stature, he could appear on no opera stage in spite of his beautiful voice.

Radio discovered and made him.

## SMALL RADIO SINGER LANDS IN TALKER

Berlin, May 9. Minnesota theatre's publicity staff prepared its own screen trailer for "Caught Short" and the trailer was most effective. It did not present the usual "shots" from the picture, but simply described its laugh-provoking qualities.

It was gotten up in such a way as to pique patrons' curiosity in the attraction and to create the desire to see the picture.

Its unique feature that drew audiences into an uproar and sent them out of the theatre talking, however, was the use of a loud laughing phonograph record throughout its presentation. A highly effective laughing effect also was used on the magnascope.

The roaring laughter through the loud speakers fairly shook the rafters of the theatre and impressed upon prospective customers that "Caught Short" is a "whirlwind of fun."

## Color Films for Schools

Hollywood, May 20. Jack Warner on his trip east will take up the matter of future production of short talkers in color for schools.

Warner believes that in the next two years all educational institutions will have talker equipment and this will become an important market.

# Par's New Method of Selling Film; Leeway of 10 or 15 Unannounced

A radical departure on sales policy and distribution is to be undertaken this season by Paramount Exhib. It is going out to sell the exhibitor a program of 65 features with a leeway of 10 or 15 pictures that cannot be described at this time.

The exhib wanting the entire program will have to buy it on a basis of knowing what 50 or 55 of the pictures will be, taking a chance that the balance, as decided later by Par's production department, will be up to the standard of those sold by title or by star or author designation.

If the exhib is in doubt about what the unnamed features will be, he will have to await until they are ready for announcement and then deal with Par-Public on an individual or block basis, whichever the case is at the time the now-unannounced pictures are ready for sale.

This change in policy is partly in line with recent 2-2-2 partnerships at which it was agreed this would be a new and probably more satisfactory method of handling such large programs as Par-Public and others sell.

**Sewed Up**

S. R. Kent's attitude is that it is silly to announce to the field in May what pictures will be produced for release a year ahead, and that an announcement of a complete program places the production department in the position of being hog-tied.

Changes in story material and demand occur so rapidly in the industry that what is wanted by the public today, it is maintained, may six months from now be like tossing the red flag at a bull's face. This situation presented itself during the past season with backstage stories and revues taking the count badly



(CHIC) (ROSE)  
**YORK and KING**  
Originators of "Tintype" Comedy  
Week May 24, R-K-O Palace, New York.  
R-K-O Direction Lee Stewart.

## HOUSE STAFF'S OWN TRAILER

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and in the meantime a demand coming up for westerns.

Those and other changing conditions cannot be foreseen at convention time for a season ahead, Par-Public also figuring it is as much to the exhib's advantage not to have the producer tied down to a cut and dried schedule of product sold early in the season.

Kent is said to feel that the average exhib will be pleased with the change in sales policy so far as unannounced pictures are concerned and that the majority will buy "blind" the dozen or so salesmen will offer that way.

## LLOYD DIDN'T SAIL

Appendix or Plagiarism Causes Delay in Foreign Tour.

Hollywood, May 20. Harold Lloyd cancelled the sailing of himself and unit making "Feet First" on ship sailing for Honolulu on Monday.

Possibility of an attack of appendicitis was the reason. Although doctor said operation probably unnecessary, making of scenes aboard ship was delayed.

Lloyd is due June 13 in District Court to answer plagiarism suit of H. C. W. Water estate on "The Freshman," allegedly taken from "The Emancipation of Rodney." Lloyd must appear as he has a bench warrant issued against him.

## Three-Sided Deal Off

Hollywood, May 20. Deal pending between Columbia and Eddie Buzzell-Harry Delf is off. New York end advised studio it had bought a series of completed one-reelers in cost of \$100,000.

Buzzell and Delf were to write, act, and produce a series of comedies.

# Buxbaum Kidded by 500 Friends, Besides Reichenbach, at Banquet

## 1st Runs on Broadway (Subject to Change)

Week May 23  
Capitol—"Ladies of Leisure" (Col)  
Colony—"Border Romance" (Hifany)  
Paramount—"True to Navy" (Par)  
Roxby—"So This is London" (Fox)  
Strand—"Green Goddess" (WB)  
Winter Garden—"Courage" (WB)

Week May 30  
Capitol—"Floradora Girl" (Metro)  
Paramount—"Safety in Numbers" (Par)  
Roxby—"Born Reckless" (Fox)  
Strand—"Mammy" (WB)  
\$2 Openings  
June 3—"The Big House" (Metro) (Astor)

## 50 METROS FOR '30-'31 WITH STARS—STORIES

Metro will make 50 talkers for next season. Some silent versions of these and some in foreign language. Among the newer stars are Grace Moore, from opera, and Jack Buchanan, British musical comedy actor. Latter is making "Wake Up and Dream," from stage show of same name.

Garbo is to make at least three, and Gilbert, maybe, two, while Remick, Novato, either two or three. Four are scheduled for William Haines and two for Marlon Davies.

Of the 50, 23 are adaptations of books or plays. Among these are "Jenny Lind," "Bugle Sounds," "Trader Horn," "Merry Widow," "World's Illusion," "New Moon" and "Naughty Marietta."

Two are made from the novel "Way for a Sailor" is John Gilbert's first. Garbo's first will be "Red Rust," from the story by Wilson Collinson.

Among pictures slated for Navarro is "Song of India," from original story by Achmed Abdullah, and "Singer Solilo." "The Bugle Sounds" will star Lon Chaney. Story is an adaptation of the book written by Commandant Zinovi Pezoun. Singer Hill will direct. Scene is most Africa and Foreign Legion.

Two stories for Joan Crawford and Gladys Bancroft Young are musical-based on the stage play, and "Her Fortune," by James Montgomery. Latter is phone operator yarn.

James Montgomery Tibbett will make "New Moon" under direction of Jack Conway, with original Romberg music. "Jenny Lind" will star Grace Moore. Latter will be as a Cosmopolitan.

**Stories**

Among other features scheduled are "Razze-Dazze," with Marie Dressler and Polly Moran; "Madame Satan," with Reginald Denny and Kay Johnson; Billy the Kid," western, with John Mack Brown.

Stories for which Metro has not yet cast include "Dial," "Ballyhoo," circus tale, by Beth Brown; "Dance, Fools, Dance," adaptation of Martin Flavin's play, "Cross Roads," "Great Meeting" by Mrs. Maudie Maddox Roberts; "Doing That Thing," musical, written by Jimmy McHugh and Dorothy Fields; "Rampage," by Jimmy Hergeshedinger; "The Grish," by Winston Churchill; "Passion Flower," by Kathleen Norris; "Monstere Le Fox," to be directed by Hal Roach; "The Dark Star," by Lorna Moon, and "Those Three French Girls," Parisian comedy.

## L'Herbier Engaging

Berlin, May 8. The French director, Marcel L'Herbier is here signing (Gorman) a deal for his next talker, "Woman of a Night" ("Die Frau einer Nacht"), from the novel by the French author, Alfred Michard. The talker will be made in German and French versions. The organization is for Ramon Novarro, tentatively titled, "Song of India." Picture will not go into production until late this year.

Monday night at the Hotel Astor as star of a super-production that compares with the best efforts along these lines. Mob scene using 500 exhibitors furnished a great dramatic wallop.

Speakers' table ran for two blocks and was loaded with eloquent gents who said a lot of nice things about the manager of the Fox New York exchange pictured as a generous good-hearted fellow who would give an exhibitor anything he had providing the exhibitor could pay for it.

Harry Reichenbach studied the oratory with his customary brilliancy. He opened by addressing "gentlemen and exhibitors, or those who sold out to Fox and have one set of books." He thereupon expanded on the subject of sales managers generally and Jimmy Grainger specifically with reference to the diminutive size of a sales manager's heart when swollen by illness.

This was to explain that if Harry Buxbaum was full of the essence of boiled apples, it was because Jimmy Grainger had first stewed the fruit and passed it on to him.

**Aired a Lady**

The party proceeded along these lines and Reichenbach, three announcements later, started to bring up the professional skill of rabbits. Joe sold out to Fox and his committee made the discovery that there was a lady in the balcony taking it all in. She seemed a very affable lady and appeared to be having a good time all by herself, but the sanctity of the stag dinner had to be preserved. They aired her.

Saul Rogers was the first, but not the last, to refer to the "New Charlie Film Corporation." This was in connection with Buxbaum's salesmanship for the "old Fox company," which Rogers anticipated he would use for the successor.

Reichenbach pulled a gag routine aimed Harry L. Clarke's utilities, which he singled out as "gas." They would soon be smelling the inserts. Gas, too, was to figure in the contract-signing operation and possibly again when the exhibitor awakened to what he had signed.

When the boys got serious they jelled upon Buxbaum's personality, his winning ways and general humanity. These qualities made him a whiz salesman but they also made him business apart, a much beloved fellow, but so seemed.

Committee handling the dinner included Rudolph Sanders, chairman; Edward Schintzer, Charley O'Brien, Vincent Youmans, Joe L. Leo, John Manheimer and Morris Sanders. Main ballroom of the Astor, was filled to capacity, with exhibitors in the great majority. Legal and selling table of the Fox organization sat beside Buxbaum, along with an assortment of celebrities, chiefly Thomas Meighan.

## N. Y. to L. A.

Jesse L. Lasky, S. R. Kent, Walter Wanger, B. P. Schulberg, John E. Cleary, Charles E. Fox, Charles E. McCarthy, Rosaline Cassell, Francis E. Ziesse, Wm. Schlinger, Jules Levy, Jimmy Durante, Pat Flaherty.

## L. A. to N. Y.

Mr. and Mrs. Jack Warner, Mr. and Mrs. Bobby Crawford, Herbert Sanborn, Otto Langstadter, Rose John, Len Schlinger, Harry Lustig, Fred Waring, Larry Fay, Loren Schwab, George S. Brooks, Jack Sullivan, William Stephens, Armid.

## Abdullah's India Script

Hollywood, May 20. Achmed Abdullah, novelist, has been engaged by Metro for organization story for Ramon Novarro, tentatively titled, "Song of India." Picture will not go into production until late this year.

# L.A.'S SCHEER COLLE TEAMS

## Exhibits Told Not to Gyp Over Percentage Returns—"You'll Get Caught and Out"—Steffes

Minneapolis, May 20. Members of the Northwest Theatre Owners' Association carried away with them from their annual convention here a warning from W. A. Steffes, president of the organization, not to gyp distributors on percentages.

One of the convention's surprising high lights was Steffes' trade from the floor against "the many exhibitors who have been making it a practice to hold out on distributors."

"That more pictures than ever before will be released on percentage arrangements during the coming season was Steffes' prediction. He also prophesied a dire fate for cheaters.

"If you want to remain in business, you'll have to prepare to play most of your pictures on a percentage basis and you'll have to make up your mind to be on the same side with the distributors," said Steffes. "Be square and on the level in giving to the distributors the full share of the gross to which they are entitled.

"I wouldn't want to be in the shoes of the exhibitor who is caught gyping—and everyone is sure to be caught from now on. He'll have plenty of trouble trying to buy pictures. He'll be run out of business."

"The day of the irresponsible checker is over—the checker whom you could take across the street for a drink or a game of pool while your box office was open. I happen to know that a plan is under way whereby the National Audit Bureau, with representatives in every town in the country, will be doing the checking for the distributors. They will check your box-offices carefully and completely. They, the auditors, too, will know the exact operating expenses of your houses and will tell the distributors just how much you can afford to pay.

"The distributors are aware that it's going to be another story from now on. Be careful about your percentage arrangements. The day you're going to pay a percentage on every nickel that comes into your box office. There'll be no more knock-downs."

Grouch on Hays

Will Hays was the subject of much denunciation on the exhibitors' part during the session. Charles Pettibone also came in for a great deal of verbal abuse. The delegates were jestingly requested to contribute pennies and nickels for a fund to keep the pair out of jail for alleged disregard of Judge Thacher's orders.

Steffes was continued as head of the body under the new title of general business manager. W. M. Miller of Cloquet, Minn., was elected to the post of president formerly held by Steffes.

## FOOTBALL PLAYERS ON TERM CONTRACTS

Hollywood, May 20. Bill Bunker, of Tulane University, who, with Tini Moynihan and other all-American football selections, was brought to the Coast by Warner for a series of appearances, has been placed under a term contract by Warners.

Bunker will be in a First National football picture. First, however, he is due to meet the Orleans at the trial of a negro who shot at him and killed his companion during the last Mardi Gras.

Beau Williams' Operation

Hollywood, May 20. Mrs. Warren's "The Girl from Florida" was operated on twice Monday for throat and abdominal trouble.

Her condition not serious.

## Russian Humor

Serge M. Eisenstein, famous Russian Aminko director brought over to Paramount by Jesse Lasky, was entertained at a typical film "tea" shortly after his arrival.

Eisenstein speaks perfect English and was told by one of the persons present at the tea that what the Russians lacked was a sense of humor.

"They'll laugh when I tell them about this party," the director replied.

## JOLSON ENDS 3 YEARS IN WARNER STUDIOS

Hollywood, May 20. Al Jolson completed his three years with Warners Saturday. Three years ago he started work on "The Jazz Singer," which was to make talker history.

Jolson completed "Big Boy" just before leaving. Studio muffed the Kentucky Derby, wanted in connection with this picture when special cameraman speeding to Louisville in aeroplane was forced down by weather.

Jolson goes to United Artists in September to do "Sons of Guns."

## Buck Jones Broke

Hollywood, May 20. Financial and labor troubles of Buck Jones, former cowboy star, culminated with his turning all his property over to a trustee.

Biggest claim against him comes from the Labor Bureau which asks \$9,000 to pay off people hired for the Buck Jones Wild West show, a flop.

Jones has paid off about \$1,000 so far.

## Embassy Club in Bad?

Hollywood, May 20. In addition to Montmarie Cafe's bankruptcy petition there's another pending here.

Embassy Club, swank membership group meeting at Hollywood restaurant, is declared insolvent.

Embassy is still running. Montmarie is closed.

## Warners and Crawford's

Hollywood, May 20. Bobby and Mary Crawford, accompanied by the Jack Warners, are en route east for Warner convention. Crawford's expect to sail for Europe in the fall, spending New Year's abroad.

Warners will be east about a month, according to studio estimates, although Jack Warner figures half that time.

## Travel "Party"

Hollywood, May 20. "Life of the Party" is a travel tour for its cast.

There are sets on the First National, old Vitagraph and Warner studios and exteriors at the Warner Ranch.

Actors are dizzy from the jumps.

## Wilbur Off Metro

Hollywood, May 20. Crane Wilbur has bought off his writing contract with Metro. It had three months to go.

Wilbur is busy with a play scheduled for Broadway and another one, "Molly Magdalen," scheduled for coast legit production.

## PROSPERITY BUNK PILES KIBOZACK

### Dailies and Wild Boosters Ballyhooning L. A. as City of Plenty, Attracting Hordes from East—Actually Business at Lowest Ebb Since 1907—More Mouths to Feed, Making It Plenty Tough

Los Angeles, May 20. In spite of a heavy ballyhoon on Los Angeles' present condition by Chamber of Commerce, newspapers, civic organizations and other agencies, local business continues falling off at an alarming rate. Newspapers are piling reams of paper to the statements that money is plentiful here and that times were never better. One paper carries a box on the front page telling the world that the future is good in Los Angeles and all over.

This hokey is bringing in thousands of skilled laborers and office men, who figure that the coast is the last place where it will be almost impossible to find, and the charity organizations are taxed to capacity in effort to take care of those in need. About 90% of those applying for help are out of work brought here by the prosperity pictures painted by papers.

Coast boosters are afraid to warn the job seekers of true conditions here, fearing that it will keep money away from Los Angeles. They keep plugging prosperity and inducing workers to come out here.

## TIN HORN COMPLEX

Los Angeles, May 20. One day hot and the next cold merger stuff that got an actual handicon from the magnates, bankers and lawyers for the film biz was declared asleep for the time being, following the government suit against G. E.-Westinghouse-Radio Corp. merger.

It was declared in Wall Street, generally conceded source of most film deals, that there will be no merger stuff doing until this suit against G. E. and Radio is out of the way.

Following filing of suit Owen Young, chairman of the G. E. board, issued statement welcoming suit to test the validity of the proposed merger.

Linked In

Linked in with the G. E. Radio Corp. and Westinghouse, comes the RCA Photophone, Radio-Keith-Orpheum and RCA-Victor, as well as RCA Radiotron companies. Also the General Motors through organization last fall of the Gen. Motors Radio Corp. for purpose of installing radio sets in automobiles, and A. T. & T., latter being named as daddy of all the companies through patent retroaction and interchange taking in W. E. also, while I. T. & T. is in on deals as well with RCA.

### Plugging Incident

An example of how far they go in plugging is the recent opening of a new Ford assembly plant. L. A. papers raved all over their front pages about what the plant was going to mean to local mechanics. The plant is located 25 miles from L. A., and the workers employed there are all from Long Beach and Wilmington.

Merchants are crying the blues and claiming that the current depression is the worst that has hit the town since 1907. At the local labor temple the information is passed out that there are more skilled laborers out of work than there have been in any time in the past 20 years.

The State Labor Commission admits that something is wrong but will not give out any figures on unemployment. However, private employment agencies admit that their business has dropped off 50 to 60% from last year.

Registrations of new automobiles, according to the State Motor Vehicle department, for the first six months of this year are showing that of the last six months of 1929. One dealer, distributing a popular cheap car, admits his business is 65% below normal.

Dealers who are yelling picture are working on half time. When they're slow, freight isn't moving and it's a sure sign of tough times.

A movement is on foot among local merchants to try and curb the coast booting, with the hope that it will keep those who are looking for work away from these parts.

Merchants figure that if things break there are enough workers here now to take care of any rush that might come.

### Theatres Feel It

Theatres have felt the depression in the last few weeks, with the current week being about the lowest in legit grosses this year. Picture houses have fared a little better.

Most railroad shops heretofore are working on half time. When they're slow, freight isn't moving and it's a sure sign of tough times.

A movement is on foot among local merchants to try and curb the coast booting, with the hope that it will keep those who are looking for work away from these parts.

Merchants figure that if things break there are enough workers here now to take care of any rush that might come.

## O'Neil and O'Day, Screen Sisters, And Their R-K-O Vaude Contract

## Brown's Catch Line

Hollywood, May 20. Catchline of George Brown for the Howard Hughes picture is: "Don't swear. Say 'Hell's Angels!'"

Has caught on so well additional order of 24-sheets rushed in.

## HOT AND COLD MERGER STUFF, COLD JUST NOW

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## Dinner for Sheehan

Hollywood, May 20. Latest guess on Winfield R. Sheehan's coast arrival is Friday, after an absence of seven months.

Testimonial-welcome dinner for that night is planned at the Hotel Roosevelt.

Hosts will be Schenck-Wurtzel-Mayer-Thalberg and Franklin.

## Mary Pickford, Wampas

Hollywood, May 20. Mary Pickford will be elected an honorary member of the Wampas June 2.

Only other lady honorary member is Nellie Revell.

## Changing Names

Hollywood, May 20. Two newcomers from the east, brought here for Fox pictures, had to change their names before getting their first assignments. Dorothy Jacobson, of legit, is now Roxanne Curtis, Althea Heinley has become Althea Henley.

## U Wants 2

Hollywood, May 20. Universal is reported after Charles Brabin, Metro, and Henry King, Inspiration.

Want either as director of "Little Accident."

Bert Roach, "Lawful Larceny," Radio.

Theodore Von Eltz, "Love Among Millions," Par.

Earle Enell from Pathe to Tiffany writing staff.

William Tucker and Albert Roscoe, "50 Thins in Mexico," P.M.

Alene Carlier, "Broken Dishes," FN.

Earle McConnell, "Civilian Clothes," Par.

James Bradbury, and Ralph Harold, "Conspiracy," Radio.

Sally O'Neil and Molly O'Day, sisters of the screen who were given a free ride from Hollywood to New York by R-K-O for vaude purposes, without the circuit ever having viewed them on the stage, are changing their troubles with the booking office and vice-versa.

Misses O'Neil and O'Day were given one of the most peculiar contracts in movie records. Terms are for three weeks at a combined salary of \$3,000 for the second and third weeks, with the girls "showing" their act for nothing the first week and the one to get regular salary after the three weeks. R-K-O agreed to pay all fares, production and incidental expenses.

First applicant reported to have started when the sisters staged the cab fare back and forth from Union City, N. J., should be included in the transportation expense.

After the sisters opened in Union City Saturday for the first half, the R-K-O office decided that as stage performers they are not strong enough to continue alone and suggested that they team up with Val and Ernie Stanton, two-man comedy act currently at the New York Palace. Opposition to this was grounds that Sally O'Neil and Molly O'Day, for vaude, are purely a freak name act to be used for drawing thrills, and that it would be bad business to submerge it.

Figuring Up

At Union City the girls worked with a pianist supplied by the office. R-K-O's sudden loss of interest was said to have been the result of a discovery that the picture sister team would cost the circuit a lot more weekly than had been anticipated when the unique contract was drawn up with \$600 already on the nut for the trip from Hollywood, without the act even having been rehearsed. R-K-O, from accounts, started to figure how to get around a loss.

One agreement made by the office with the girls was that they would not be booked into a New York City theatre until after the first week of playing, or until they are sufficiently prepared for a New York opening. In spite of that they were booked in the Coliseum, uptown, following Union City and heavily booked up in the Coliseum's Washington Heights section.

Miss O'Neil, apparently the business manager of the team, walked on the booking floor Monday afternoon and started to complain vociferously.

## BROWN WRITES TRAILER ON UNSEEN "ANGELS"

Hollywood, May 20. George Brown, manager of the Chinese and a member of that stately cabinet engineering the opening of "The Sign of the Cross," written the official trailer on the picture.

Trailer runs six minutes. It has inspired Brown with a great desire to see the picture, it praises.

## Screen Ball, Sells Goods by Carloads

Five extra carloads of phonographs and radio receiving sets were sold by Brunswick the first day Warners put their advertising campaign into effect.

As the first material demonstration of how they intend to set their phonograph acquisition with the public, the brothers figure that that one day sale for record and volumes for the success of practical motion picture advertising methods in another industry.

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# Tobis-Klangfilm, with Opposite Groups Concerned, May Now Split

Berlin, May 20.  
While the movements of Adolph Zukor in the German capital have had no definite result in the patent situation affecting the American interests the Paramount head is working for, there now appears to be a chance of a split between the Tobis and the Klangfilm interests.

Klangfilm is controlled by the German electric companies and desires to go ahead with manufacturing apparatus and selling it. Tobis is controlled by private bankers and is willing to sell out at a price so that the financiers can draw down their profit in cash.

Another angle to the set up comes from the producers' side. UFA product, Tobis-owned, is not salable in the United States because Fox holds for that country the rights involved in the Tri-Ergon patents. Effect of this situation is exemplified in the case of UFA's "Blue Angel," Continental smash, which Kurt Hubert tried in vain to sell in America for \$300,000 for the 10-reel subject. Point is, that the \$300,000 is necessary for the amortization of the negative cost, and this applies as well to all major product in Germany.

Some time ago negotiations were undertaken in Vienna for some sort of agreement between Fox and Tobis through Dr. Paul Kornitz, the Fox representative in the Austrian capital. These parleys failed because Tobis insisted upon 3% of rentals, which Fox held to be prohibitive. Out of the meetings Fox obtained the continuance of Movietone news reel service in Germany.

Meanwhile George Quigley is in Berlin looking over patents for Vitaphone, with their relation to the \$50,000,000 arbitration matter pending.

Trade is speculating upon the probable value of the Warner interest in Tobis for Germany, some holding \$1,000,000 is a fair valuation and arguing that any price in excess of that round figure probably represents the value of the holding with regard to any American litigation, resembling the purchase of the Brunswick stake property by Warners in the States.

Paris, May 20.  
Dr. Paul Kornitz, Fox's European attorney, with headquarters in Vienna, is in Paris, ready to sail on the "Europa" for New York, Friday (23).

The patent situation being what it is in Germany and the rest of the Continent, Dr. Kornitz' trip at this time takes on significance, in the opinion of the trade.

# MUSICIANS MAY BE FORCED IN

Sydney, May 20.  
Government, which parallels roughly the Federal government of the States, has in mind legislation to compel film theatre operators to employ orchestras under pain of tax penalties.

Measure is contemplated as a means of relieving the musicians from acute distress.

# HUERTA NOW SPANISH SUPERVISOR FOR PICS

Hollywood, May 20.  
Dr. De La Huerta, former president of Mexico, has been engaged to supervise the Spanish versions of all pictures produced by Pan-American Pictures.

De La Huerta has been teaching voice in Hollywood for the past five years. He has been in exile in this country ever since the revolution of 1922, when his government was overthrown.

# TAUBER'S WIDE FILM HIT IN AMSTERDAM

Amsterdam, May 20.  
Tauber Films' wide angle picture, successfully introduced at the Tuschinsky, has been held over.

The Dutch-made picture, "Sailors' Wives," is doing nicely at the Rembrandt cinema, while the Corso cinema has "The Debacle."

"Josephine," at the Rosy, is well received.

# Seeking Studio Sites

London, May 20.  
With an eye to better operating conditions under a revised Films Act, Fox Films, among others, is now scouting for possible studio sites in England.

Location seekers so far have confined their attention to Blackpool and Brighton, both coast resorts with maximum sunshine. Blackpool is on the northwest and Brighton on the south seaboard.

# THEY HAVE POLITICS IN JUGO-SLAVIA, TOO

Belgrade, May 20.  
Jovo Banjanin, Jugoslav politician, protested at a meeting in the Zagreb municipality against the "scandalous profits of American talking pictures."

He urged the municipality to take means to curb such operations, declaring that "bad pictures at high prices draw crowds due entirely to American puffery."

The speaker cited the fact that one cinema took in \$120,000 during two months, which is more money than the State theatre handled in six months.

Banjanin's proposed remedy is to "restrict prices by piling on taxes, thus forcing the distributors to give better sound pictures at lower prices."

# 'Glory,' Silent, to Decisive Flop at Imperial, Paris

Paris, May 20.  
The silent film version of "What Price Glory?" flopped at the Imperial, demonstrating anew that idiomatic American slang titles cannot be remade into French and still carry their racy flavor.

The picture carries absurd makeshift titles, ridiculous, and abundantly earned the razing they got.

Wherever a typical gag occurred in the English title, the French title writer, not knowing how to handle the situation, merely interpolated an innocuous line about the weather or something similarly inappropriate.

Picture was withdrawn in less than a week from the Boulevard house.

# Soviet Film Approved

Prague, May 20.  
The Soviet picture, "Gen. Linie," has been okayed by the censor here and is current at the Adria cinema.

At the same time "Signale," weekly publication here with Communist leanings, has been confiscated.

# 'Gabbo' Light in Berlin

Berlin, May 20.  
"The Great Gabbo" had indifferent success in its German premiere, at the Ufa Palast am Zoo.

The German synchronization and dialog nicely made and the playing accepted by Eric von Stroheim's acting and James Cruze's direction admired.

# Want Chaplin in England

London, May 20.  
Murray Silverstone, of United Artists, is sailing at the end of May with the stated purpose of bringing Charlie Chaplin back to England.

His traveling companion will be Romold Colman.

# German Going Home

Hollywood, May 20.  
Otto Langstatter, German director, who has been looking over the studio area, leaves this week.

He returns to Germany.

# 250 English Exhibs Look to Zukor on Percentage Info.

# WEST END DROP BUT SUBURBS STAND UP

London, May 20.  
Most serious legit box office slump that has hit the West End in a generation has now spread to the picture places. Takings for the last fortnight are down 25% as compared with grossés at this time last year.

Falling off is attributed to the booking of features not strong enough to stand off the spring weather and the out-of-doors sports.

Another reason is that the West End houses, with the exception of the Plaza are relying entirely on films as their draw, whereas the suburban houses such as Hammermith, Brixton, Croydon and Shepherds Bush are maintaining orchestras and booking vaudeville in connection with their screen attractions, and in addition giving double feature programs.

These attractions make suburbanites patronize their local cinemas, which in most cases are quite as luxurious as the West End establishments.

# DOYLE GEN. MGR. OF AUSTRALASIAN FILMS

Stuart F. Doyle has been named as general manager of the Australasian Films, Ltd., headquartered at Sydney, Australia, it is announced in New York. It is said many of the Union theatres will be taken over for operation, indicating renewed activity in buying American pictures.

The Australasian's sales department has been reorganized, same going for its laboratories in Sydney and Melbourne.

# Pola's Floppo Film

London, May 20.  
"The Woman He Scorned," story and production by Charles "Whit-taker, featuring Pola Negri, cost \$20,000. It was sold to Warner Bros. for about a quarter of that sum for quota purposes.

Picture so far has yielded but three bookings.

# German Imports on Coast

Hollywood, May 20.  
Nora Gregor, Hans Junkerman, Eugene Von Jordan and Karl Etlinger, German performers engaged by M-G for the leads in the German version of "Olympia," arrived here from Berlin last week.

Production will start in two weeks with Jacques Feyder directing.

# British Film Field

London, May 9.  
Loud silence in Flicker Alley. Everybody abroad except Sidney Cohen, is going. John Maxwell left Wednesday to clear up that business with World Wide if he can. Walter Hutchinson goes tomorrow to New York to see who is going to be what this side when Harley Clarke gets all through. Simon Rowson already over about this R-K-O business, wanting to keep the product if possible, with Radio and Solly Newman having other views.

J. C. Graham for Berlin Saturday to see Zukor on the European language stuff. Adolph must have got a kick out of the surprise putting of "Love Parade" over the air.

Slow Trade  
Theatre business took a tumble this week, except at Empire, which has held out well with "Anna Christie." Plaza, after pulling "Applause" out suddenly last mid-week and putting in "Street of Chance," taker, featuring Pola Negri, cost \$20,000. It was sold to Warner Bros. for about a quarter of that sum for quota purposes.

Picture so far has yielded but three bookings.

London, May 20.  
Possibility that American distributors will have to meet another problem over here looms, with representative group of exhibitors trying for a co-operative plan as a means of outlasting score charge and guarantees on percentage booking. Also the exhibs, 250 of whom held meeting to formulate plan want flat percentage arrangement the distrib bit of which will amount to no more than 25%, besides common supply of program and publicity.

# SOUND STUDY IN SOUTH AMERICA

Buenos Aires, May 20.  
The Mayor of Buenos Aires has appointed a committee to study the subject of talking pictures in South America with a view to action to meet public agitation over foreign language and opposition to orchestras.

In a statement he comments on the sudden advent of screen-sound which found this community unprepared with local ordinances to control the new screen. This left it city unprepared to deal with the problems involved.

During a debate on the subject one of the councillors suggested removal of musician taxes, observing it would be absurd to prohibit picture dialog which is a manifestation of film progress. Another councillor broke into the debate to say that the subject will take care of itself, for the public would sooner or later lose interest in dia log pictures.

# Superimposed Spanish Titles on "Sally," with No Story Interference

Buenos Aires, May 20.  
Max Gluckman, territorial manager for W. B. is releasing "Sally Thursday" here, using a new system of handling dialog in this market. Picture is not on at the Grand Splendid theatre.

Titles in Spanish are superimposed in such a way that the story continuity is uninterrupted.

Plan was tested at a preview for the newspaper reviewers and we praise. It overcomes many objections heretofore raised on the language score.

# NEW FOREIGN COLOR AMERICAN-BACKED

Paris, May 20.  
A syndicate of Americans representing French, German and Spanish abroad and in Hollywood, for the countries, Paramount Public is scouring the foreign markets to talent.

In addition to Marlene Dietrich from Germany, and Roberto Diaz from Spain, Par has Ernest Swedish; Nino Martini, Italian; and Rossita Moreno, Spanish, under contract. The latter has been in the country since 1925 in vaudeville.

Concern proposed to enter into competition with the field. As yet no time is a considerable project of establishing branch laboratories in London.

# Par's Foreign Talent

Set on plans for the making of original (not dubbed) talkers in French, German and Spanish abroad and in Hollywood, for the countries, Paramount Public is scouring the foreign markets to talent.

In addition to Marlene Dietrich from Germany, and Roberto Diaz from Spain, Par has Ernest Swedish; Nino Martini, Italian; and Rossita Moreno, Spanish, under contract. The latter has been in the country since 1925 in vaudeville.

Key's first picture made abroad will be French and Spanish version of "The Hole in the Wall" due here last summer with "L'audace Colbert and Edward G. Robinson's "L'ange." Later he will be brought to America.

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Advertising copy at far away points from New York City should be forwarded as quickly as convenient to  
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# WORLD PATENTS TRUCE?

## GERMANS GAIN ON 2D SURVEY IN HAGUE

The Hague, May 20. "Variety's" correspondent in The Hague, to check on his estimate of relative strength of American and European pictures here, has just made a survey of the local situation. Data gathered supports his first contention that the German product is gaining, despite the opposite views expressed by Manager Straight of Metro in a recent story in "Variety," contradicting the local correspondent's findings. Manager of the City theatre here, booking most of the Metro-Goldwyn stock, states that his house is only booking on a hand-to-mouth basis, due to the difficulty of gauging the public taste. Uncertainty of response from the fans is illustrated by the revival of "King of Kings," which played to almost empty houses for the first three days of the engagement and then packed the house for the last three nights.

"The Pagan" was successful, says the City theatre manager, but the City theatre only, without dialog, the point the correspondent sought to make in his first report. The same was true of "Married in Holywood," in which the picture and Dutch supplanted the English dialog, the synchronization and sound effects only being retained. Further evidence is that the City has now booked 10 German subjects, one from Dupont, and a showing being the Pola Negri picture, "In Strasse der Verlorenen," which is being booked by the City. The Passage theatre, The Hague, advertises "Pola Negri's First Talker." This is a hoax. "It is nothing but the old picture, "Racine," with synchronized record added. City theatre manager thinks that when the novelty of German dialog has somewhat been dulled, American talkers like "The Fagan" will be good for long runs, and with that idea has booked "City Girl" (Fox).

## Holland for Censoring Sound and Sight Film Of 3 Age Limit Grades

Amsterdam, May 20. Minister Ruys of Home Affairs has just ruled that talking pictures must be censored for sight and sound, a question that has been under agitation for many months.

Decision takes the position that the sight screen and the sound accessory are inseparable in a censorship sense. Censors therefore are empowered to rule on any sound whether it be sound on film or sound on disc. Power in this respect is enlarged to give to the censors discretion in ruling on a picture for any one of the three Dutch grades of a limit, first under 16, second under 18 but above 16 and adult.

## International Tie-Up By Anglo-German Deal

Berlin, May 20. Arthur Dent, representing British International, is here negotiating an Anglo-German deal involving Suedfilm and Ufa. Ufa tie-up sought is for distribution of the German producer's subjects in Great Britain, while the conversations with Suedfilm look toward co-operation in the making of Anglo-Swedish talkers. Another move toward international production tie-up is that set by Joe Brandt of Columbia (American), who has arranged an agreement with Tobis following patent adjustments. Brandt sails Thursday (22d) on the "Empire" for New York.

## 5,705 Sounders

Now there's competition in Palestine. Where one theatre had sound for several months some other got better. The result of the novelty was so swell that friends induced him to cable for an installation. That contract makes the grand total of Western's worldwide installations just 5,705.

## EUROPE'S FILM CENTRE WITH FOUR CLAIMANTS

Paris, May 20. On top of sundry international headaches over patents, contingents and the like, there is now grave fear among American interests that the talker invasion has a new obstacle before it.

If talking pictures embarrass local interests, it is probable they will be hampered by legislative enactments for the protection of home industries.

Foreign governments' alibis are ready made in the new American tariff law which puts heavy customs burdens on a great variety of goods of foreign origin coming into America.

Already there are rumblings in Rome of a movement to make the Italian capital the film center of all Europe. The Italians, particularly resent raids on the national field of capital. Fittalunga the film name in Italy, is powerful and threatens to throw his influence toward the enactment of a contingent.

## 'Paris' Razed in Berlin Theatre; Refunds Demand

Berlin, May 20.

First National's (American) "Paris," starring Irene Ebdoni, was roundly razed at Ufa's Universum theatre here. Crowds hissed and whistled, with demands for refunds. Talker was showing in synchronized form with poor titles in German.

Instances of this kind jeopardize Hollywood's good-will in foreign markets.

## RASKOB SAYS ONLY POLITICS INTERESTING

Paris, May 20.

John J. Raskob is doing a hideaway here, at the Maurice Hotel. He told "Variety" he is not interested in the picture business, but only in American politics.

People in the American colony here who still play the New York Stock Market here figured that Raskob had relinquished his holdings in Warner Bros. He is supposed to have taken on his long line of stock between 45 and 52 and cashed in much of it above 75.

The Paris version is at variance with statements emanating from Wall Street people to the effect that the Raskob-DuPont interest in Warners has not been changed on the decline.

Performance of the stock on the ticker gives plenty of evidence of realizing. It broke below 60 in the early May setback and Monday (19) on the moderate drop, fared the worst of the amusement shares.

## SOUND CONGRESS SET FOR BRICH

## League of Nations Idea Applied to Territorial Rights U.S. and German Interests Seek Common Ground of Settlement

An international picture confab has been arranged for Switzerland early in June. Various representatives of German and American electric and producing companies will meet and get down to cases on territory and royalties. When the final seal is burned on to the last document A. T. & T. may be the big paper.

The confab and probable deal will not only take in the German electric, but also the principal film producing company of Europe, Ufa, Western Electric, General Electric, Paramount, Warner Bros. and possibly Fox. The Fox angle is still in the air.

Premiuns were smoothed out by Adolph Zukor. The finals will be touched upon by all the parties concerned. (Continued on page 47)

## AM. TALKERS BIG IN BUENOS AIRES

Buenos Aires, May 20.

"Sally" (F.N.) is a smash hit here with everybody boosting it, even those who have taken a stand against English-dialog pictures.

"Love Parade" (Par.) has passed its second month and is still running to solid business with stay in definite. Pictures started at capacity and has not lost ground.

When concluding at the Astral theatre its successor will be "The Vagabond King" (Par.).

Paramount also announces for release in a few days "The Benson Murder Case," with dialog in Spanish. Company apparently is determined to take an aggressive stand in this market.

"Welcome Danger" (Par.'s Harold Lloyd feature comedy) is assured of a profitable month's run, further lightening the company's grip on this town.

Metro has scored with "Blotto" at the Spanish picture theatre, which is jammed. Public here is going for the Laurel and Hardy comedy in a big way. Metro also is releasing in this territory a Vilma Banky subject, "The German Girl," and also Laurel-Hardy short likewise dubbed in German.

Fox's "Happy Days" is another announcement for release shortly.

Ufa's "The White Devil," first subject of that German concern here, is in a second run house and doing fairly, while "Rio Rita" (Radio City) continues to depict strenuous exploitation.

## W. E. Wins Important Patent Decision Abroad

Vienna, May 20.

Western Electric's theatre subsidiary, Electrical Research Products, has won a signal victory on trial before the Austrian Patents Court, of its suits against the German Tobis and Germania.

The court found that the sound patents taken out here in 1921 by three German photographic concerns and afterward sold to the German syndicate, were null and void, due to certain minor technical errors in registering the devices claimed in this territory.

The decision is of the greatest moment to the American interests, since it was due to the existence of these German patents that Western Electric has been prevented from marketing its device in Austria.

This decision was reported in the New York dailies last week.

## Zukor Will See Otterson Upon Arrival in N. Y. on Foreign Deals

## FOREIGN REPORTS OF INTERNAT. MERGERS

Paris, May 20. Inside trade reports are that there is the possibility of a deal for the close association of Warner Bros. and Ufa amounting almost to a merger.

At the same time the story is that the proposal of a Paramount buy-in on Ufa is cold.

This is aside from the Warner-Tobis buy. That is set. Klangfilm is jealous of any move by Tobis, and this disturbs the Warner side. Everything about the Warner-German interest is remaining in statu quo until the arrival of Harry Warner in June. In view of this situation Klangfilm has the best wired theatres and doesn't like the Tobis-Warner association.

The Kuchenmeister Holding Co. has large interests in both Tobis and Klangfilm, but each is a corporate entity and each is jealous of the other. Here is where a Ufa-Warner alliance would serve a valuable purpose. Warner could employ Ufa to promote amiability between Tobis and Klangfilm. The Warner people also believe that it would be best for American interests to control their own theatres in Europe and holdings in Ufa would accomplish this for the Warners.

## Good Trade Draws Kicks on Foreign Language Films

Prague, May 20.

Influential Czech newspapers are protesting against the exploitation of German language talkers here, even though they may be produced in the United States or in England.

Demand is that native dialog be provided for the Czech street. Anna May Wong's picture, "Hal Tang," dubbed in German, and a musical sound film done in German by Ufa, are doing strong business. This probably is the ground for the complaint.

## GOOD TEST CASE OVER "WHITE CARGO" FILM

Sydney, May 20.

Censors' ban against film version of "White Cargo" has caused a tremendous outcry from the distributors who have made appeal to the Appeal Board, without intercessory release. Picture is contracted for Union Theatre Chain.

Picture men have picked upon this particular instance of censorship as a favorable case-upon which to make a fight. The stage version of the same play is in revival at the Criterion and is doing capacity business, without interference.

Situation gives the film trade a great opportunity to press the issue with a prospect for public support. Another point is that Union Theatres suffers by the ruling, while the Williamson-Tait people, its opposition is reaping a profit from the legit play, raising another point in censor blundering.

## Wire at Port Said

Cairo, May 20.

Empire, Port Said cinema, has just been wired by the Western Electric system. This makes the fourth cinema in this nearby territory equipped for sound pictures.

Paris, May 20.

German American accord on sound patents is all set except the agreement of the American electric agreement to a per-foot royalty payment to the German patent owners. No difficulty is anticipated on this score, and the American producers are so satisfied that the way into the German market will presently be wide open that they are ready to come in with volume product to sell.

These general statements summarize the situation at the moment with Adolph Zukor sailing for home May 23 on the Europa to confer with J. E. Otterson of Western Electric, who will be in Germany in June.

Zukor is thoroughly convinced that dubbed foreign dialog is out of the question and foreign language dialogue. (Continued on page 47)

## UFA GIVEN AIR BY AMERICAN DISTRIBS

American producers' first retaliation in this country against the stand on sound taken by Germany is being handled by America's biggest producer, UFA. Where, before the fracas UFA was shaping up as the biggest foreign interest here, now it is without, a distributing medium with the German company's only outlet on this side being the states righting route.

Sono-Art-World Wide is the latest distributing channel to give UFA the chance to get into America, previously refused to renew contracts which had extended over a period of years. Officially, the reason is given that UFA is turning out mostly silent and that the product is unsalable. Off the record it is admitted pressure has been brought to give Germany the German company's only outlet as it exacts such high tribute from American talkers.

## Danish Exhibs Decide To Be Own Distributor

Copenhagen, May 20.

Danish boycott of American distributors has come to an end with the failure of the distributors to make known their policy on rentals and other terms in reply to exhibitor demands.

Theatre owners and distributors got together in a conference recently. Distributors asked the showmen to defer any aggressive action until they had communicated with their home offices in the States and asked for instructions. They promised a formal answer to demands.

This has not been forthcoming. Exhibitors now declare they are ready to undertake cooperative distribution on their own account. Capital is being raised among the exhibitor membership in Copenhagen and the provinces to carry on the enterprise.

It is said Paul Salomonson, former local Paramount distributor, will manage the new departure.

"Variety" For Summer  
JUNE, JULY, AND AUGUST  
\$2  
Address "Variety," New York





SHOW RESISTANCE UNDER RESISTANCE \$50,500 at Chicago with "Blues" Resets Loop as Picture Spot; Cooler Weather Gets Gains

L. A. Still in Dumps on Grosses; "Divorce" Town's Single Bright Light

EVERYTHING WRONG IN LOUISVILLE FILMS

Los Angeles, May 20. (Drawing Population, 1,500,000) Weather: Unsettled and Fair... The toboggan is now three thousand miles long. Local receipts are tumbling...

EVERYTHING WRONG IN LOUISVILLE FILMS

Louisville, May 20. (Draw Pop, 500,000) Weather: Warm "Redemption" sent Loew's gross into a tailspin, to \$3,500...

SHOW RESISTANCE UNDER RESISTANCE

RALLY AT CLOSE

Special Weakness in Warner - Talk of Raskob Backing Away - Loew Bad Continues Old \$3 Dividend - Disappointment Reacts on General Theatres

RALLY AT CLOSE

By AL GREASON Further nervous selling of the amusement shares yesterday carried most of the group to within striking distance of their last lows...

\$50,500 at Chicago with "Blues" Resets Loop as Picture Spot; Cooler Weather Gets Gains

FEAR CENSUS MAY SHOW SEATTLE SHRINKING

Seattle, May 20. (Draw pop 550,000) Weather fair Folks worried that census may be under 400,000 in Seattle proper...

Chicago, May 20.

Business picked up all along the line last week. Great relief for the exhibs after a tough month. Accountable principally to cooler weather.

BOSTON'S WALLOP WK. K-A WITH VAUDE, BEST

BOSTON'S WALLOP WK. K-A WITH VAUDE, BEST

Boston, May 20. (Draw Pop, 550,000) Weather: Warm Picture houses put in a bad seven days last week. All down the line, with the possible exception of the Keith-Albee...

Yesterday's Prices

Table with columns for Amusements (High, Low, Jan., Feb., Mar., Apr., May, June, July, Aug., Sept., Oct., Nov., Dec., 1929, 1930), Theatres, and Stocks (G.T.E., Pullman, etc.)

SONGS OLD AND HURT WHEN 'BYRON' ARRIVES

Toronto, May 20. (Draw Pop, 800,000) Weather: Fine Biz better. Weather improved and the public seemed to like the pictures and vaude better.

Estimates for Last Week

Chicago (Publix-B & K.) - "High Society Blues" (Fox), stage show: (4,900; 80-85). Led the loop by more than \$2,000...

NEWARK RATHER MILD

Newark, N. J., May 20. (Draw Pop, 700,000) Weather: Fair Estimates for Last Week

Brantford (WB) (2,350; 30-50-75) "Show Girl" (P.L.) Still heads.

NEWARK RATHER MILD

Brantford with "Show Girl" Led with \$19,500 on Week.

CIRCUS IN BKLYN

Probably Hurt - Grosses Not Too Good - Par, \$50,600

Brooklyn, N. Y., May 20.

Satisfactory picture with plenty of competitors. Rimping Circus for week, but grossing at low level.

Estimates for Last Week

Paramount - "Devil's Holiday" Par (4,800; 35-50-75). Good film got excellent response by local scribbs.

Tacoma Grosses

Tacoma, May 20. (Draw pop 125,000) Weather: warm and sunny Summer weather continuing in town in fair shape.

Estimates for Last Week

Capitol (WB) (1,200; 15-25-35-50) "Mummy" (WB) Second run light as well as first.

Estimates for Last Week

Capitol (WB) (1,200; 15-25-35-50) "Mummy" (WB) Second run light as well as first.



# Minority Holders of F. P.-Can. Are Talking Court to Stop Par's Buy

Toronto, May 20. Shareholders of Famous Players Canadian are to take legal steps to stop the purchase of the company by the F. P. Co. and U. S. interests. They say it is preposterous to allow the deal to go through. "We're Paramount's best customer, and it would do them harm to send our money to the U. S.," says one shareholder. "Most of us are here to make a living out of running a show as my little shop."

Action was decided on at a special meeting of minority shareholders last week. Arthur W. Roebuck, opposing the merger, stated to the gathering that he held non-binding proxies from 700 shareholders representing 100,000 shares, or practically one-third of the total stock.

He pointed out that J. F. Fitzgibbon was given a director position in the company by the general manager of Paramount Public in Canada. "There is no Public in Canada," Roebuck says heatedly, "but these people are so certain that the thing will go through, that the boy-constructor plans to enjoy himself before swallowing the Canadian investors."

Roebuck is preposterous, and as a Canadian citizen, proud of my nationality, I resent it!"

Ray Was There

There was a man at the meeting of the offer of British Gaumont to take over the stock at \$75 and another from a Canadian group of \$50 had not been discussed.

Ray Lewis, the trade paper editor, said there was at the meeting where the proposition was killed. "It would have amused you," she said, "how great one can be so poorly. There were 50 men in the room, and every one had a lawyer. There must have been something funny there if they all needed a lawyer to keep them out of jail."

There was a squawk because the Canadians were asked to turn their stock over on May 25, a Sunday. Shares couldn't be turned over on the 24th, because it is the patriotic holiday in honor of Queen Victoria.

There were plenty more howls, then, they decided to hire legal counsel and try to stop the deal. They formed a separate group to do this, and are charging \$5 each.

Try and stop this deal, the others say.

## TORONTO CENSORS GO BY CUTTING STREAKS

Toronto, May 20. Once more howls are being made because the local motion picture censors are chopping so-called innocents shots from choice movies.

"Hello Sister" wasn't welcomed by the cutting squad. Several eliminations ordered. One was a shot in a church where a minister announces the hymn to be sung by the congregation.

"The other pretty easy with 'Anna Christie' and in several cases seem to be more broad minded. Local board pretty easier than many of the others."

During the last year 7,003,435 feet were reviewed, or 2,155 subjects.

Right now they have 42 under consideration which will have to be cut before O.K'd.

## Pettijohn Doesn't Like Ads That May Attract

Hollywood, May 20. Charley Pettijohn, S. H. Hays office assistant a Wampas meeting at the Hotel Roosevelt Monday night and slammed motion picture advertising. "I haven't seen an ad in months," he declared, "without a leg or a dollar sign. I'm no preacher but it's darned poor business."

Most copy was juvenile and of a type favored by old fashioned burlesque. It did not reflect the growth of pictures as a dignified art.

Pettijohn was primarily on the coast; to cut down maximum protection in theatre zoning and has lopped off 140 days on coast protection between first and last runs, making it now around 200 days for a picture to get its load.

He visits Chicago on his way back to accomplish a similar readjustment on picture clearances.

## Sioux City's Censors

Sioux City, Ia., May 20. Municipal censorship of motion pictures in this city was inaugurated this week when the city council adopted a resolution creating a board of review. Mayor W. D. Hayes appointed nine representatives of the Women's Club and nine men to the group of 18 which will have power to order deletions in any film.

Heretofore the Women's Club has been acting in a censor capacity, but without authority.

## R-K-O's Special Counsel

Maurice Goodman, formerly general counsel for R-K-O (Keith's), has been retained in his private practice as consulting counsel in such R-K-O theatre deals as the organization may enter into.

Upon Goodman's retirement from the R-K-O spot Ben Kahane became general counsel and so remains.

## Asiatic's Receiver

Hollywood, May 20. Asiatic Explorations, Inc. thrown into receivership on complaint of a Mrs. Whitcomb, who claimed she put up \$23,000.

Mortgages on pictures was her security but she alleges the pictures disappeared.

## Title After 7 Mos.

Hollywood, May 20. After seven months' hunt for a title, United Artists has decided to name Irving Berlin's picture "Teaching for the Moon."

Belle Danvers, borrowed from Radio, will be starred. Production starts June 10.

## Chas. Ross Sailing

Charles Ross is sailing for Europe May 21.

During that time the RCA Phonograph head, who will be absent seven weeks, will close deals for installations in Spain, Italy and France.

## FOX HOUSE ORGAN

Hollywood, May 20. Roger Ferri, out here to handle the Fox convention, will henceforth edit the Fox house organ, "Dynamo" from the studio instead of in the city.

Three weekly editions, one for Canada and foreign countries, one for branch managers, and third for theatre owners.

Not known what effect this will have on existing Fox West Coast organ.

## FOX'S ORDER OF 40 GRANDEUR CAMERAS

Placed with Syracuse Firm in 70 mm. Width

Syracuse, N. Y., May 20. While the motion picture industry presently is marking time in the matter of wide-film for one or two years for two major reasons—the estimated cost of the change over, running well into the millions, and second, the disagreement as to size—Fox is quietly preparing to force the issue with introduction of Grandeur, its 70 mm film.

In the recent completed plant of the J. M. Wall Machine Company in this city, the largest in the United States devoted to the making of professional motion picture cameras, craftsmen are concentrating on a Fox order for 40 Grandeur cameras. While no date is specified for the completion of the order, the cameras are to be supplied "as soon as possible."

The local company thus far has supplied Fox with four Grandeur field cameras and twice that number of studio cameras.

Engineers at the Wall Co. plant says that, regardless of any experimentation which rival producers may sponsor, 70 mm is the logical size for wide-film. There are definite projection advantages claimed. With 70mm there is more room at the side to hold the film taut as it passes through a gate against buckling. Again, 70mm permits a larger sound track, which in turn permits overtones and undertones not possible with the 35mm film. To trim the sound track to fit the 65 or 67 1/2mm width would cost some of these overtones and undertones, so essential for perfect and clear sound.

The Wall Co., which first turned to cameras four years ago when Fox-Case submitted a machine which the manufacturers could not make, no longer has a contract and made all Movietone and Metrotrone cameras, and likewise is responsible for the Grandeur.

## Pathé Auditions

San Francisco, May 20. Laura Hope Crews opened the first of a series of auditions for new players at the Pathé here last week. Miss Crews interviewed several dozen young men and women, seeking new talent.

During the stay here about a dozen girls from the social register made application for a chance to do their stuff.

## FOX'S ART GALLERIES

Hollywood, May 29. Allman Art Galleries, in the studio district, on Sunset boulevard, was taken over (this month) by Fox Film Corp., but will continue to operate as an art gallery, furniture rentals to any studio.

D. Silvestra, who has been part agent at the Fox studio, is manager of the galleries. He says the S. F. Company, was retained east.

# Mich. Exhibs in Favor of Closing Neighborhoods Over Summer

## ABRAMSON CAN'T SUE FOX THEATRES AS CO-DE.

Attempt to drag in Fox Metropolitan Theatres on an impleader and have the corporation examined before trial fopped when the N. Y. Supreme Court said nix to the plea of Isaac Abramson, who charges that he was bulled into a deal whereby he sold his interest in certain upscale New York theatres to Ben Leo and others just before Fox took over the houses.

Abramson is suing Ben Leo, Albert Strauss, Fred W. Sanford and Leon Kaufman. The five were interested in the Rheem Theatre Corp.; Portchester Theatre Realty Co.; and the State Theatre Realty Co. Abramson owned about 25% of the stock in each.

He claims that he was pulled in on a deal when Ben Leo and the others stated they were negotiating for Fox Metropolitan to take over the three really holdings. A few days before the deal was to be closed, he was advised it was off and sold out to Ben Leo. It was about three days after the sale of his interest that Fox took over the houses and Abramson claims he was stuck up on the deal.

Abramson asks for \$150,000 damages and alleges Fox Metropolitan was a party. Court found his claims so far as they concerned the city were sustained, but his motion to examine before trial.

Saul Rogers is attorney for Fox.

## Pettijohn in Hollywood, Gives Academy a Promise

Hollywood, May 20. Films Boards of Trade will cooperate with the Academy of M. P. Arts and Sciences in putting effect standards of practice benefiting the theatre. This promise was made by Charles C. Pettijohn, general counsel of the Hays organization, at the meeting of the Producers' branch and the Technicians' branch of the Academy last Wednesday.

Pettijohn declared he was greatly impressed by the work in non-competitive research already accomplished by the producers-technicians joint committee.

First step for film board cooperation will be standard inspection practice for release prints. Recommendations are being drawn up. Activities of the committee working on this subject were reported at the joint branch meeting by F. M. Sammlis of RCA. In surveying the situation in release print work, a major cause of the trouble found there was no standard inspection, that in many cases the sound track was inadequately inspected, and that dirt on the sound track was a major cause of unfavorable criticism of sound reproduction.

There were 150 producers and technical department heads at the meeting, which was intended to give these Academy branches a comprehensive outline of their research committee's activities.

Measurements that resulted in a specific classification of set materials were described by K. F. Morgan. An analysis of the relation of screen illumination to release print density was made by R. H. McCullough.

S. J. Twining announced that specifications to standardize release print make up will soon be ready. A final report outlining methods by which a major cause of the trouble here lamps was presented by L. E. Clark.

Conclusions on tests of camera lensing devices were presented by H. R. Knox, who stated that a virtually silent camera will soon be developed.

## 3d Week of Canadian Trial

OTTAWA, CAN., May 20. The third week of the hearing before the Exchequer Court of Canada, Ottawa, of the DeForest suit against Famous Players-Canadian, for the right of infringement of patent rights in the Miller equipment, is scheduled to terminate by conclusion of the hearing on May 21.

The decision by the court is expected next week.

## German Director Buys 'Old American Films' To Use as 'Outlines'

Hollywood, May 20. Arriving here to buy up old American films for use as carbon copies for German pictures, Joe Mai, German director and producer, will blow back to the continent with a lot of minor old films. He says he will use these prints strictly as outlines.

Formerly associated with UFA, Mai is now producing on his own.

## METRO OFFERS FOX UPTOWN N. Y. STUDIO

Metro's New York (Cosmopolitan) studio remains idle with the plan for a three-way tenancy by Universal, Tec-Art and Metro cold. This plan originated with Metro. It had John W. Butler and Dave Sarecky, formerly of the Paramount New York studio, mentioned as the operators of the property.

It is now reported that Metro has suggested to Fox the advantages of the Metro eastern facilities. Fox's contemplated re-entry of the short subject field under Courtland Smith's supervision brings up the question.

Strict regulations prevailing since the Pathé fire is another obstacle to stand in the way of utilization of the Fox 10th Avenue studio for active production.

## 9 Warner '30 Talkers Repeat Silent Themes

In addition to signing Joe Frisco to make his first feature length picture, talker version of "The Gorilla," the Warner Brothers have purchased rights to "Sunny" for Marilyn Miller.

Walter Huston has also been added to the roster, being set for starring role in Balzacs' "For the Honor of Family."

Incidentally, nine of the 35 features which First National has for the new program include nine themes which have appeared in silent versions as late as two years ago.

## "Variety" For Summer

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## SCREEN WRITERS WILL CURB THEIR AGENTS

Hollywood, May 20. Screen writers are drawing up a standard contract to eliminate abuses of agents. It is charged that agents after getting them tied up, sit back, doing nothing and collecting fat commissions for jobs the writers obtained in the R-K-O's.

New clause in the proposed contract would void it if agent failed to provide work for the writer within 90 days.

Directors of the Screen Writers' Guild, affiliated with the Authors' League of America, will meet May 21, to take up this and other matters.

## Columbia's Christie Duo

Hollywood, May 20. Having announced 18 pictures on its program and with twenty of its features to be made in R-K-O houses, Columbia will make up the difference by buying two full length films from the Christies.

First of these will be the dialog version of "Charley's Aunt." No decision on the second to date.

## LINOW DOUBLING

Hollywood, May 20. Linow doubles in "Just Imagine," playing both Boko and Loko. Support has Al Brendel, Marjorie Ward and Frank Albertson.

Music, lyrics, music and production for Fox by DeSylva, Brown and Henderson, with David Butler composing. Production starts in about ten days.

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"MONTANA MOON"

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"THE GREAT OUTDOOR"

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"CHEATER THAN THE DECK"

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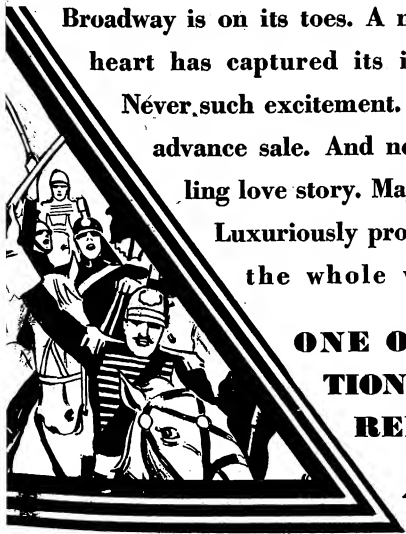
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| Aggregate for 52 weeks . . . . .                           | \$4152.20        |
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| <b>TOTAL . . . . .</b>                                     | <b>\$5014.17</b> |

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| Insurance . . . . .               | 1.44             |
| Interest . . . . .                | 7.16             |
| <b>Total . . . . .</b>            | <b>\$51.90</b>   |
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### "Chain Stores" as Old-Style Meller, Played Before Grocers

Des Moines, May 20. An old-fashioned meller in three acts, written by Neil Schaffner of the Neil and Caroline Schaffner Players, was played by the representative company from the Bridge grocers' association in convention here last week.

Company is composed of five men, three women. One scene a villain hotel. Present time.

Town's one bank has failed, due to alleged robbery by bandits, and business in the village is pretty bad. Local grocer especially laments in-roads of chain store operations. His chief sympathizer is the widow who owns the hotel.

She has two daughters. Elder is in love with attendant at the oil station, but romance nearly goes on the rocks when the "young fellow" gets a job in a chain store.

The villain finds in the safe of the town's banker a letter inviting the banker in underhand deals about town. Meantime the grocer has asked the Fox advertising agency to produce a play. The banker won't come through unless he can buy the grocer's home. The grocer's banker's dirty attitude is his belief that there's oil on the grocer's premises.

The villain falls for the widow's younger daughter. In his ruthlessness he nearly veers her virtue.

In the nick of time, mother, sister and the chain store come to the aid on the scene and proceed to put the k.o. on the villain. During the melee the chain store takes the grocer's safe falls from the villain's pocket, and consequent exposure of the banker's grocer's home and the oil revealed in its entirety.

So ends the drama.

In the last act the ex-banker promises to restore all funds to defunct depositors and makes the loan of the grocer which will enable him to dress up his windows and compete with chain store business and dies up his up with the widow.

Somebody laughed when the villain, with a permit, pours kerosene in the grocer's well, thereby providing the banker with a new oil well.

The villain commented that since there was every indication that the chain store would be put to flight in the town and business become good, he would take up permanent residence.

The ingenue's virtue was still inviolate when the curtain fell.

There were plenty of long holes in the dialog for making use of the name of the association for whom the play was written, thereby giving the "Independent" boys a big worth while evening. Otherwise a terrible evening.

### Camerman's Co. Plans Commercials with Lone Sound Truck in Northwest

Hollywood, May 20. With the construction of a sound truck almost complete, Charles Piper, former Fox Movietone cameraman in the northwest, is getting ready to establish a commercial picture company in Portland, Ore.

Piper plans to make industrial trailers throughout Oregon, Washington, Montana, and Nevada. Truck is being built by James Baisley and Joseph Phillips, Disney sound engineers.

### Tiff Rents Colony for the Colony for two weeks to play "Bunny Skies" and "Border Romance"

Hollywood, May 20. Tiffany may shortly close for the summer.

"Song's" Fall Release

"Song of My Heart" will finish its run at the 44th Street, New York, May 31, when Fox's lease expires.

It is understood the McCormack bill will be held until fall when it will be generally released after a run in the Roxy.

Peter Milne, writing staff, Mack Sennett, John S. Polis, "See You—See Me," Fox.

Dwight Frye, "A Handful of Clouds," WB.

Bills, Benson and ZaSu Pitts, co-coming in a Larry Dourmont comedy.

Maude King, "Palm Beach Girl," Fox.

Herb Lubaton, "Old English," WB.

Maude Turner Gordon, "Lawful Larceny," Radio.

### "VARIETY" MAN GIVEN CHARGE OF FOX, WASH.

Hardie Meakin, "Variety's" representative at Washington, D. C., for several years, assumed charge of the de Luxe Fox theatre in that city Saturday, as managing director.

Mr. Meakin had been on the direct staff of "Variety" and leaves it with mutual regret. While representing "Variety" in Washington, Meakin had attended to the Fox advertising copy. It attracted the attention of Major John Zant, who supervises that Fox de Luxer as part of his division.

Meakin is thoroughly familiar with all branches of the show business. He started as an actor, branched into the newspaper business, then into the Fox advertising copy, and later became exclusive representative for "Variety" in the Capital.

As such he has been of useful and general service to the show business, especially in matters of national legislation. His efforts in individual matters were often called upon.

### Layman's Suit Against Theatre Falls Down

Claim of Harry Kafack, non-pro, against the M. & S. Circuit, Inc., and the M. & S. Palace Theatre Corp., asking \$50,000 for personal injuries sustained while outside the Palace theatre, 135 Essex street, New York City, was decided against him, with the theatre group awarded a judgment of \$108 for court costs.

Kafack was taken on Aug. 30, 1928, he was walking past the Palace when a scaffold, on which workers were fixing the marquee, collapsed and injured his foot.

J. E. Kenney represented the M. & S. group.

### 'Open' Clause Construed

New Haven, May 20. George H. Wilkinson owns the Wilkinson theatre, Wallingford, and leases from Fanny Ginsberg the Strand in the same town. The lease provided the premises must be open at all times as a picture theatre.

Wilkinson contended this meant whenever the premises were closed they must be opened as a picture theatre, while the defendant maintained the clause meant the theatre must be open every day.

Court ruled the premises need not be opened as long as they were not actually abandoned.

### Par Execs at Frisco

Paramount-Public execs attending the western sales meet of the company, starting Saturday (24), will return to New York June 2.

Operating executives attended the meet. Charles Kurtzman, Public division, will not go to Frisco, these including Sam Katz, Sam Dembow, Jr., and D. J. Chantkin, as well as others from the office.

S. R. Kent, Jesse Lasky, Walter Wanger, E. P. Schuberg, John D. Clark, George Schaefer and Charles E. McCarthy are the only execs, and all on picture end, going to Frisco.

### Coast Public Changes

San Francisco, May 20. Shakeup of executives in Public offices here coming next month.

Ralph Crabbill, who has been in charge of theatre operations on the Coast, will be ousted. He is reported to have been assigned to Sam Katz office in New York and will be replaced out here by C. C. Perry.

Charles Kurtzman, Public division manager, also is to be transferred, probably to desk in east, but exact territory not yet divulged.

Ivan Linow, "Just Imagine," Fox. Cary Wilson, adapting "Bliss You, Sister!," Col.

James Whitaker to dialog "Last of the Mohicans," Fox.

Adrienne d'Ambroico, French version of "Slightly Scared," Par.

Oliver T. Harty, "Mardi Bert Ruhl, Lewis Payne and Roberta Gray, "Lawful Larceny," Radio.

### Posted

Two men talking: "I'd like to see 'All Quiet on the Western Front.'"

"Aw, I hate western pictures."

"Gee, listen to him. It ain't a western picture, it's foreign."

### No Sunday Show, Small Town Mgr. Closes Theatre

Minneapolis, May 20. When Mountain Lake, Minn., near here, voted against Sunday movies and the town council passed an ordinance prohibiting all Sunday shows except those for which no admission is charged, the Mountain Lake theatre started giving "free" shows on Sundays.

No admission was charged, but each person entering the theatre was sold a bar of candy or some other article of merchandise in lieu of the regular admission price.

But the council refused to stand for this "evasion" of "the voters' mandate." It has put an entire halt to the theatre's Sunday operations by amending the ordinance to prohibit even free shows which, it made clear, it was allowing originally only for the benefit of churches and civic organizations.

As a result of the council's latest action, the town now faces the prospect of being entirely showless as the owner of the only film house in town says that week-day patronage is not sufficient to pay operating costs and he will close his theatre permanently.

This announcement has stirred up a rumpus in the town. The rumpus is aggravated by the fact that a nearby man of Heron Lake, Minn., asset, realizing how much of an asset a picture theatre is to them, have raised the funds to purchase modern sound equipment and themselves operate a local picture theatre with talkers.

### SILENT FILMS CLOSE HOUSE

Duluth, May 20. Local theatregoers walk out on silent films. Sunbeam, one of the smaller Public houses, showing silent films, has closed. Others will have to close or wire.

Dorie, beautiful West Duluth house, has poor business with antiquated sound system, and has installed Western Electric equipment. The theatre reopened with "Untamed," and turned "em away."

### Par Orders 15 Wurlitzer Organs; 1st Plans Did Not Call for Them

Paramount Public has placed an order with Wurlitzer for new organs to be installed in a widely separated group of theatres, mostly houses under construction, but also including 15 that have been acquired through recent purchase of indie strings.

Of Par-Public's own houses, majority had poor business with antiquated sound system, and have been put to work again.

Special

New Wurlitzers are specially built organs and include two of the large Baldwin Pipe Organ, being Balaban No. 3 and Public No. 1.

Two of large ones go into the new Paramount, Stapleton, S. I., opening Sept. 15, and into the Par-

### Brisk Competition Reported on For Griffith's 60 in Tex. & Okla.

### 'Journey's' in R-K-O House With 'Ingagi' Pulled Out

Pittsburgh, May 20. After losing "Journey's End" to Warners, R. K. O. says it will give picture when "Tiffany decided to jump in ahead of 'Us All Quiet.'"

"Journey's End" opened a run at Sheridan Sq. Monday.

Understand here that Warners, which also has "All Quiet," will show 'Us picture first.

Sheridan Square pulled "Ingagi" for eight days despite his o. c. click of jungle picture, under strict orders of New York headquarters.

### Katz' Spring Tour

Sam Katz is not attending the Par-Public R. K. O. session on in San Francisco, going on a brief tour of key centers before returning to New York.

He left Atlantic City where eastern division P-P convention was held last week, to go to New Orleans. He will visit Omaha, Des Moines, Chicago and Minneapolis before reaching New York May 30.

Katz is meeting J. Fitzgibbons, new operating supervisor on Class "B" theatres at Minneapolis, who will probably accompany him back east.

### Sews Up Madison, Wis.

Chicago, May 20. R-K-O sewed up Madison, Wis., this week, by acquiring the Capitol, large indie house. This gives the circuit Madison's two largest theatres. Capitol will continue as a straight sound house, while vaudeville remains at the Orpheum.

Circuit also closed the deal for the Allen theatre, Racine, Wis., on a long lease. Vaudeville policy will be inaugurated there also.

### Detroit Strike Off

Detroit, May 20. An injunction was just given restraining the Motion Pictures Operators Union local here from striking in sympathy with the laying off of stage hands in several all-sound houses by Judge Moinet. Injunction is returnable Monday (26).

Meantime a settlement has been reached.

### Ritz Theatre Judgment

National Theatre Supply Co. has filed a default judgment for \$2,095 in the Supreme Court against Morris Shalhan of the Ritz theatre, in the Bronx, for supplies furnished.

Oklahoma City, May 20. Brisk competition is said to be underway by larger circuits to buy the Griffith string of about 60 picture theatres in Texas and this state.

Names of bidders not stated.

One report is that since the sale of the Interstate Circuit to R-K-O Earl Hoblitzelle, retaining as the Interstate's director, intends to build for R-K-O in several of the Texan smaller towns, now occupied by the Dent or Griffith houses. A rumor arising is that Paramount is much interested in the reported building by R-K-O, and may be one of the bidders for the Griffith houses.

Paramount through Saenger holds the Dent houses.

### MERCHANDISE IN INDIE LOBBIES IN MID-WEST

Chicago, May 20. Independent theatres are following the lead of Public in spotting merchandising machines in their lobbies. At first giving Public the laugh for making their lobbies look like penny arcades, the Indies are now casting eyes at the grosses piled up by the candy vendors.

First two spots to go for the machines were the Parkside and the Hamilton, with the nine theatres of the Coston circuit following. Scholastic theatres also are slated to go candy machine shortly.

Deal for vendors call for: free installation, with \$5 a month rental, and agreement that theatres buy candy from the Park Show Inc., company selling the machines.

### RCA Studio Delay

New specifications for structural changes will further delay opening of the Gramercy RCA photo-phone studio slated for joint occupancy by Victor-R-K-O.

Fire department now orders the elimination of all debris yard on the building. Production of any sort is not looked for at the studio before July at the earliest.

Louis Brock is back in Hudson Heights, N. J.

Gramercy studio has been closed since shortly after the Patton fire.

### HOLLYWOOD CHATTER

Dusky Berkley has pugilistic ambitions.

Either Murr is a newcomer.

His first night in town Ted Healy made a boisterous for the fights. He San Italian threw a party at Henry's for everybody on the R-K-O bill with her.

Arthur Lyons has started growing long hair in his hair yard.

At least one guest of honor failed to hear the speeches showed in his direction. The mishap occurred when he was reciting the bachelor dinner. Just before the cross-fire started, the prospective bridegroom was taken ill, retired and didn't return until the verbal bouquets were over. Maybe he was just smart.

Acoustics at Stanley

Warners has ordered that the Berliner Acoustic System be installed in its Stanley, Newark, N. J.

This follows upon the Berliner people having rectified the very faulty acoustics of the Warners' Stanley, Jersey City, seating 4,200.

Murphy's Added Sequence

Hollywood, May 20. Dudley Murphy's preceding shorts mostly, will direct an added sequence to Gloria Swanson's "What a Widow."

Murphy got first picture break through directing some sequences in "Sonny" for Miss Swanson four years ago, after he had staged the "Ballet Mechanicals."

### Comerford Anxiety

Syracuse, Pa., May 20. Despite statements of no changes in personnel of the Comerford organization, rumors result from the buy by Par-Public, minor officials and employees alike are anxious.

M. E. Comerford remains as operator, with his nephew, M. B. Comerford, heretofore mgr., as secretary.

**PATHÉ**  
PRESENTS



A new brand  
of Western

**COMING**—a new type of Western—a rip-roaring roping and riding riot of comedy and thrills with music—as full of laughs and wisecracks as a cage of talking monkeys.

**SPEED—ACTION—COMEDY—GAGS**—keyed at a fast pace and timed to click every foot from main title to final fadeout.

It's Western monkey 'business—  
with the accent on both monkey  
and business.

A feature comedy western that  
will make a headliner for any  
house!

**PRINTS AVAILABLE JUNE 4th**

with GEORGE DURYEA  
SALLY STARR · ROBERT  
EDESON · LEE MORAN  
MONA RAY · MacFAR-  
LANE BOYS · HARRY  
WATSON · HARRY  
WOODS · ABE LYMAN  
and HIS BAND · Directed  
by ROBERT DE LACY  
Produced by E. B. DERR



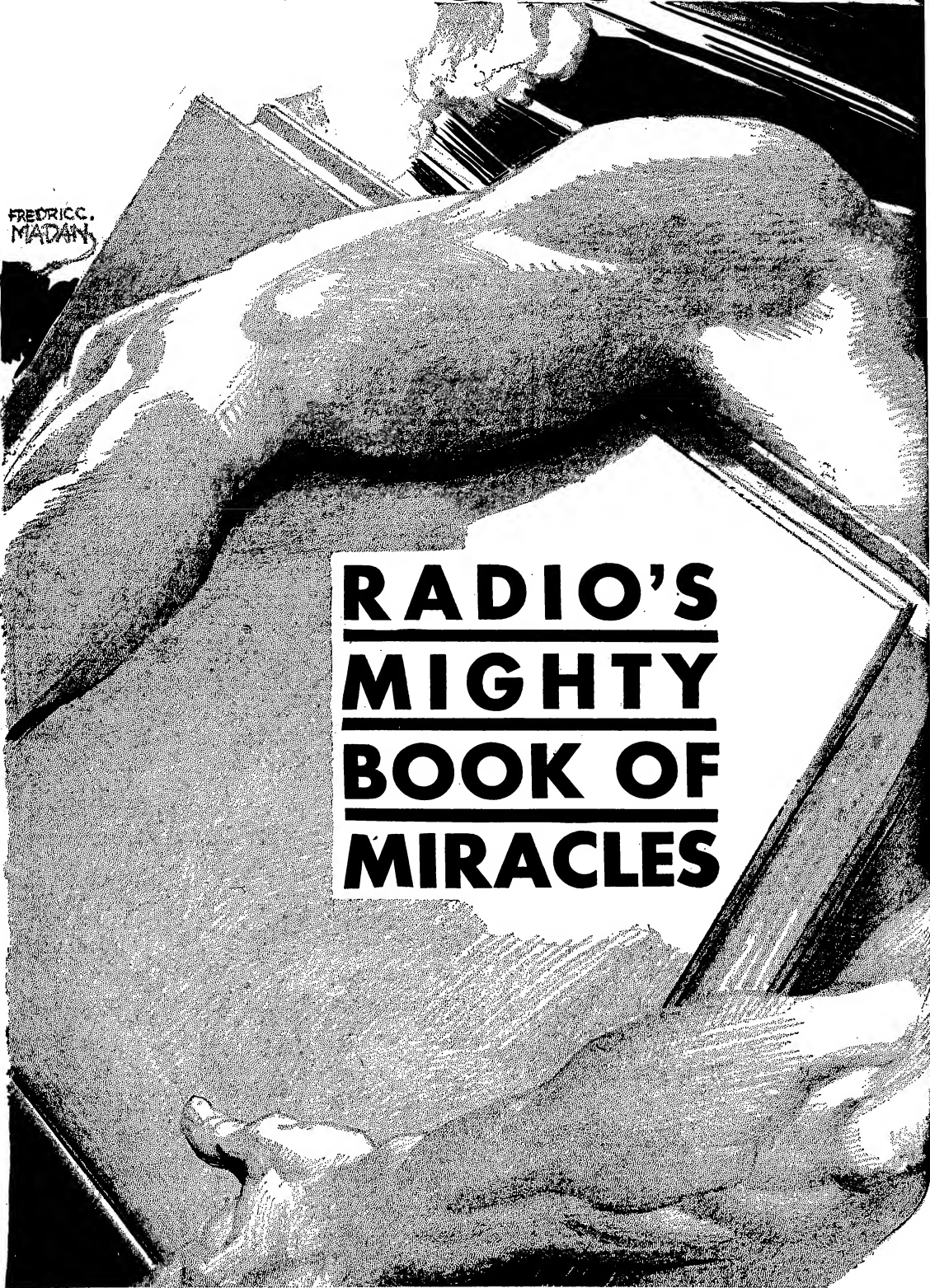
**PARDON MY GUN**



# RADIO TOPS WORL

FREDRICK.  
MADAN.

## RADIO'S MIGHTY BOOK OF MIRACLES



# D AS TITANS MEET



**TITAN CONVENTION MOST  
DRAMATIC OF SHOW AGES**

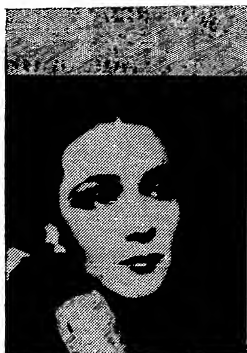
Radio's Inspired Showmen Are Meeting Behind Locked Doors in the Mammoth Hollywood Plant of the Titans Today! . . .

This Momentous Conclave . . . Dwarfing All Others in Importance to Every Showman in the World . . . Has Announced the Mightiest Program of Grand-scale Attractions Show Business Has Ever Known!

Amos 'N' Andy, March Valiantly in the Forefront of This New and Greater Pageant of the Titans . . . Eclipsing Every Other Show Attraction Since the World Began!

**WATCH FOR RADIO'S  
ANNOUNCEMENT**

**MOST ASTOUNDING IN SHOW HISTORY**



# ENTHUSIASM FLAMES to HEIGHTS

## Glowing Tributes Blaze In Los Angeles Press Over Film

"Miss Del Rio once again in a vibrant, vivacious role that calls for flirtations and emotional expression in a stirring drama."

—DAILY NEWS

"A flirtatious, gay, bewitching young person is Dolores Del Rio. All her smiles, her gaiety and her wiles are used with perfect abandon. A glorified edition of Charmaine without Charmaine's crudeness."

—EXAMINER

"Miss Del Rio in a much stronger and more dramatic role than she has played in several pictures."

—TIMES

"Dolores Del Rio's screen voice is about the nearest fit to her silent screen personality that could be devised. Picture runs a well-equipped gamut of adventure and romance."

—EVE EXPRESS

"Dolores Del Rio's colorful rôle is vividly appealing."

—EVE HERALD



JOSEPH M. SCHENCK Presents

**DOLORES DEL RIO**

in

**"THE BAD ONE"**

with

**EDMUND LOWE**

A GEORGE FITZMAURICE Production

Supervising Producer, John W. Considine, Jr.

**UNITED ARTISTS PICTURE**  
WHERE THE BIG ONES COME FROM



Original Story by John Farrow  
Screen Dialogue and Adaptation by  
Howard Emmett Rogers and Carey Wilson

# New Operating Setup on Coast For Par-Public Theatre Circuit

New operating set-up of Paramount Public on the west coast is confirmed in part with Charles Perry, district manager at Rochester, N. Y., succeeding R. E. Crabill as divisional director (a promotion), and Ed Smith, district head at Minneapolis, replacing C. E. Kurtzman in a similar spot at San Francisco. Smith formerly managed the Granada in S. F. for Public.

These changes become effective the end of this month, with Crabill coming east for an assignment, nature of which is not stated. Reports are that he will be given supervision of the New York and Brooklyn houses, but whether under Milton H. Feld, present division chief, or separately, is not stated. From the inside this is regarded as a possibility with the Water Road string in New Jersey to be added to the Feld division.

Crabill is one of the oldest division chiefs in the P.-P. organization. He is the last of the Harry Marx men on the operating end.

### Wobber Report

Confirmation of a report that Herman Wobber, general manager of Par-Public on the west coast, with jurisdictional duties over both theatres and distribution, is not available in New York, but it is understood on good authority he has resigned his operating duties and will continue in charge of Par distribution from San Francisco. Under that plan, new operating set-up for the west coast division will take care of that end for Par-Public.

Division includes 29 theatres.

### Still Going Strong 4th Consecutive Year

## Benny MEROFF



MARBRU GRANADA  
CHICAGO

## JOE LaROSE FOX THEATRES

## BERNARDO DE PACE

A Riot with "TOP O' THE WORLD" Unit  
NOW AT BUFFALO THEATRE, BUFFALO, N. Y.  
Direction WM. MORRIS OFFICE

LEE BUD PREENIE  
**HARRISON and ELMO**  
"TWO BOYS FROM CORK"  
IN F. & M. "GOOD FELLOWS" IDEA  
THIS WEEK—FOX THEATRE, SAN FRANCISCO

## HIRSCH—AROLD

DANCERS  
Featured in F. & M. "Brunette" Idea  
School Address, 545 Sutter St., San Francisco

located in California, Oregon, Washington, Idaho, Utah, Colorado and Wyoming.

Ever since Crabill was set to the west coast as divisional director there have been inside reports of dissatisfaction bred through situation of divided authority, both Crabill and Wobber having a say on operation.

Wobber entered Paramount through control of exchanges and franchises from Salt Lake City to the coast. That franchise arrangement is still operative. He is rated extremely wealthy.

Kurtzman steps out of his west coast division manager's berth on a resignation which becomes effective June 1. He probably will continue to join another circuit. As division manager for Par-Public Kurtzman has had charge of theatres in San Francisco and Los Angeles.

Some other changes and transfers in the operating end of Par-Public are reported in mind; but have not yet reached the "definite" stage.

## Title Substitution Is Deemed Violation of Contract by Va. Judge

Winchester, Va., May 20. A jury verdict in the Circuit Court of Frederick County in the case of M-G-M against L. Marshall Baker, for \$4,245 alleged due on a picture contract was returned in favor of the exhibitor. Baker manages the Empire here, now the Capitol.

M-G-M contended Baker signed for 41 pictures, aggregating \$7,100; that he played 29 and paid \$4,675, but that when he sold out to the Shreve Theatre Co. in Winchester, Va., did not take the remaining 12 due under contract.

What helped Baker was that Metro admitted various substitutions of titles were made to take the place of the films contracted for by the exhib, and that they were not delivered to him via the identical titles set forth in contract. Judge Williams ruled the subbing of titles was a contract violation.

## JOE LEE, R-K-O'S SICK DR. GIVEN L. I. DIVISION

Joe Lee, staff doctor for sick R-K-O theatres and manager of three houses in Brooklyn, will become a division manager in July, when a berth adding some Long Island house is created for him.

Doc Lee's present Brooklyn patients are the Orpheum, Greenpoint and Prospect theatres. He brought them around to profit by placing them on a diet of hoke and heavy exploitation.

The L. I. division to be supervised by the Dr. will border on Dave Beehler's Brooklyn division. Lee's territory is being mapped out by Joe Plunkett.

"Nancy From Naples"

Hollywood, May 20. "Nancy From Naples" will be the release title on "See Naples and Die," Warner picture.

## WARNERS TAKES 3 BRINS

Add More in Wis. on Top of Universal Buy

Millwaukee, May 20. Warner Brothers, through Spyros P. Skouras, announces the purchase of 30 theatres in Wisconsin and surrounding states.

The first came several weeks ago when Universal's Milwaukee Theatre Circuit was taken over. Only local house not included in Universal deal was the Alhambra. Those bought were the Fenelon, Downer, River State, State, State, Koscusko and theatres in Sheboygan, Kenosha and Racine. New owners take possession June 15.

In addition to the Universal string the three Brin houses at Appleton, Neenah and Menasha were secured.

## WARNERS WORK FAST BUYING THEATRES

## Goal of 1,000 May Be Reached Long Before Scheduled

Warners are spending an initial \$25,000,000 for box office representation of the west coast. This figure is for 16 theatres, all planned for the de luxe type.

Meantime the brothers are closing deals which have brought the total of their national ownership up from less than 300 in January to nearly 450 now. According to the speed of their expansion the goal of a Warner circuit of 1,000 theatres will be reached long before the end of the year, when it was originally calculated to be set.

Reports of a return to the managerial and policy understanding which Par had with Fox West Coast several years ago, only this time also including Par's uppehand in Fox's St. Louis and center western holdings, is claimed unknown by Warners, at the same time they express indifference to any such amalgamation, claiming that with their own booking agreement with Paramount such superficial combine with Fox would only prove to the brothers' benefit.

Many Warner deals in the east and middle west are near consummation. So keen is the competition for theatre fortifications the brothers' executives admit that no announcement or confirmation of a new acquisition will be made until signatures have been secured.

## Warners' Disc Radio, F. N. Uses in Person

While Warners have announced themselves all for canned radio programs, their subsidiary, First National, isn't passing up any opportunities for free personal flashes over national networks.

Through Charlie Einfeld, First National has hooked into National Broadcasting Corporation so that it will have gratis at least an hour a week until the middle of June.

It's for a canned film program with First National's stars before the Hollywood mike in person.

Next Saturday night Alice White and some of the people in "Show Girl in Hollywood" will make appearances. A week later "Bride of the Regiment" will be ballooned free of network fees with Vivienne Segal telling of how good fruits taste in tins.

"Sally" with an ether appearance by Marilyn Miller and "Song of the Flame" with songs by Bernice Claire and Alexander Gray have already been broadcast, due to the Einfeld ingenuity.

Not After Dough Ivan Petrovitch's representative in New York denies the report the Russian film star had gone on an European quest for funds.

Fox, R-K-O Book Indie Sono-Art-Worldwide's Reginald Penny's "What a Man" has been booked by Fox for its Metropolitan circuit and by R-K-O for 20 key cities.

## FOX CONVENTION MUM ON WIDE FILM; 48 FILMS

At its convention to be held in Los Angeles at Movietone City beginning Monday (26), Fox will announce a program of 48 features, four of which will be done entirely in Fox-color. So far as Grandeur representation is concerned, despite present making of "Oregon Trail" in narrow and wide gauge Fox will have nothing definite to tell the sales force, it is said.

Several reels of the outdoor Grandeur have been finished in Grandeur. Whether this will be the only picture to be made in wide film and whether it will be released in that width as well as 35 mm. cannot be said in view of the supposed gentlemen's agreement to stay away from oversized product for a year or more.

Several Fox deluxers are wired to play Grandeur and it is hinted the company feels that even if other producers refuse to come to an agreement on standardization of width, Fox may as well go as far with the Grandeur prints in choice spots as possible for the circuit's own benefit. Meantime, Fox is preparing itself through production for the day when wide film marches in generally.

Announcement at convention of only four color talkers is accepted as a safeguard pending completion of plans and facilities to handle more. Quartet scheduled will be under supervision of Joseph Urban's, Fox's color expert.

While nothing has been approved in this direction, Fox is likely to try color on newsreel during the coming season. Several trucks have been equipped to shoot news events in color and some production has been made. The company is giving results considerable study.

Results are declared satisfactory but question in the minds of some Foxites seems to be whether it is wise to inject color clips in Fox-Movietone or Hearst Movietone reels because of possibility that by comparison black and white clips would appear flat.

Delegates leave for the west coast tomorrow (Thursday). Harley L. Clarke, president, goes out from Chicago along with others en-training from New York.

To facilitate matters for delegates, Fox is first to print a special itinerary on convention, along with all, train schedules, arrival time, etc. This makes it so simple even a salesman can figure it out," a Fox exec cracked.

### Col. Publicity Head

Hollywood, May 20. Lon Young, asst. to Alec Moss, director of studio publicity for Columbia, will succeed Moss, resigned.

Robert Agnew and Nat Carr, "Two Plus Fours," Pathe short. Little Billy and Robert Carney, "Some Babies," Pathe short.

## PUBLIX 4 WEEKS STAGE SHOWS IN TEXAS

Fourth month's try with straight pictures by Par-Public in the south has shown the superiority there of the combination stage-screen policy. Charles Niggemeyer, New York Par-Public stage producer, was sent to Dallas last week to revive stage shows in four southern spots, including that city, Houston, San Antonio and New Orleans.

Niggemeyer will remain in Dallas as local producer of presentation bills designed for a four-week circuit comprising the named towns. Acts will be booked in New York and sent to Dallas for the month of time. First unit opens in Dallas, starting point, in two weeks.

Dallas, Houston, San Antonio and New Orleans went straight pictures when dropping the regular Public unit route about four months ago.

### Realigns Duluth

Duluth, May 20. Publix has revamped the theatrical up of Duluth.

Lyceum has been made the ace house at 60c. top, with the Garrick second at 60c. Lyric and Strand, formerly week-run houses, are showing three films weekly. Strand and Lyric are doing well at popular prices, but higher priced houses are suffering somewhat from the general business depression.

**FANCHON and MARCO Ideas**  
A Fox West Coast Theatre Unit  
Los Angeles

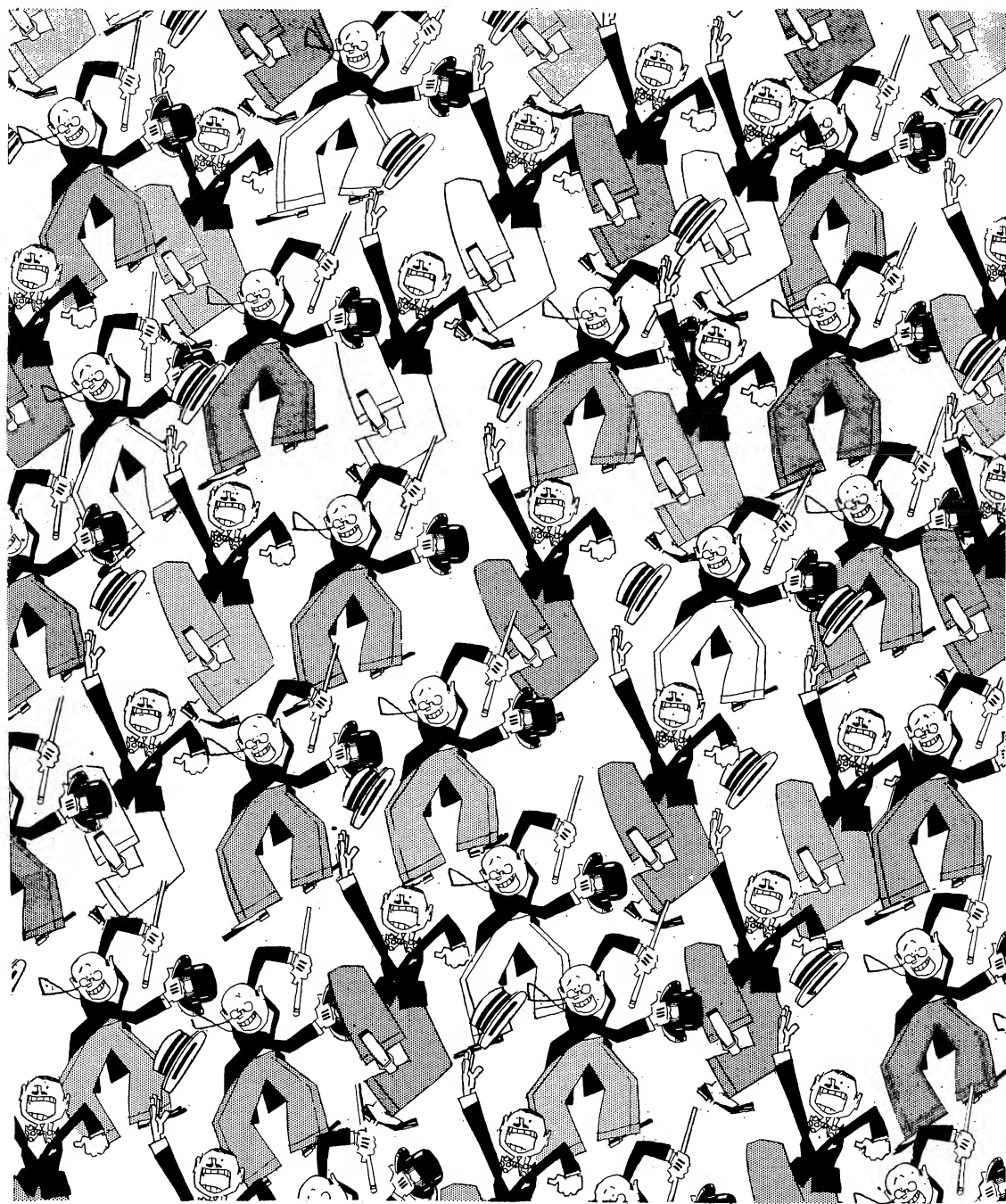
## All Box Office Records Blooey More Than \$600,000 in 14 Cities During Past Six Weeks

# "INGAGI"

|                                      |           |
|--------------------------------------|-----------|
| 5 Weeks, Orpheum San Francisco       | \$105,000 |
| 6 " Orpheum, Los Angeles             | 109,000   |
| 7 " Garrick, Chicago                 | 92,000    |
| 4 " Shubert, Detroit                 | 51,000    |
| 3 " Orpheum Denver                   | 32,000    |
| 2 " R-K-O, Washington, D. C.         | 21,000    |
| 4 " Chestnut St. O. H., Phila.       | 40,000    |
| 2 " Spreckel's, San Diego            | 21,000    |
| 1 " St. Louis Theatre, St. Louis     | 29,000    |
| 1 " Orpheum, Salt Lake               | 14,500    |
| 3 " 7th St. Theatre, Minneapolis     | 30,000    |
| 3 " President Theatre, St. Paul      | 27,000    |
| 3 " Orpheum, Oakland                 | 66,000    |
| 1st Two Days, Akron, O., at Colonial | 4,800     |
| \$642,300                            |           |

Congo Pictures, Ltd., New York Offices, 729 Seventh Ave., Suite 309

Wm. Alexander, Eastern Representative, Tel. 8047 Bryant



## NO WONDER THEY CHEERED!

The artist's conception of the scene he witnessed recently at the Drake Hotel during the M-G-M Sales Convention. The announcement had just been made of the Metro-Goldwyn-Mayer line-up for next season that the boys are to present to exhibitors! *No wonder they cheered!*



MON GOSSE DE PERE

(Continued from page 19)
up his mind to leave her to her supposed love affair with his son. She shows her love for her husband to good purpose and he decides to stay while the son who previously agreed to convert him into a business man, now proceeds to enjoy life in Paris.

LADIES LOVE BRUTES

(All Dialog)
Paramount production and release. Starring George Bancroft. Directed by Roland T. Hee. Made from Zoe Akins' stage play.

Zoe Akins' play written down to a presumptive neighborhood fan grade of taste, and what it might have held as a class screen production discounted. Result is just pretty good program material.

Picture has many slow spots where story progress lags badly; comedy incidents have been ineptly written in, and all that is left are two or three melodramatic episodes with a stirring taste but the finish that is much more exciting than it is convincing.

Director's aim to get the story down to what was deemed the fan level has been done with an uncertain hand. Playing up the action episodes was probably good judgment, but a desire to superimpose something of the romantic side has

led into much surplus footage. Either it's a problem play or a melodrama. Trying to get both aspects into the same film made a spotty 80 minutes.

Roughneck Italian who has become a millionaire from his beginning in the slum underworld by building skyscrapers is a pretty complicated figure for the hero of a society drama. When he falls in love with a high-bred society woman separated from her husband, it makes it even more intricate. Bancroft does not make the part and in his polite phases he isn't plausible. His possible he performs less sympathy, and that spoils the romantic angle. Difficulties confronting the adapter are apparent frequently.

Comedy scenes are not so good. Millionaire roughneck is made foolish when he tries to get into a dress suit, but he handles himself with dignity in a society woman's Park avenue drawing room. Heroine makes him understand his love is out of the question, and sends him away. He tries to re-establish himself by having her young son kidnapped so that he can restore him and enjoy the woman's gratitude. His enemies take advantage of his trick, and he has to battle to get the child to safety, but all the time he is doing heavy heroics you can't forget that it was his own boob idea that got him into the mess.

Many Astor is the outstanding player in a fine cast, doing the high-bred society woman with a grace and certainty that are most engaging. Drawing room interiors are beautiful but a bit overdone, as happens once in a while.

Play has a brisk opening, with the millionaire skyscraper king driving the last rivet in a tall building just completed and working with the New York skyline as a background. The fight spirit is capital, so good, and that during the heat of the action you are forced into being carried away. It is only upon reflection that the incongruities interfere.

What the title has to do with the story is another puzzle. This particular lady didn't love this particular brute, anyway, but that's the least of this poorly translated stage play.

Complete cast for Pathé's "Beyond Victory": Ann Harding, Wynne Royd, Helen Twilvetrees, Fred Scott, and ZaSu Pitts. John Roberts directing.

Roberta Robinson, "Half Shot at Sunrise," Radio.

THE ARIZONA KID

(All Dialog)
Fox production and release. Story and dialog by Burt Foster, directed by Alfred Santell. Warner Baxter star. Photoplay Magazine. Intentional only. Running time, 84 minutes.

Industry will judge "The Arizona Kid" by "In Old Arizona," both Fox. Former resembles latter in atmosphere, treatment and story and to a certain extent is in the nature of a sequel. While outstanding episodes are written all over the new Warner Baxter outdoor talker it does not reach "In Old Arizona" as entertainer.

Draw is unquestionable, with the cowboy in the foreground. In the former outdoor talker that brought him back to stardom and with it the demand for more. The follow-up "The Arizona Kid" is a push-over title for any marquee. Exhibition possibilities are good.

Fox is billing this one as carrying out new adventures of "In Old Arizona" in which Baxter plays the suave, romantic hero of the southwest, splitting his time between wine, embraces and depredations. Here Baxter plays the same role except that the locale is in Utah and he is hunting for a mine in a room in hiding farther north, with a secret gold mine as his main source of funds.

Throughout Baxter is the polished gunman and bandit, but only in one or two sequences. Children of a single hood or shooting, except at the very finish when, deservingly enough, he blazes the villain who has robbed his mine and attempted to give him up to the sheriff. That reunites the bandit with his Spanish innamorata.

While the interest is held fairly well with some of the directness with excellence, there are some sequences that tend to drag. Little there is some of the lethargic state out of which it has to lift itself with effort. Many of the sequences are not so effective than they might have been because of poor photography and directing. The Spanish student of Mrs. Jimenez, who minds the "kid's" home for him and of Mona Maris, the girl and her name, are frequently so muddled as to be indistinguishable.

Baxter appearing throughout with the smooth Spanish accent, as assimilated in "In Old Arizona," is always a pleasure, but the film seems to have this accent down to a T. Theodore Van Eltz plays the villain. His performance is not so good here and palpably has attempted to do as near a Lowe as possible in supporting the part of the cowboy who added much to "In Old Arizona" as the swashbuckling cavalryman promoting the hero's attack on the laid siege to. Von Eltz in some scenes plays Lowe so perfectly that the similarity is marked.

Alfred Santell has moved his story around considerably, and especially in the latter part of the action to a few spots. A veritable variety of outdoor shots has resulted, but the mistake is made occasionally and atmospherically rating high honors.

Minor roles are very minor, but acceptably done. Comedy relief conspicuous by its absence. Little there is turns out to be mild.
(All Dialog) - (Songs)
Paramount production and release. Starring Maurice Chevalier and Gladys George. Robert Brenell and Garrett Ford adaptation of play by George Middleton and E. A. Thomas. Directed by Clarence Sturges. Cameraman, George Folsey. Int. Revue. New York. Running time, 72 minutes.

Par's eastern studio has turned out an amiable and ingratiating comedy that will give the Chevalier momentary another govt. above. Staxton vaped from last year's list of legit flops is perfectly tailored for the French farce situation it provides that situation so dear to the American heart, a young man pushing himself up the ladder a year.

remarkable. Limes that would mean nothing to an ordinary actor becomes pearls of witicism as he speaks them. He possesses tremendous vitality and the almost incongruous combination of extreme sophistication with boyish naturalness. At one point where he listens to an American business man explain American love-making he sympathizes with the "poor American girls." Feminine reaction to this bit at the Rialto was a glowing tribute to Chevalier, and at the same time a well-directed kick at the lack of finesse and imagination in American romances.

It is probably because Chevalier represents romance, charm and gallantry without the oily-larded sweetness heretofore associated with these screen attributes that he has become so popular. Claudette Colbert, ever gorgeous, hasn't a great deal to do but brings her customary intelligence to a role that in the usual genre technique would not have provided the necessary plausibility for the events which brought the French gentleman to the American chewing gum factory. Miss Colbert appears in the French version of this picture, she being, like Chevalier, bilingual.

George Barbier is splendid as the business man with a large admiration for practical results. He is a great character actor of much light and shade coupled with a legit-trained sense of timing. A very little girl named Elaine Koch handles a difficult role with astounding precocity. Much comment has been made on her youthfulness and less ability have been hailed as "finds."

American Chicle (Blackjack) factory in Astoria used for the technical chewing gum sequences.

Anita Louise, David Newel, Gaston Glass, Yola d'Avril, Mathilda Comot, Albert Roccardi, Robin Meyers and Thomas Jefferson, "Just Like Heaven," Tiffany. Roy William Neill will direct.

RUNAWAY BRIDE

(All Dialog)
Radio Pictures production and release. Directed by small cross. Mary Astor and Paul Hughes feature stars. By H. H. Van Loan and Leslie Robinson. Story by Leo Tracy. George Kell on sound. Running time, 75 minutes. New York. New York. May 16, on grand tour.

Just satisfactory program stuff, with spirited croak and mystery passages, but nothing of show class in story or production. Nice mild performance by Lloyd Hughes and Mary Astor much less than her charming best in a role that contributes nothing to her prestige. For the twice-weekly neighborhood, but scarcely box office for the de-luxers. Good title for the family trade, and picture will please established clientele.

Nice mild opening; story sags in the middle, but comes to life in a lively auto chase finish, with a fight for the handle, and a capital, fast melodramatic development. Paul Hurst curms in a first-rate character bit as the hardballed cop who pursues the underworld gang and rounds them up at the finish, playing the role with fine legitimate judgment but making it chick as comedy, nevertheless.

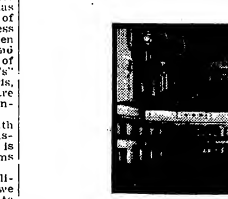
Light romantic comedy touches into the picture at the end. The play run, with the whole cast doing excellent teamwork in getting the proper tone. Directorial judicious stands out all over the production, getting the full value from the script.

Rich girl is clipping with a never-doubt well-boy of her own class. They are registered for a sentence here as a preliminary to going before the Justice of the Peace for the marriage when the picture begins. The groom, in a huff, leaves the girl locked in for a few moments. In (Continued on page 27)

STANDARD EQUIPPED in Paramount Public Theatres. HEALTHFUL Kooler-Aire NATURE'S REFRIGERATION Silent Partner of the Talkies "Silent as the Sphinx"

KOOLER-AIRE Engineering Corporation 1916 Paramount Bldg., New York City ARCTIC NU-AIR CORPORATION, 2101 Kennedy Street, N. E., Minneapolis, Minn.

PARMOUNT THEATRE AND OFFICE BUILDING



Architectural drawing of the Paramount Theatre and Office Building.

So your PATRONS may enjoy the play or movie infinitely more REPEAT!

"Came the talkies" . . . sound reproduction to synchronize with photography. Theatres dressed up . . . another era dawned. Beauty, harmony, comfort and acoustical perfection. Sound without reverberation, without echo. That is what the public asks for.

seats could aid the ear—as well as make for comfort and beauty. And soon the motion picture industry found that chairs meant more than physical comfort—more than beauty to harmonize with the design and decorative charm of interiors.



To many, repeating—the replacing of old chairs with the corrected sound distortions, and brought the bigger box office receipts that new sound equipment failed to bring.

American Seating Company Makers of Fine Seating for Churches, Schools, and Theatres General Offices: 14 East Jackson Boulevard, Chicago, Illinois Branch Offices in All Principal Cities



## A TIP ON 1930-31 ANNOUNCEMENTS!

The flood of annual product announcements are with you again. Read them all carefully. Then, as a smart business man, ask yourself these questions:

- 1. What company delivered week after week box office hits last year?**

The answer is bound to be **PARAMOUNT**. Successes like "Welcome Danger," "Why Bring That Up?," "The Cocoanuts," "Sweetie," "Dr. Fu Manchu," "The Virginian," "The Mighty," "The Vagabond King," "The Love Parade," "Honey," "The Street of Chance," "The Texan," "The Laughing Lady," "Paramount on Parade," "The Devil's Holiday," and a score of others, speak for themselves!
- 2. What company delivered consistently quality shorts to round out my programs?**

Again it's **PARAMOUNT**. With *Paramount Sound News*, unquestionably the leader in its field. With *Christie Talking Plays*, the class in two-reelers. With brilliant *Paramount Acts*. With *Paramount Screen Songs* and *Paramount Talkartoons*, the most popular single-reel novelties on the market.
- 3. What company is delivering the cream of its feature product between now and August, when I especially need strong attractions?**

Look at **PARAMOUNT'S** "Young Man of Manhattan," Chevalier in "The Big Pond," "Return of Dr. Fu Manchu," Clara Bow in "True to the Navy" and "Love Among the Millionaires," Jack Oakie in "The Social Lion" and "The Sap from Syracuse," William Powell in "Shadow of the Law" and "For the Defense," Charles "Buddy" Rogers in "Safety in Numbers," "With Byrd at the South Pole," "The Border Legion," "Dangerous Nan McGrew" and Gary Cooper in "Civilian Clothes"—and your answer is clear!
- 4. What company's trade mark is the industry's symbol for leadership, quality and fair dealing?**

**PARAMOUNT'S**, naturally.
- 5. What company will deliver the strongest product for 1930-31?**

Study **PARAMOUNT'S** announcement for the coming season when you get it. Study the productions, the star and player strength, the directors and others behind the hits, the reputation and resources that guarantee the lineup. You're a business man. You'll choose



# PARAMOUNT

The Sign of  
a Smart Showman

RUNAWAY BRIDE

(Continued from page 25)
The interval before his return a few minutes later nearly crashes in a...
The film story isn't always plausible. These underworld things never are...

THE TEXAN

(All Dialog)
Paramount production and release. Starring Gary Cooper...
Few westerns are as well made and cast as high in every particular...

caught cheating him. Through swiping...
The stranger is an agent of a rich widow in South America who has...
The mother is played with un-usual...
The Texan is fine entertainment not only by virtue of its well-knit...

tion, particularly with the college...
Picture depends upon its popular songs, notably "Sunny Day" sung...
Production doesn't do so well with its college interiors as with the...

THE ENTICING GOAL (GERMAN MADE)
(All Dialog With Songs)
Berlin, April 23.
"Das Lockende Ziel," starring Richard Tauber...
Second Tauber: tonfilm. In recent months, First was a flight, while...

MOUNTAIN JUSTICE

(All Dialog—With Songs)
Universal production and release. Starring Ken Maynard...
Tale of the mountains and a westerner of no description who...

THE ENTICING GOAL (GERMAN MADE)
(All Dialog With Songs)
Berlin, April 23.
"Das Lockende Ziel," starring Richard Tauber...
Second Tauber: tonfilm. In recent months, First was a flight, while...

SAGEBRUSH POLITICS

(50% Dialog)
Art Mix production, released by Tiffany. Art Mix looking...
Just a punkaroo with whistling recording and stereoptical acting...

Chain Discussion at Okla. Exhibs' Meeting
Oklahoma City, Okla., May 20.
Annual convention of M. P. T. C. of Oklahoma City here last week...

Conditionally-Made Notes 'Uncollectable, Says Court'

The law firm of Sieglucht, Butler & Kraft lost its suit for \$8,000 against Hunt-Stromberg and Charles R. Rogers on four \$2,000 notes of the Frisella Dean Productions, endorsed by them...

McCurdy on Lisbon Div

Chicago, May 20.
"Appointment of J. L. McCurdy as division manager for the former Lisbon circuit, not controlled by R-K-O, is set. Libby group includes eight houses in Cincinnati and spots in Dayton and Columbus."

THE DANCING FOOL
"THE DANCING FOOL"
Being filmed by F. M. CITY SERVICE' IDEA

SEB NEZA
"THE DANCING FOOL"
Being filmed by F. M. CITY SERVICE' IDEA

COSTUMES FOR HIRE
PRODUCTIONS EXPLOITATIONS PRESIDENTIAL
BROOKS
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FAMOUS
MEGLIN KIDDIES
NEW HOME
2203 Venice Blvd., Los Angeles
GEORGE PRIZE
And His Famous 'FUNCH and JUDY'
Featured in E. M. 'Gyp, Gyp, Gyp's' Idea
AINSLEY
LAMBERT
DANCERS
Now at Public-Hall and Katz
ORIENTAL-GRANADA-MARRO
CHICAGO, ILL.

THE CHESS PLAYER

(Silent) (FRENCH MADE)
Film Historique. Paris production. Directed by Raymond Bernard...
The Okay for Europe. Nix for the States. Over there they'll eat up the chess player and his...

SUNNY SKIES

(All-Dialog)
Tiffany production and release. Directed by F. Reeves. Story by...
Uneven light musical romance of college life with all the emphasis upon the comedy side...

THE ENTICING GOAL

(GERMAN MADE)
(All Dialog With Songs)
Berlin, April 23.
"Das Lockende Ziel," starring Richard Tauber...
Second Tauber: tonfilm. In recent months, First was a flight, while...

ROARING RANCH

(All Dialog)
Universal production and release. Directed by Reeves Eason...
U put milk and honey into this western and made it too sweet...

DICK and EDITH

DICK and EDITH
INTERNATIONAL FAVORITES
"ORIGINATORS"
OF TOE TAP DANCING ON A STAIRCASE
(FULLY PROTECTED)
ARE HAPPY TO BE HOME AGAIN, AND NOW, AFTER A WELL-EARNED VACATION ARE OPENING SHORTLY WITH PUBLIC

Advertisement for Dick and Edith featuring 'Toe Tap Dancing on a Staircase' and listing names like Harry Lenetska, Wm. Morris, Nat Kalcheim.



Hands—and Smiles—  
Across the Sea



# WILL ROGERS in SO THIS IS LONDON

George M. Cohan's International Success

with

IRENE RICH                      FRANK ALBERTSON  
MAUREN O'SULLIVAN        LUMSDEN HARE  
BRAMWELL FLETCHER

Adaptation and Dialog  
by Owen Davis, Sr.

Directed by JOHN BLYSTONE

Will Rogers is a Piccadilly Circus all by himself and "So This Is London" is a three-ring comedy of international hilarity. Here's the ace of entertainers in his richest, brightest role.

Watch the gentleman from Oklahoma put his "oke" on the English. And watch the public put its "oke" on this picture!

All Dressed  
Up To  
Follow the  
Hounds

**FOX**



# MAURICE GOLDEN

General Manager

## MEYER GOLDEN, INC.

*Wishes to Announce That He Is Now  
Arranging Routes of 28 to 35 Weeks  
for His Productions Throughout*

# EUROPE

*Routes to Include England—France—  
Germany—Belgium and Holland*

**STONE and VERNON Recently Sent to  
Europe by MEYER GOLDEN, Inc.,**

*Have Been Commanded to Appear Before  
THEIR MAJESTIES*

**THE KING AND QUEEN OF ENGLAND  
AT THE COMMAND PERFORMANCE  
At the PALLADIUM, LONDON, MAY 22**

**"DANCE FABLES"**

Week May 17

**PALACE, NEW  
YORK**

**SIGNED FOR EUROPE**

R-K-O Rep., CHAS. MORRISON

**"KITCHEN PIRATES"**

Week May 23

**CAPITOL, NEW  
YORK**

Loew Rep., SAM'L BAERWITZ

## Inside Stuff—Vaudeville

Fox has appealed the decision of the New York Municipal Court ordering them to pay \$300 to Mildred Roselle for injuries and loss of playing time which she alleged she sustained when she tripped over a nail on the stage of Fox's Brooklyn, Feb. 7, 1929.

Adagio trios and foursomes are gradually crowding out routine flashes from spots in vaude. The adagio manipulators, mostly augmented dance teams, are utilizing production build-ups with the adagio number the wallop.

There are about 20 such productions now around and all working. A number of others in preparation.

Having written an article which was accepted and paid for by a London newspaper, Henry Sherek, the agent over there, has now blossomed forth as a full-fledged journalist. He has kidded the "Sphere," a London weekly journal read by society, into appointing him its dramatic critic. But that does not dear Henry from collecting the 10% which he splits with Jenie.

For the first time on record, small straight picture houses all over the country participated in the last N. V. A. fund drive.

During the week the manager of a small neighborhood film grind in New Jersey called up the V. M. A. office and in an excited voice said: "Say, it's Wednesday already. I've been showing that talking short of yours all week and nobody's been out to take up the collections. When are you going to send one of those actors over here?"

Joe "Toots" Mondt, manager of Dick Shikat, current world's champion wrestler, was formerly a vaudevillian. He was of the Kanthy Brothers, acrobatic troupe. After leaving the stage he took to wrestling and rose to contenship. When Shikat tossed him, Mondt went on the other end and became the German's manager.

Mondt was born in Des Moines. He proposes a world tour of Max Schmeling and Shikat, should Max win the boxing title from Jack Sharkey next month.

Not until Friday, day before opening day at the Palace, New York, did George Godfrey, the R-K-O eastern booking head, discover that Signore Friscoo, booked for the Palace currently, had played Loew's Stage, located down the block, but three weeks ago.

Friscoo's was at the State, Palace's chief opposition, such a short time before brought automatic cancellation of the Palace engagement. Godfrey was unable to switch him at the last minute and as the result, Friscoo, who is a xylophonist with his own xylo band, is laying off this week.

Some acts are refusing long-term contracts offered by R-K-O because, they claim, the salary is on a sliding scale in such a fashion as to benefit them none at all in the way of an increase. The contracts offered, for example, \$400 the first season, \$500 the second and \$500 the third.

Catch, according to artists who have turned them down, is that if their salary is now \$500, the three-year contract and the sliding scale starts at \$100 or so less, so that with the increase the third year over what is being paid now, the salary represents no increase over the whole term.

Perhaps the largest collection of names of vaude acts ever compiled by an agency is that which Fally Markus started six years ago. When he recently retired from booking, Fally loaned the list to Billy Cloonan, indie booker.

Some 20,000 names are listed, with the changes in personnel, billing and routines kept up-to-date. Reports made daily were turned into the file. A fireproof file of 22 steel drawers contains the names.

If Markus returns to vaude booking again, the file will be returned to him.

## Coast Vocal Chisellers

(Continued from page 2)

that the girl had had previous stage experience but she lacked confidence. The instructor talked her out of that and she succeeded in getting small parts in pictures. Result was that she told her friends, and trade for the former actor became so hot that he now has a seven room bungalow with a staff of other ex-actors, as assistants, giving nothing but private lessons. Yet of all these disciples none but the first pupil has succeeded in benefiting by his instructions. Still they return week after week paying \$10 each visit with the hope that some day something will happen.

**Prof Moves In**

Another instance of a claimed instructor becoming satisfied with but one client is that of an old fossil who connected with the daughter of a New York millionaire. The mother was equally ambitious for her child so the prof guaranteed stardom at \$45 per day. Instruction lasted several weeks when the mother decided to take over a country estate, so the professor and his whole family moved with them. Believing the teacher had rendered her daughter an invaluable service, the mother left the estate in his care when she and the daughter were called east. The mother eventually discovered that the girl's voice had been greatly impaired and authorities were wired here to investigate the teacher's background. They found that he had moved out and they haven't seen him since.

**The Exclusive Angle**

There is another type of exclusive voice culturist who gives exclusive home lessons only upon recommendation of some former client. The appointment is always dated far enough ahead to make the new customer believe the instructor is hard to get. This type of sharper employs a network of tipsters, a few are actively engaged in some

capacity in the studios. These boys will hear of a prospect and tip to the great professor.

The prof, usually residing in one of the local fashionable hotels, will have his secretary make the appointment and then arrives at the home of the chump in a swell car. If the home doesn't look like heavy sugar, he does not enter, but has his secretary call the prospect up and cancel, declaring the professor was suddenly called out of town. The visit ranges all the way from \$50 to \$100 and last as long as an hour.

Sudden demand for foreign versions is responsible for a number of big league actors being in a panic in a search for a quick understanding of the foreign tongues. This has created a veritable gold mine for the local foreign contingent of actors who guarantee fluent Spanish or French in four to six weeks. A former Spanish actor gave up his profession to teach and had as high as 10 private students at one time paying all the way from \$100 to \$250.

**Musicians**

Other mushrooming temples of education are springing up daily and dropping out as fast as they make a killing, are the countless conservatories of music. Ex-musicians, incapable in meeting the present studio demands, are searching for pupils. These teach the instrument with which they are most familiar and that may only be a speaking acquaintance. There are, of course, a few reputable conservatories, but these are in the same boat as the good dramatic schools.

The yokels, by the whole, feel that taking instruction out in the open is too conspicuous and prefer to patronize a private teacher away from the mob of the classes.

Fifth Avenue beats the suburbs the best for noise. Not the kind behind windows, either. Two brownstone fronts in the forties have flocks of them on windowills enjoying the traffic's pure monotony.



# "IF I HAD A GIRL LIKE YOU"

# 2 Sent FEIST

by **LOUIS W. McDERMOT**  
*The Season's Greatest Fox Trot Song!*

**CHORUS**

I'm lone-some and blue, but when I look at you, There's one thing I know is true;— I would not be lone-some, I would not be blue, If I had a girl like you, I've wait-ed a life-time, I've hat-ed the night-time, Those long nights have made me blue. I would not be wait-ing, I would not be hat-ing, If I had a girl like you. I don't know why I'm feel-ing the way I do, I hope that I have not made... a mis-

# No Pro Com With Th

THE MOST UNUSUAL BALLAD OF THE DAY — THE PRIZE

# "The Song With"

by **BENEE RUSSELL** **RUDY VA**

# "YOU'RE THE SWEETEST GIRL THIS SIDE OF HEAVEN"

THE SWEETEST SONG ON EARTH!

Lyric by **GUS KAHN** Music by **HARRY ARCHER & CARMEN LOMBARDO**

A LILTING FOXTROT SONG — IT'S GREAT!

# "Where The Golden Daffodils Grow"

Lyric by **GUS KAHN**

Music by **HARRY ARCHER**

FROM UNIVERSAL'S "THE KING OF JAZZ"

# "IT HAPPENED IN MONTEREY"

Lyric by **BILLY ROSE**

Music by **M**

*"You Can't Go Wrong With Any FEIST Song"*



## LEO. FEIST, Inc.

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TORONTO  
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sational  
**HITS!**

# "DOWN The RIVER OF GOLDEN DREAMS"

ogram  
plete  
out  
em!!

REFRAIN

Down the riv-er of gold-en dreams, Drifting a-long, hum-ming a song of  
love. Where the sil-ver-y love-moon beams, We'll not be  
blue un-der the blue a-bove. And when we find the riv-er's end,  
Where the wil-lows bend, There our days will spend to- geth-er.

by JOHN KLENNER and NATHANIEL SHILKRET

The Golden Waltz - A Waltz Dream!

-WINNING SONG IN THE N.Y. EVENING GRAPHIC CONTEST!

# out A Name!

LEE'S OUTSTANDING RADIO HIT!

MAKE THEM SING - MAKE THEM SMILE - THEY'LL LOVE IT!

# "Around The Corner"

Lyric by GUS KAHN Music by ART KASSEL

THAT GLORIOUS FOX TROT BALLAD THEY WANT TO HEAR!

# "Alone With My Dreams"

Lyric by GUS KAHN Music by HARRY ARCHER

PAUL WHITEMAN'S TREMENDOUS SUCCESS!

# "RAGAMUFFIN ROMEO"

Lyric by HARRY DE COSTA

ABEL WAYNE

DWAY and 50th ST. **NEW YORK**

ANCE' ON 50th ST.)

DELPHIA  
ARKET ST.

KANSAS CITY  
GAYETY THEA. BLDG.

LOS ANGELES  
405 MAJESTIC THEA. BLDG.

BOSTON  
240 TREMONT ST.

LONDON, ENG.  
138 CHARING CROSS RD.

PARIS, FRANCE  
30 RUE DE L'ECHUIQUER

BERLIN, GERMANY, 37 Leipzige. Strasse



Dance  
Orchestrations

50¢ FROM YOUR DEALER OR DIRECT!

# Agents Favored by Fox Office Much Cut Down—Useless Ones Out

Without issuing actual franchises on paper, the Fox booking office, among other changes in routine, has started to limit the number of agents selling acts there by serving closed door notice on about 10 reps, considered to have nothing to offer.

When the New York indie booking offices began to fade the Fox office, only major booking place with an open door, was flooded with the indie agents who had no other spots to visit. That brought Fox's daily list of agent-callers up to about 60. Few had desirable material and the majority wastes the bookers' time. Those to be aired are claimed by Fox to have been submitting the same one or two acts for months with hopes of sooner or later getting a break.

Elimination by Fox of the agency

hangers-on and limiting of recognized agents to a select few will be done without official franchising, but amounts to about the same thing. R-K-O and Loew's restrict their bookers' agent contacts to a certain franchised number but in the past have frequently gone outside the ranks when an outsider had something special to sell.

Opinion of the Fox office is that limiting the agents via regular franchises might also limit the field of acts from which to draw, thus possibly becoming a handicap with the strong act-buying opposition.

### NEW ACTS

Discouraged from trying to continue with fullstage comedy and flash acts, Earl Bronson and Irene Renee, for years heading big offerings, intend to do a two-act. Johnny Cantwell and his "Big Little Show" (5).

Gordon Stiles, of Bellevue, N. Y., magazine writer, and Hortense Feltow, non-pro, were killed when a Ford coupe, which Stiles was driving, crashed against a tree in Middletown, N. Y.

### Fox Status Same

No changes last week in the Fox booking office personnel. If any are contemplated by Harry Arthur, in charge of reorganizing, they have not been announced or put into effect.

### Theatres Proposed

**Boston, Wis.**—\$250,000. Grand Ave. Owner, Beloit Theatre Co. Architects, ...  
**Berlin, Wis.**—\$90,000. (M. P.). Also apartments. Owner, Berlin Theatre Co. Architects, ...  
**Cammet, Ill.**—\$100,000. Also stores and apartments. 123 Pl. and Wentworth. ...  
**Chicago**—\$370,000. Also apartments. ...  
**Newark, N. J.**—\$4,000,000. Also ...  
**St. Joseph, Mo.**—\$200,000. Also hotel. ...  
**Wilkesburg, Pa.**—\$800,000. Also ...

# New Atmosphere Around Fox Met House—New Depts. Under Arthur

Dissolving the title, Fox Metropolitan Theatres and bringing the Greater New York Indie group into the regular theatre company, the Harley Clarke regime is starting at the local box offices to rid the organization of any automation, atmosphere.

A survey is being made of the indie properties which Fox garnered last fall. After every angle is considered, those decided obsolete will either be disposed of or else the sites will be used for new theatres.

Managers will no longer be the office boys they were credited in the trade as being. They are now allowed to use initiative. An entirely different atmosphere prevails as well in the old Metropolitan offices, being retained without the name.

Harry Arthur, new head, is going into the third week of his rule with an open door policy for himself and his eight assistants. No more waiting and no "in conference" stuff.

New departments functioning in a different way have been established by Arthur. A most valuable aide to the manager is an exploitation dept., headed by Gabe Yorke, with his staff including Jim Loughboro, who has had years putting over big pictures on the street.

An identification bureau, novel but practical, it is pointed out, is under the direction of Harry Marx. This will keep the record of every employee. Idea is to know the qualifications of each. It will have considerable bearing on promotions

within the ranks, it is anticipated by Fox executives.

Supervision of sound and projection also come within Charles Caballero's department, doing all of the purchasing for the theatres.

Handling the de luxe houses in the territory will be a board composed of Arthur, Oscar Oldknow and John Zanft. The six division managers have been announced.

### 3 R-K-O Sub-Divs

Chicago, May 20. First move by William Elson, new midwestern director for R-K-O, was to divide his area into three districts: Illinois and Wisconsin; Indiana and Michigan; and Minneapolis, St. Paul, Omaha, Sioux City and Des Moines in the third.

### WHITEY ROBERTS

Lough, Town, Lough  
—NOW FOR R-K-O—  
West East  
WM. JACOBS MILLS INGALLS  
Independent—FRED ROSENTHAL

### SIDNEY BENNETT,

son of Bessie Bennett, who died at No. 2 Grenville Road, Plymouth, England, on the 30th of January, 1928, is requested to communicate forthwith with Messrs. Jago and James, Solicitors, at 4 Sussex Terrace, Plymouth, aforesaid.

ENOS  
**FRAZERE**  
"Acme of Finesse"  
MAY 17, PORTLAND  
LEE P. STEWART & LEWIS MORLEY

# Marcus Loew BOOKING AGENCY

General Executive Offices  
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600 WOODS THEATRE BLD'G  
**JOHNNY JONES**  
IN CHARGE

### Incorporations

**NEW YORK**  
Fanchon and Marco Corp., Manhattan, amusement; Laura Demau, Henry Brill, Louis M. Weber.  
Fanchon Theatre Ticket Office, Manhattan; Abs Miller, Abe Cohen, Jack Davis.  
Johnson Amusement Corp., Kings, amusement devices; Charles A. Johnson, Eltes, Kimberly, Johnson, Barner, Johnson.  
Jones Corp., Manhattan, theatres; Gerson H. Warner, Theresa F. Brown, Ben Cohen.  
Rams Filmus, Manhattan, sound films; Ernest A. Rosenberg, Joseph K. Rosenberg, Maxine Rosenberg.  
National Cosmopolitan Artists, Manhattan, agency; Boris N. Zilberman, Helen Pleasrill, Phineas Waterman.  
Clester Hale, Inc., Manhattan, amusement; Chester Hale, W. J. Chamberlain.  
Kesteven's Husband, Manhattan, theatre; I. Wiener, Isadore Zamore, Sarah Lipnitzky.  
**Oklahoma**  
Motion Picture Theatre Owners' Association, Oklahoma, none.  
Willie Z. Spearman, Edmond; Fred Pickens, Okla.  
W. F. Fowler Music Co., Duncan, Okla., capital, \$100. W. F. Fowler, Grand Fowler, Ben Fowler.  
Arts and Amusement Co., Oklahoma City; capital, \$1,000. W. McCroskey, Elmer Moore.  
Shidler Theatre Co., Shidler, Okla.; capital, \$5,000. C. L. Shufeldt, C. A. Maxey, Wayne A. Pratt.  
Mid-Continent Picture Corp., Tulsa; capital, \$2,800. Thomas J. Edgar, F. H. Herrick, M. H. Olson.  
Athletic Club of Oklahoma City, Oklahoma City; capital, \$1,000. C. C. Boren, B. Svatom, W. E. Hollifield.  
**Dissolutions**  
Beckhardt's Theatre Ticket Service, Inc., N. Y. C.  
Automatic Vaudeville Co., Manhattan. Filed by Ludwig, New York city.  
**Increase in Capital**  
Standard Cinema Corp., Manhattan, 5,000 shares—\$100 preferred, \$100, and 5,000 common, no-par value, increased to 5,500 shares—\$100 preferred, \$100, and 5,000 common, no-par value.

# ALI B. HASSAN

## "SIX BLUE STREAKS"

DIRECT FROM R-K-O

NOW FEATURED IN F. & M. "BRUNETTE" IDEA

Many Thanks to FANCHON & MARCO

Direction, HARRY A. ROMM

ARNOLD—MICKY—CHARLIE—TEDDY

# FOUR CIRILLO BROS.

STILL R-R-ING IT  
THIS WEEK—PALACE, CHICAGO

BOOKED SOLID Direction: JACK WEINER—ED. KELLER

# OPENING SATURDAY, MAY 24

## R-K-O PALACE, NEW YORK

JOE FLO

# MORRIS CAMPBELL

PRESENTING  
**"ANY APARTMENT"**  
Assisted by PHIL SILVERS and MAY TALBOT  
Direction, JACK CURTIS

# FIFTH RETURN ENGAGEMENT

# SUNSHINE SAMMY

AND COMPANY  
THIS WEEK (MAY 17), LOEW'S STATE, NEW YORK  
R-K-O Representative—CHARLES MORRISON Loew Representative—ABE FEINBERG







Variety Bills

NEXT WEEK (MAY 24) THIS WEEK (MAY 17)

Numerals in connection with bills below indicate opening day of show, whether full or split week

PARIS

Week of May 19
Circus d'Hiver
Albion Tr
Ginestra Tr
Carmel Tr

LONDON

Week of May 19
FINSBURY PK.
Empire
Makin's Hippodrome

PROVINCIAL

BIRMINGHAM
Royal
Blackford
Hamilton Deane Co

NEW YORK CITY
Capitol (16)
"Montana Moon"
Tivoli (16)

Picture Theatres

NEW YORK CITY
Capitol (16)
"Montana Moon"
Tivoli (16)
"Montana Moon"

Kirby & Du...
Joe Polc...
Dancing...
BALTIMORE
Benny Davis
Lucky Day

V & B Stanton
2d half (28-30)
Falls Reading & B
Owens & Lake

Flo Mevo Co
G & M Shine
Rosen & Lake

REMOVAL NOTICE THE CHARLES MORRISON AGENCY

After June 1 Will Be Located at SUITE 1014, 1560 BROADWAY, Bond Building

Bernard & Towson
Ferry Correy
Angelo Hamilton
John Slaw Co

Dave Harris Rev
Wilson Bros
2d half (28-30)
Rose's Midgets

ST. LOUIS
Great Radio
Alice McKenzie
T. J. Diamond

Loew

NEW YORK CITY
Sunshine Sammy
Brooklyn
Anzac

MONROE and ADAMS

in "TAMORINES and AN ORIGINAL IDEA
Loew Circuit
Dir.: AL GIROTTI

R-K-O

NEW YORK CITY
2 Gobs
Smith & Gardner
Chester

TUESDAY HOTEL MANHATTAN

Howard Marsh Co
Leavitt & Jackson
(Two to fill)

JACK L. LIPSHUTZ

TAILOR, 908 Walnut St., Phila.
Janette of France
Whitehead & A

DR. JULIAN SIEGEL

1566 BROADWAY
This Week: Bobby Clark; Eddie Leonard
(Others to fill)















# VARIETY

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164 West 44th Street New York City

**SUBSCRIPTION:**  
Annual.....\$12.00  
Single Copies.....10 Cents

VOL. XCIX No. 6

## 15 YEARS AGO

(From Variety and Clipper.)

Eva Tanguay was held over at the Palace, sharing an honor that had been paid to only two other artists up to then—Nazimova and Calve.

"101 Ranch" with Jess Willard as feature was cleaning up and making plenty of trouble for the big circus.

Picture stars were in a huff at the new policy of engaging dramatic names and casting them over the heads of established screen personalities. Francis X. Bushman, with Essanay, and Lottie Briscoe, with Lubin, threatened to quit rather than play second fiddle to stage luminaries.

So successful were multiple-reel features that production of single reel comedies was practically abandoned, last to give up its output of this kind being Keystone.

Illinois censors held up the opening of "Birth of a Nation" at the Illinois, Chicago, on objections of the treatment of Negro race affairs, a fight that continued during the whole of the production's career.

New report on the future of Hammerstein's Victoria, now undergoing alterations, was that it would play pictures with S. A. Rothafel in charge. Otto Kahn was believed to be financing the reconstruction.

Keith's put a ban on all freak acts offered because of criminal notoriety. Mrs. Carvan, just acquitted of murder on Long Island, had been proposed and turned down at \$750 a week.

Herbert Brenon was directing "The Hunchback" (film version of "The Two Orphans"), and also playing the part of the cripple.

Ted Browning was promoted to a directorship for Race Films.

## 50 YEARS AGO

(From Clipper)

Goss and Ryan's fight for the championship of America was to be held in a week and New York ring fans were making arrangements to journey to Canada to see it. Match was for \$1,000 a side. Story was that police and military in Canada would attempt to prevent the bout.

Preserved whale had been on exhibition in Fulton Market, New York, then, as now the city's sea food source of supply. Whale was shipped to Albany as next stop on its tour.

A Congress of British athletic clubs was in session in England at which effort was being made to clarify amateur rules and definitions. Movement was on to remove some typical British restrictions on amateurs. Amateur definition exempted from classification as "gentlemen amateurs" all "mechanics, artisans and laborers." Meeting was at Oxford University.

American college faculties were not yet awake to the advertising benefits of prowess on the athletic field. A number of university presidents were corresponding one with another with the idea of making a rule withholding leave of absence from students to engage in athletic competitions.

Laura Honey had recently staged in San Francisco an opera based on Virgil's classical poem the "Aeneid" and proposed to bring it to New York.

The London Circus played Brooklyn under canvas, following the Barnum show, and the Clipper is moved to comment that these two shows prospering had established Brooklyn as a paying circus stand.

## Inside Stuff—Pictures

It is feared that some of the circuits' local men in their anxiety to have their theatres do business, are over-selling some of the talkers to the local newspaper men. It would appear so from reports.

"If the local man knows the picture is not so hot for the week, he might subdue his enthusiasm over a bad boy, to get the right plug for the right feature when it happens. Good notices for a good picture will add much more gross than useless boosts for a bad talker, that likely won't help it a bit.

Besides the newspaper men commence to discount every thing the house man may say about any picture when he finds the house man tries to plug the bad ones through him. The right kind of plugging is much better, holds better newspaper friendships and gains ever so much more the year around.

If the picture isn't there, the house man who pre-views his pictures should tone down on the bluster, and try to find something else in the program to plug, if not the stage show, then anything, not only to the newspaper men but in the advertising. Soft peddling on a poor picture will teach the natives to believe the ads when they say there is a good or a smash picture in the theatre.

The advertising tip could almost be taken from the trade advertisements in Variety. They are a study in themselves. Perhaps nothing in this paper the world over are as carefully read, followed and analyzed as the trade announcements weekly, by every kind of showman.

It can be noted almost any week where an advertising department lays off the high pressure on one of its pictures the office is not so certain about. So that when those adv directors who do this go to a splurge on what they know will get over, their ads become strong advance salesmen.

Tricks before the camera in the studios may be as many as the cameraman's own tricks. One reported is of a leading man who had to hold the heroine's hand as she sang the big song. But he didn't have to squeeze it quite as hard as he did when she was approaching the highest note. The girl couldn't say a thing, for the opposite would have allibied with that he was trying to encourage her by the friendly squeeze, although the hand had been held so tightly it was numb.

Or of another leading man who pinched the leading woman at a crucial moment in the film taking. He would have alleged no knowledge of the occurrence, pleading excitement "if it really happened."

Or of a tenor and soprano with the tenor pressing on the soprano's knuckles so hard, again as the high note approached that the girl almost screamed. In the latter instance the girl threatened to make known what he had done, but the tenor beat her to it by telling "the office" the soprano was trying to ritz him. As the tenor's option was not taken up in this particular studio, he may have found out such methods not too profitable in the end.

It is usually the imports from the stage who have this advantage taken in the studios. Seasoned screen girls know how to protect themselves before the camera against their companion men or women players.

Government's latest attack on alleged monopolies has changed the film merger picture. The last pre-photograph of the future industry, which high electric executives predict will remain right through until materialization, will witness Fox in command of one film hemisphere and Radio the other.

Under no circumstances will the government permit Fox and Radio to combine, it is claimed. This is made as a direct statement by electricians' leaders in an all of the merger moves. But, with the two as entities and possessing the proof of competition, absorptions of other firm interests can be made in either direction.

The electric groups claim the government quizzes, outlasting years back, which are chronic in the years to come, that the latest is not interfering with merger plans except to totally upset any possibility of Fox being included.

Paramount and Warners are figured by Radloites under the Radio banner when the merger picture materializes. When, it is predicted, means within the next five years; no later and possibly much sooner.

Tiffany executives are burned up over the way in which they claim Phil Goldstone is attempting to grab credit for "Journey's End." One star says: "Goldstone never made a good picture in his life. It was James Whale who directed the picture and it was Whale who even ordered Goldstone off the set during the production period."

Phil has been known as a supervisor of Tiffany productions ever since L. A. Young and Grant Cook relieved John Stahl and some others of Tiffany worries. The New York office doesn't know Phil's exact status with the company just now or how long it will last, whatever it is.

In a fairly large key city, two opposition houses got into an advertising wrangle over their respective film attractions, both of somewhat similar title. It looked like a good newspaper fight and one that might bring added business to both houses through curiosity as to the better picture.

But one of the circuits' local reps forwarded an ad of the opposition claiming that its picture was the "original," to the Hays office, as a violation of the rules on that sort of stuff. The Hays office had no alternative but to order the "original" and competitive advertising stopped.

So notwithstanding some things.

Of late it appears to have become suddenly recognized by the large distributors that Pathe has a seemingly valuable asset in its 497 of the Dupont raw film masses in their possession. Not only in the stock itself as a big net owner, but because it is a raw stock maker and more valuable thereby to a large producer as another adjunct to complete the circle of subsidiaries.

This is reported now under pretty serious consideration in connection with the Pathe proposition as a whole in a buy.

Loew's theatre department may as well know they have some house managers singularly short of obviously sense as applying to newspaper men with Loew passes in their possession. One is not far from the Loew headquarters and the other is in the Bronx.

At the latter a Variety reporter displaying his Loew pass was informed that Loew house was not hum-d among the other 25 or 30 Loew houses on the pass, it was not valid up there.

Devil's Holiday (Par) was turned out by Ed Goulding in 15 days at slightly over the budgeted cost of around \$250,000. Other unique facts concerning the film are that the first cut was ready two days after the final scene had been shot, was run off in 7,000 feet and at the final scene about 100 feet was sliced from that total. Also, there were no retakes or added scenes.

Film has been pointed out as something of an object lesson regarding

## Inside Stuff—Legit

"To, Night We Will Play Improvment," by Luigi Pfrandello, who has been engaged for Hollywood by Paramount, will be done at the Lessing theatre, Berlin. Lupu Pick, German director, will be leading man.

Louis Gensler, one of the younger producers, reported to have backing of the Erlanger office for his activities next season. Erlanger forces steadily scouting for prospects both as to shows and producers.

Cast of the original "Street Scene" which closed in the mid-west, filed claims with Equity, contending that as they had run of the play contracts they were entitled to salary as long as the show played in New York. Claims were disallowed, since the first company after playing a season on Broadway, was sent to Chicago and a number two company went in here and is now current.

Benny Stein, Broadway theatre treasurer and last season a producer ("The Jade God") is a war casualty but rarely mentions it. He was in nearly every advance of the A. E. F. and was wounded seven times. After 13 years he was forced to have one foot operated on last week for the removal of steel splinters, the result of an explosive (dum dum) bullet. There are a thousand such particles gradually working towards the skin.

There's a young woman on the Coast who has suddenly become ill and has every intention of ostensibly staying that way. Reason is a personal contract with a New York legit manager who has her for around \$250 and won't give in to a financial bred despite her creak in pictures.

Young lady in question was never prominent along Broadway but did all right for herself in road companies. Studio is paying a fair price for her services, and is reported to have raised it according to an option clause, but the lad from the east is holding the miss to the original agreement despite being independently wealthy.

Girl deems it a burn-up and has been dodging the studio so that the manager has to pay her off weekly without collecting from the film company.

The New York Appellate Division, Third Department (up state), by a 3-2 vote, ruled that a master mechanic of stage craft who went from a show playing in Buffalo to a house in Canada at his employer's request to make repairs to the building, was not entitled to compensation for an injury which resulted in the loss of an eye. The decision was laid down in re Twitchell v. Wagner Productions. Twitchell was the claimant in the case.

A master mechanic of stage craft, he was engaged on a show in Buffalo, when the general manager, who had rented a house in Canada, requested him to go there to make repairs. While working at the house, Twitchell suffered an accident, which resulted in the loss of his left eye. The question of coverage arose.

The referee made an award under the workmen's compensation law, but this was reversed and the claim dismissed by the Appellate Division.

Two members of the court, Justices Hill and Hasbrouck, dissented and voted for affirmance of the award on the authority of a decision in another New York State case.

a director diving into work with a preconceived idea of what he wants to do.

Fox Films is buying up all Fox Theatres stock in hands of employees who wish to sell. Totals about 38,000 shares which the help bought in Sept. on part payment at \$25 per share. Fox is repaying employees the same \$25 plus interest although the Theatre stock is currently quoted at around \$14.

On top of the product agreement R-K-O has entered into with Columbia besides its own producer, Radio Pictures, a report is about that R-K-O may still attach another independent film maker to guarantee a market for its increasing theatre circuit.

No other indie producer is mentioned other than the oft-repeated reports of R-K-O and Pathe. That association is not positive, with Universal now more often mentioned in the connection.

Lengths to which some flappers will go for a sight of their favorite picture star had one of them recently impersonate a magazine writer and ask for an interview. Pulled on Milton Beecher of Metro home office with Ramon Novarro the lure. Smart plan was, however, that the caller was a friend of the magazine writer as latter might not be able to keep date.

Beecher suspecting because the voice on the phone couldn't remember his name fixed the date without Novarro at the Metro office and in the meantime checked with the magazine unbeknownst to the real writer. Found the whole thing n. g., but mightily surprised the following day when a flap about 15 showed.

In the confusion the girl finally confessed, stating she figured that was the only way she could get to see her favorite star in person. Beecher did nothing.

Studio heads on the Coast are pretty well aware of the fact that business is off in the picture houses around the country. In answering one who thought differently a production chief stated:

"Listen, some houses which were averaging \$30,000 weekly are now having a rough time reaching \$15,000 with good pictures, and are lucky at that."

Walter Reade's deal with Paramount for the Reade-Storrs houses Far secured is out of the usual in trades of that kind. For the theatres Reade and Storrs receive 4% as rental upon the appraised value of each theatre, with \$200,000 yearly as extra compensation. The \$200,000 is altogether apart from the rental arrangement.

After 16 weeks in the seeling country off Newfoundland and Labrador the company making "Vikings of the North" under the direction of Hector Friessel, returned to New York last week.

Dblug sequences and interiors will be added at the Audio-Thema studio. Latter company made the picture under commission from a corporation backed by a group of Social Registerites.

In the R-K-O Interstate deal, it is said the Interstate included Birmingham. It is now understood that besides Fox after that Texan (in the Warners area) wanted it.

Lars Hanson is back in his native Copenhagen after the success of Hollywood. He regretting the advent of talkies, is back in his native Denmark for American drama.

Sixty-eight women tried and failed. That's a record for a mother role, and still First National is trying for the field, too. They can't get all these casting worries is "Mother's Day."

# POMPADOUR AS PARIS OPERA

Paris, May 20.  
Leading stage event of Paris for the week is the production of "Madame de Pompadour" in opera form at the Marigny in the Champs Elysees, an offering of much splendor in staging and capitally played, but which aroused no great enthusiasm.  
Piece is probably the last production by Leon Volterra at this house, and most of the work of preparing it was done by Mme. Volterra. In the cast are Robert Burnier, Gustave Nelson, Marcel Carpentier, Herent, Mmes. Raymond Vecart, Jennie Marese and Marguerite Thiibault.

Comedy at Nouveautés  
"Langrevin per et fia," new comedy by Tristan Bernard and Benoit Leon Deutsch, replaced the opera, "Kadubec." It is a nicely done one but mild affair. In the cast are the work of preparing it was done by Mme. Volterra. In the cast are Robert Burnier, Gustave Nelson, Marcel Carpentier, Herent, Mmes. Raymond Vecart, Jennie Marese and Marguerite Thiibault.

At the Theatre Antoine  
The Theatre Antoine revived Henri Jeanson's three-act comedy, "Xou I Dearly Love," created at the Gaumont last year. In the same bill is also Jeanson's one-act sketch called "Spontaneous Confessions," aimed at the French police system of tracing crime through suspects.  
Police are questioning one Almazan, a tailor accused of murder. (An identical case but lately was in the print books involving a person actually of that name). In the stage action the innocent victim is forced to confess to a crime he never committed, and is in danger of paying the penalty until the actual criminal surrenders. Thereupon the police try to get the real criminal to ignore the situation, but plead guilty to another crime for which the police have no handy person to accuse.

The real Almazan is in the theatre at the premiere by invitation, but the newspapers paid no attention to him.

# French Floating Ship For Gambling Ridiculed

The Hague, May 20.  
Following the passing of restrictive laws against gambling in most of the Belgian spas, the gay life of this part of the Continent will now go by boat on the deep sea.

First of a number of floating casinos will materialize when the first ship sails from the Hook of Holland June 15. Vessel is of 16,000 tons and has room for 2,000 merry-makers.  
Proposed to furnish class entertainment of the enterprise is that the Belgians stopped gaming in their resort and now the ocean idea is backed by French capital. It will draw the profit and pay taxes in France. Personnel of the ship, according to report, is entirely made up of ex-officers and men of the former czarist navy.

The capital of the operating company is placed at \$400,000 and the venture is partly financed by the Compagnie Financiere of Paris. A gambling casino on board will be idle when the ship is riding in territorial waters, but will be in full operation when from the Jurisdiction of other nations than France, whose flag she will fly. French government will receive 15% of the turnover in the form of taxes.  
Fact that Belgium's gay spots are under the lid this year is expected by the promoters to help their business, but the local newspapers scoff at the whole undertaking as impracticable.

# JEAN AUBERT NOT SO GOOD IN MILAN

Dufrene and Varna, producers here of "Good News," are appealing from the verdict for \$2,000 damages they are to pay Col. Nelson Morris, Chicago packer, for "ridiculing marital authority" in allowing his wife, Jane Aubert, to appear at the Palace despite his enjoining them from doing so. Jane Aubert was billed as "appearing in spite of her American husband."

Producers claim billing was not meant to ridicule the Colonel, but to show she was acting on her own.  
Miss Aubert, being unable to appear in France, tried vaude in Italy, but flouted at the Excelsior, Milan, after "Good News" closed here. It was no riot at the Palace.

Command Replacement  
London, May 20.  
Howell, Harger and Co. replace the Stone and Vernon Quartet in the command performance at the Palladium, May 22.

# Australia

By Eric H. Gorrick  
Sydney, April 26.  
Lenten season probably the poorest experienced by the managers for many years.

Perfect weather saw the crowds flocking outdoors, with most of the box office reporting only average business.  
The big thing of the season has been the revival of "The Belle of New York" at Her Majesty's.

"Journey's End" finishing a great run at Criterion. Will go on road next week with revival of "Scandal."  
"Vagabond King," "Gold Diggers" and "Home Sweet Home" were among the pictures. Capitol will bring in an orchestra of 40 next week as a try. Managers report that patrons are now demanding large orchestras in principal city theatres besides all-talker programs. Presentations not wanted and have been cut out by the managers.

Melbourne  
Business generally bad at present. Managers blame industrial unrest and unemployment.  
Leo Carrillo did not do so well here as "Lombardi" as in Sydney, but the attraction proved rather a sensation. Carrillo's season rather a disappointment to Williamson.

"Love Lies" should enjoy a fair run. Under White-Edgely management.  
W. T. will revive "The Merry Widow" next week, with Gladys Moncreiff featured. Same firm also securing "The Sign of the Cross" in revival of "Romance."

Chatter  
Revisions better proposition than producing new stage shows. List includes "Belle of New York," "Merry Widow," "Maid of Mountaineers," "Scandal," "White Cargo," "Country Girl" and "Salvy."

William Faversham booked this country for 16 weeks has the actor busy rehearsing every day preparing new show every two weeks.  
Looks as though many of the unemployed theatricals will find their jobs again, now that the Capitol Sydney, has decided to increase orchestras from 20 to 40. Opposition houses in Sydney, State, Sydney, and Prince Edward carry large orchestras, with other theatres using organ only.

"Splinter," first British talker, accorded long run in Melbourne by Union Theatricals.  
Edith Tallaferro will open Australian tour with "Let Us Be Gay" in support will include J. B. Rowe and Ethel Morrison.

No Vaude  
No chance for vaude over here just now, with not one theatre in all Australia presenting this form of entertainment and no importations arriving. Picture houses are cutting out the vaude and finding them too costly and not especially wanted by the public. Vaude actors are glad to snap up any outside employment.  
William Scott, head of RKO here, leaves for America this week to attend company convention.

Harringtons, local company, taken over the control of Rayophone, Australian-made talking apparatus. Firm will offer machine to exhibitors for \$5,000.

"Vagabond King" is proving big draw at Prince Edward, Sydney, probably doing the best business in town playing at U. T.  
Wirth's Circus will go on road again following season here, playing all over Australia.

Mickey the Mouse features tremendously popular, pulling big matinee business wherever screened.  
"Rio Rita" in its sixth week in Adelaide under the Fuller management. Fullers will put picture in Romy, Sydney, following run of "Hollywood Revue." "Disraeli" has reached its 8th week at Lyceum, Sydney, for U. T.

Allan Wilkie doing nicely with his touring Shakespearean company. Wilkie gets a great response from the H's schools. Wilkie has been playing Australia for 10 years.  
Roy's opera, following Spanish atmospheric house, Flaxa, last week successfully. House will play long theatrical picture. Sydney has five theatres now playing on runs. New theatre carries only orchestra floor seating around 2,000. "Dynamite" first.

# "Command to Love" Is Permitted by Censor

London, May 20.  
Censor has lifted the ban on the comedy importation, "The Command to Love."  
Script has been changed so that the nationality is not defined. Objectionable dialog also has been deleted.  
Play opens the second week in June with Yvonne Arnaud, Isobel Elton and Ronald Squire.

# F-P FOREIGNERS HERE Game Over For Paramount-Public Conventions

Par-Public brought in foreign representatives from various parts of the world for the annual sales convention that opened last week in Atlantic City, and for the western division, now on in San Francisco.

John W. Hicks, Jr., in Australia and Clarence C. Margon of Mexico City, are among the group with others, John Kennebeck, Australia; Andre Ulman, Paris; Isaac Collins, Newcastle; D. Gilpin, Leeds; Oswald Cohen, London branch manager, and Norman Wilde, Manchester.

# GERMAN FILM IS HOOTED IN VIENNA

Vienna, May 6.  
"Fundvogel," German picture with an untranslatable title and in all-male indecent plot, was a complete failure in Vienna. It deals with pathological aspects of sex but not even its sex theme could make it interesting to its first night audience who whistled and jeered.  
The taste of Vienna audiences has been educated by American sound films. They will no longer tolerate mediocre pictures, even with such names as Sam H. Horn, Hans Wegener and Franz Lederer in the cast.

# POMMER DOING 2 GERMAN TALKERS

Berlin, May 8.  
Erich Pommer will begin in June production of his first talker of the new season. This will be Emil Jennings' "The Darling of Gods" ("Der Liebling der Goetter").

Scenario by Robert Liebmann and Hans Mueller, authors of the talker operetta success "Love Waltz" ("Liebeswalzer"). Hanns Schwarz, director of "Hungarian Rhapsody," will also direct "Darling of Gods."

Pommer will later make another talker "Three From the Gasoline Station" ("Drei von der Tankstelle") featuring Lilian Harvey and Will Fritsch. Director will be Wilhelm Thiele, who made the successful talker "Love Waltz" ("Liebeswalzer"). Scenario by Franz Schulz and Paul Frank, the Viennese author of the "Darling of Gods" and "Business with America" ("Geschaeft mit Amerika").

Pommer will do these two talkers in only two versions, German and French.

# Lehar's 'Smiling' for Talker

Berlin, May 9.  
The Richard Tauber-Tonfilmgesellschaft (the Richard Tauber talker society) has bought the film rights of the East-Land operetta "The Land of Smiling" ("Das Land des Laechelns").  
It will be directed by Max Reichmann. Richard Tauber, German singer, will play the leading part, that of a Chinese prince.  
Emelka studios in Munich-Gesellschaft will be used.

# Tobis' News Reel

Berlin, May 20.  
Tobis will start its own sound news reel in the autumn.  
Early releases will include a new interview with General Von Hindenburg. His talk will have to do with his fifth anniversary as the President.

# 'Toni' 1st in Vienna

Vienna, May 7.  
"Die Gaigentoni." ("Toni of the Gaitors") is a sound-film from the novel by Ego Brinin Klisch which had its world premiere in Vienna. Out of pity, its heroine, soothes the last hours of a condemned man by the pitiless and unchangeable attitude which her work shows toward an act whose justification they cannot approve or understand.  
This film contains some excellent shots of old Prague and of Czech peasant life. Ita Ring, Vera Baranowskaja, Jack Mylong and Joseph Rovinsky did the acting honors.

# English Film Directors Quit, Going Into Eats Trade for Sure Meals

London, May 9.  
With Graham Cutts going into the hotel end, there's two native film directors who've quit picture-making and jumped into the eats business. One was Kenelm Foss, originally a stage director who made his first hit producing G. K. Chesterton's "Magpie" in 1919. He was first film acting for the now defunct Windsor Film Company. Took to directing and made "Little Bit of Fluff" and some more, but had to eat some more of his now owns a chain of coffee-and-sandwich bars known as "Sandy's" and making plenty. Also writing novels in spare time, recently publishing "Nuniki's Causeway."

# NEW FRENCH LAW HOLDS UP G-A-F MERGER

Paris, May 9.  
Though the Gaumont-Aubert-Franco picture merger stands as an accomplished fact, physical merging of the properties and legal appointment of a managing directors, also completing legal formalities, will be delayed a month or two. This is due to a new law, passed April 28. It forbids future issuance of shares having multiple voting power. Some of the stock was provided for in the future Gaumont merger capitalization which will now have to be restudied. Previous shareholders' meetings are thus nullified and the final meeting which was to have taken place May 8 had to be cancelled.

Fathe-Natan, whose control is held by means of the prohibited system, is not affected as the law only forbids future issues but has no retroactive effect.

# RENTALS TOO HIGH FOR PROFIT IN MADRID

Madrid, May 7.  
In spite of the public's insistence to be shown more German films, local exhibitors are holding back. Exhibits claim that grosses do not make up for the extra rentals.

# 'Gabbo' Attach Vacated

The attachment obtained by the Good Amusement Corp. on sound films of the picture, "The Great Gabbo," which were sent to New York for shipment to London for the W. & R. Film Service, which had obtained the English rights on a minimum guarantee of \$60,915, was vacated by Supreme Court Justice Frankenthaler.

The films were attached on a claim of the Good company against James Cruze, Inc., the producer of the film. The court upheld the contention of the English distributors that the W. & R. Film Service, which was levied on the picture, it was not the property of the Cruze company but of the W. & R. Film Service.

# Kauffman Remains

Berlin, May 9.  
Phil Kauffman, general manager of First National, Warner Bros. and National Film Ex. Co. for Germany who resigned his position, has been induced to remain.

# IN PARIS

Paris, May 7.  
Bobby Jones, Douglas Fairbanks, Arthur Kuden, Elmer Rice, Murray Hill, Edwards and Anna Pavloff, Frank C. Wells.  
Blanche Hayes, Tina Miller, Rupert Hughes, Fanny Hurst, Jack Kiefhaber, Jacques Donaldson, Leopold Stokowski, Jack White, George and June Ball.  
Ogden Reid, Ralph H. Booth (publisher), Fannie Hurst and husband, Jacques Danielson, Marcel Tabuteau, Marc Connelly, Ray Long, Robert O'Connor, Harry Haemingson, Rupert Hughes.

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## Salary Cuts Gauged by Grosses Suggested to Mgrs. and Actors

Equity has outlined a plan to managers whereby Broadway attractions may extend runs into the summer by means of reducing actors' salaries on a sliding scale. Cutting salaries during May, June, July and August is no new idea, in fact it is rather a custom. Equity's plan seems to be a variation of that practice.

It is proposed that managers submit to Equity the gross whereby their attraction or attractions could operate at a reasonable profit. If acceptable and agreeable the casts, for each eight less than that of the set gross, actors would receive one-eighth less salary. If the price dropped as much as 50% of the figure set, actors would then receive one-half salary.

The plan would be flexible. That is actors would be privileged to give notice of withdrawing should a better engagement arise. Likewise managers would be privileged to make substitutions or to terminate the run.

"The majority of players in Broadway successes has always seemed anxious to call it a season by May 31, at which time run of the play contracts automatically expire.

### Actor with Money

There is an actor in New York making so much money he has no need of separate clothes for the street.

### TIBBETT TALKS TO CRITICS OF CHICAGO

Chicago, May 20. Lawrence Tibbett told the music critics there to get off at here last week at a luncheon.

Speaking with some of the city's critics present, Tibbett told them they were to blame more than anybody else. He pointed out how as an opera singer he passed unnoted in their estimation. But when he turns to talking pictures they acclaim him and then blame him for deserting the "finer" stage. Case, he said, applied to any number of excellent voices in opera as well as his own.

Tibbett, debating with Dr. Glen Dillard Gunn, music critic, declared that pictures will prove the greatest means of educating popular America for finer music.

In the Gallery

"What do people see when they are in the gallery at the opera, and what do they hear?" he demanded. "The faces are a blur, away up there in peasant heaven, and the orchestra drown out the voices. No such condition exists when they see talking pictures."

Tibbett predicted that voice-acting pictures might prove a natural history for America's operatic stars as much as the phonograph disk is a historical record of Caruso's glory. He stopped here as a guest of M-G-M exchange.

### "ARTISTS AND MODELS" IS OLD "DEAR LOVE"

Shuberts are resorting to former revue title "Artists and Models" when steering in "Dear Love" to the Majestic, New York, next week. "Dear Love" tried out as an operetta on road for two weeks to meagre takings, which prompted its being jazzed up with revue formula for the New York run. Most of the operetta book is retained but with chorus enlarged and plenty of semi-strip stuff to give it a revue atmosphere synonymous of the new title.

Revamped equity is currently in rehearsal with Equity consent since original production had only rehearsed four weeks this past week. Equity regulations permitting a five-week rehearsal period for musicals.

New cast includes George Haasell, Aileen Stanley, Pierce and Harris, Mlle. Florence, Vera Pearce and others.

### Skowhegan Starts

Skowhegan, Me., May 20. Sam T. Godfrey, stage manager for the Lakewood Players at Skowhegan, who passed the winter with a stock organization in Toronto, Canada, will return this next week to prepare the production of "Elizabeth Sleeps Out," which opens at the Lakewood Playhouse, Monday night, May 26, introducing the season.

Thurston Hall and William E. Barry are among early Lakewood arrivals. Miss Dorothy Stickey (Mrs. Howard Lindsay) who is to appear with the Lakewood Players this summer, will be delayed in her arrival as she has the leading role in the spring revival of the Players Club in "Milestone."

### Equity After Howard

Chicago, May 20. Equity may seek to force Joe E. Howard who produced the flop revival of "Time, Place and the Girl" into involuntary bankruptcy. It's an effort to legally compel return of the last night's receipts, grabbed by the Shuberts.

### AGNES AYRES' DEBUT

Agnes Ayres, pictures, will shortly make her legit debut as star of "Jungle," by Fred Herenden, now being readied for production by Bunyee Beal production. Ayres' picture has cast out and will be directed by Kenneth Scoville.

**"Variety"**  
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 Address "Variety," New York

### SHAW MIXED CUT RATES

And No Royalty Slice, Either, So "Apple Cart" Folded

Bernard Shaw's refusal to share royalties or permit a production of his to go cut-rates caused the premature closing of "The Apple Cart," production of "The Apple Cart."

With subscriptions off after the show moved from the Beck to the Alvin Theatre, which figured upon keeping it running through summer if the necessary economic readjustment could be accomplished.

Shaw was cabled on the facts and replied that he didn't like the cut-rate idea either on box-office sales or on royalties, which precipitated the closing of the piece, although it will be sent on tour with original cast next season.

### Ticket Control Exec. Will Be A Non-Showman

Rules, regulations, by-laws of the New York Theatre League were gotten into finished shape and sent to the printer Monday. Although already in agreement on the legality of the step by the league, the league will attempt to control the agency sale of theatre tickets on Broadway, the date of the starting operation appears to be in doubt.

League may be forced to go ahead with its plan without having all the managers agreed. There is chance that those holding out may be forced in, but one says he will quit show business first.

There are several agency buys which preclude the start by June 1 or even July 1. If any or all the several objecting managers refuse to call off existing buys and the league install its control system regardless, it would mean that the agencies would sell tickets at two prices, i. e., 75 cents advance for the first month, and whatever price the other tickets would bring. Buys extending beyond June 1 are for "Flying High" and "The Green Pastures," the leaders in demand. There are only four or five other shows that commanded more than 75 cents premium but brokers say no tickets bring higher prices right now.

It is reported that one manager, abroad at present, cabled word that he would refuse to subscribe to the league unless the managers were in it 100 percent. That manager's firm is in control of 16 theatres.

Ticket Agues Endings?

Leading figures in the league are of the opinion that the plan will actually reduce ticket evils. There are no radical changes in the general plan, which committees have been working on for months. A theatre does not have to turn over to the league 75 percent of its lower floor tickets. That is the maximum amount and applies to the outstanding hits, the remaining 25% in such cases remaining on sale in the box offices. Theatres may retain all balcony seats, but if upstairs tickets are to be sold at a premium in the agencies, the allotments must be made through the league. The cardinal features of the rules are no buys and no tickets over 75 cents premium.

An official of the league stated that the executive secretary who will have charge of allotments and the selling of agencies will not be anyone heretofore connected with show business. Reports to the contrary appear to be erroneous. Ralph W. Long had been mentioned, but the league has in mind a purely executive without any ticket knowledge.

### 25% Cut Asked for "Nancy's Affairs" Cast

Chicago, May 20. Cast of "Nancy's Private Affairs" at the Erlanger has been asked to take a 25% cut.

Show will continue on week to week on a term-to-term accept. Otherwise it folds Saturday.

### Good Swim Anyhow

Theatrical Producing Managers' Association, formerly the Stock Managers' body, plans to meet in New York on June 15-17-18 in the Hotel Pennsylvania, New York.

In all the advance mail matter sent out under George Julian Houston's sign, special emphasis is laid upon the payment of \$25 which pays the member's dues to June, 1931.

According to the "official program" also sent out by Houston the Monday (June 16) session will be open to actors, authors, stagehands, scenic artists, play brokers, casting agents, and other non-member managers and producers with an "open forum" scheduled. Two sessions June 17 for members only. Another for members on June 18.

A social aspect is promised with President William H. Harder throwing open his home at Huguenot Beach, Staten Island, to the members who are urged to bring their bathing suits.

### Geo. Kaufman Acting

George S. Kaufman, playwright, will make his debut as actor in "Once in a Lifetime," produced by Sam Harris and which bows in at the Apollo, Atlantic City, N. J., next week.

Kaufman hopped into the cast this week and will remain for the two weeks' tryout. Pieces plays Brighton Beach, and will appear at the Atlantic City showing, being camped for summer and reopens at the Music Box, New York, Labor Day.

### Jack Russell Bankrupt

Hollywood, May 20. Jack Russell, manager, producer, condition-producer, now living in Long Beach, has filed an application in bankruptcy.

This followed an action brought against him for \$10,000 damages in three weeks unpaid rent on the Pantages theatre, Seattle.

Russell says his only asset is a \$1,000 note.

## Young Serious Drama Actors Not Excited Over Any Talker Offer

### GOETZ' BIG HIGH COST CAST FOR NEW SHOW

Before sailing Friday on the "Tie de France" for Paris, Ray Goetz had already engaged his major principals for his new show in the fall, "The New Yorkers."

So far signed are the Fred Waring's Pennsylvanians, orchestra, at \$5,500 weekly; Clayton Jackson and Durante at \$3,000, with both of these sizeable accounts having permission to double in nite clubs during the Broadway run; Frances Williams and Chester Morris (pictures). The Morris contract isn't reported as set.

A report the Warner Brothers are backing the Goetz production could not be confirmed at the Warner office. Goetz has not named his financial channel.

Williams are called for the Goetz show Oct. 6. Previous to that date the Durante trio is to make a picture for Paramount on Long Island, while the Waring boys start next June on a new picture house tour at \$6,500 net. That means no commission deducted and all transportation paid.

Williams' \$6,500 is the highest salary ever paid by Loew's for a stage attraction other than his percentage agreement with Al Johnson.

Johnny O'Connell, who is directing the business affairs of the Waring's orchestra. Jack Curtis handled the engagement for the Durante boys.

There are yet some actors left who have not become picture minded. They feel the stage is where they can make their name and place in the sun.

Some of this type of actor are recognized position a sudden switch into pictures is a rather precarious step. Things always don't go well for those who are eager to fling themselves into studios. One is likely to be lost in the shuffle, and to undo the tedious steps leading to the start of a career on the stage.

Some of this type of actor are chary of lying up in pictures without knowing where it will lead them. It is taking too much of a chance, they think, as they at least have some notion of where they are going.

For this reason there is not the supposed enthusiasm among performers over an offer to play the picture role of a play in which they have appeared on Broadway. A picture offer of this sort is anything but a progressive step in one's career it is felt. It is merely duplication of what one has already done and besides taking up much of an actor's valuable time may lead to nothing further. The serious young actor feels he must build up a solid and permanent profession.

### McKAY MORRIS IS EQUITY-SUSPENDED

McKay Morris has been suspended by Equity pending charges filed against him by Carol M. Sax. He took an American company to Paris early in the winter. It was a repertory idea and a season of 17 weeks.

Morris, since returned, walked out at a dress rehearsal of "The Barker" in which he was billed as the star. Sax, in his complaint stated that Morris had trouble remembering his lines and used a script even at dress rehearsal. Sax also complained of direction. Morris has been in a number of Broadway productions. To date he has not communicated with Equity.

### Chorus Girl Loses Case Against Carroll

Fay Palmer's suit against the Vanities Producing Corporation for \$1,750 was dismissed by the court and she was ordered to pay Vanities the court costs, amounting to \$7.

Miss Palmer claimed that she worked for the Vanities Producing Corporation from September, 1926, to March, 1927, at a salary of \$40 a week. Under a previous oral agreement made with Earl Carroll she alleged, she was to receive \$10 for each additional performance she gave over the customary eight performances a week. She claimed that she worked in extra performances practically each week and the amount due her from them was \$18.

Vanities was represented by Alfred Bekman of House, Grossman & Vorhaus.

### Dowling's Musical

Dan Jarrett and Buddy Doyle, both of vaude, and Eddie Dowling are writing a musical to be produced by New York's Rogers and Hart who are working on the music.

Yet unutilized but slated for opening in early season.

### Commonwealth

Hudson theatre management has taken over "Virtue's Bcd" from Lohmuller and Emery and will continue piece indefinitely at the Hudson.

Under new arrangement and management cast is continuing on a semi-commonwealth basis with \$50 weekly and percentage.



# ENTERTAINING

## Warners' Six Broadway Shows for Fall With Own Talent from Coast Studio

Warner Brothers is planning on bringing around a half dozen shows to Broadway next fall. Picture firm plans the legit invasion on a 4-2 ratio, with the major number to be straight dramas or comedies, plus two musicals.

One purpose of Louis Shurr's present trip to the Coast is to sell Warners the idea of permitting its contract people to go east for the company's own stage productions whenever the studio schedule permits. Shurr is a legit agent.

The WB studio probably has more musical comedy people from the east under contract than any "lot" in Hollywood. Plan would give Warners a two-way route on all its people with practically all studio contracts now holding a clause for stage services.

As regards the Shurr plan, which concerns the musicals, the idea is for Bobby Connolly, Louis Warner and Shurr to take complete charge of this department. It would leave the picking of scripts, cast, and writers of the book, lyrics, and melodies to the trio which could be done without going outside the Warner studio.

Warners is already counting on sending Larry Cebalosa east again this fall with a dance chorus from the studio for one of its shows. The WB outfit was the first to inaugurate the exporting east of its contract choristers last year.

## HAMMERSTEIN WITH ERLANGER

Arthur Hammerstein will book through the Erlanger office next season. For 20 years he has been an ally of the Shuberts, but now that he has had no quarrel with the Shuberts, but figures it more advantageous to have the Erlanger connection.

Hammerstein's theatre has been dark for some time, with the Shubert office not able to supply an attraction.

That the Erlanger office will be more apt to do so is not indicated at this time. The Hammerstein house could play Ziegfeld's "Follies." Hammerstein plans two musicals for next season, "Madame" and the musical version of "The Bird of Paradise." The "Follies" is not due until mid-autumn.

Hammerstein is president of the Managers' Protective Association, membership principally being of Shubert-allied producers.

## SHUBERT ATTACHMENT WASHES UP HOWARD

Chicago, May 20. Joe Howard's producing bubble burst suddenly last week when the Shuberts attached the box office closing night and grabbed the rights to "Time, Place and Girl" revival. Attachment was for rent of the Harris. Salaries for the last week not paid to principals.

Grabbing the receipts by J. J. Garrity, local Shubert chief, socked a hole in Howard's further producing plans, killing his attempt to produce a new musical, "My Girl," at the Adelphi.

Rehearsals were canceled at the last moment.

## Dillingham's New Shows

Charles B. Dillingham contemplates two new productions for early next season, besides the "Red Line Show on the road." "Ripples" closed Saturday at Boston for the season.

Marc Lachman is another Dillingham hit, that strikes with the boss regard of seasons.

## PERCENTAGE OF GROSS CONTRACTS

### Give 'Em Time

Hollywood, May 20. Natives can't figure these Broadway girls. They're so demure and modest.

"You'd never think that girl was a stage comedienne, would you?" said a studio sec. "These girls from the east don't look like actresses at all. They look more like school mamas."

Give 'em time and the femme recruits from the New York legit will get on to the ways of Hollywood. What's the fun of being in pictures if people don't stare at you on the street?

## RECEIVER FOR DUFFY HOUSES

San Francisco, May 20. Henry Duffy's theatre went into a receivership late last week following filing of an involuntary petition in bankruptcy. Liabilities are given as \$400,000, while Duffy declares he has assets of \$1,000,000.

G. A. Blanchard, theatrical printer, was named as receiver by Judge Kerrigan, with the consent of all parties to the proceedings. Bond was fixed at \$20,000.

Petition in bankruptcy was signed by Carlton Miles, Duffy's publicity director, who claimed the corporation owed him \$1,400. Two other creditors joined with Miles in what was declared to be a "friendly" suit, arranged at a meeting of all the Duffy creditors, who have made many concessions and are in agreement to operate in an effort to keep the Duffy theatres open.

In pursuance of their plan Duffy's Hollywood Playhouse will be closed for good, while his El Capitan, Hollywood, and Madison, Los Angeles, will continue under direction of the receiver.

The Alcazar and President theatres, San Francisco, will be operated by the receiver in association with Richard Marshall, Duffy's San Francisco general manager.

Fate of the Dufwin theatre, Portland, and Dufwin, Oakland, was in doubt at the filing of the petition.

Creed to assert in the coming papers that Duffy made preferential payments to the Century Play Co., of New York, amounting to \$5,700, and also to the Los Angeles "Examiner" which received \$3,333 last month.

Duffy's listed assets include the leases on his theatres in San Francisco, Los Angeles and Hollywood, scenery and equipment, contracts with actors and rights to plays.

Duffy says he has a 55-year ground lease on the Portland house and the building is paid for in large part.

## Unknown Cause for Suit; McCarthy vs. Dillingham

A notice of trial has been filed in the Supreme Court in a suit of Joseph McCarthy against C. B. Dillingham and William A. McGuire, in which O'Brien, Malinsky & Driscoll appear for the plaintiff and Saul A. Baron represents Mr. Dillingham. Nature of the case is not shown.

## Another Duncan Play

Hollywood, May 20. "From Make Her Bed," a new play by Ethel Duncan, based on the life of Queen Duncan, will be tried out at the Troopers Club May 22. "Diana," also based on J. Gordon Duncan's career, stopped in New York late last year. It was written by Irving Kaye Davis.

## Equity's Agents New Agreement Expected To Be Ratified by Agents

### The King's Prima

Hollywood, May 20. A wife from a prima donna's husband in the east reached a prominent musical comedy-producer here last week asking the impresario if he desired the wife for a show, as "nearly everybody in England wants her." The producer, a past master at telegraphy, shot back:

"If everybody in England wants her, let the King have her."

LESIE'S REVUE QUILTS—NO COIN

LEW LESLIE'S "The International Revue" closed at the Majestic, New York, Saturday, without paying salaries. Cast's ire was roused when Leslie failed to make an appearance.

There had been several rubber checks from the week before that made matters none the less pleasant. Gertrude Lawrence was paid with one of those things for her final week. A lawyer has it for collection.

The show was in financial difficulties from the start and the cast was on a cut salary basis for the six weeks, just half the length of the engagement.

Leslie's loss is estimated over \$200,000. Not all of that is production expense, the show playing to a profit but one or two weeks. Leslie was in trouble out of town before the opening and then held off a week to insert Argentina into the cast. She lasted about a week and it cost \$100,000 to buy her off.

The show is supposed to be produced by Leslie's membership in the Managers' Protective Association, with whom he deposited \$10,000 in securities. That sum is said not to be sufficient to pay the salary claim and the M. P. A. will be responsible for the balance.

## DILLINGHAM, TALK AS ERLANGER'S HEAD EXEC.

Charles Dillingham as a growing power in the Erlanger office is indicated by changes affecting the house staff at the New Amsterdam, relieving next month with "Vanities." That is said to be exaggerated, those in the know saying that all matters are decided by a majority vote of the directors. Dillingham, however, is on the board and each have one-third of the house lease with the Erlanger estate. Although Ziegfeld is in Hollywood, the Erlanger office is said to be in touch with him daily.

Arthur Houghton, long a Dillingham executive, will manage the New Amsterdam, as reported. The box office staff is out entirely. Frankie Frayer and Jimmy Murray, being replaced by Louis Lottis, Paul Damer and Leo McCarthy. Latter three have been in the box office of the "Globe," Dillingham's theatre.

Frayer was in the Amsterdam's box office for 19 years, becoming treasurer when Lennie Bergman became general manager. No reason was given for the change. A new staff will be named for the Globe to work under Henry Young.

## Warfield's Condition

David Warfield has gone through varying spells in his past few weeks of illness at the Post Graduate Hospital in New York.

Legit reports were that he is slowly improving. Previous reports at times were very serious. A couple said it looked as though hope would have to be abandoned.

## Warfield's Condition

### Shuberts' Black and Tan

"Jolly White," styled a new southern folk drama, with Helen Menken and carrying a large Negro chorus, moved from the Majestic, Brooklyn, last week to Atlantic City.

The show will not be brought into New York until next fall. Carl Hunt staged it.

While the name Lawrence Shubert Lawrence appears as the producer, it's really a Shubert show.

### Zieggy and A. & A.

The Ziegfeld office has made overtures to Amos 'n' Andy for Zieggy's proposed "Follies." But no arrangement is reported as revenue date is not set.

The "Follies" will not go on until it gets to the coast.

Ziegfeld is still on the Coast concerned in the talker version of "Whisper." The radio comedy will go to Hollywood in August to start in a few weeks.

### Shubert's Black and Tan

College Drama Classes Book Show as Study

Chicago, May 20. One night stand legit productions are finding new uses for the college drama classes. One Shakespearean rep company has a route of 26 weeks, all in high schools or colleges. Legit bureau managers are busy at present booking dates with the drama classes, which are eager for the in-the-flesh shows as laboratory and field work for their studies.

University of Missouri drama class has had several professional productions this school year, it's final pro show being "Grumpy," which opens at Columbia June 20, on the Redpath circuit. After its U. of M. date, "Grumpy" follows with seven other college bookings, before going into chautauqua.

### Shubert's Black and Tan

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## Equity's Agents New Agreement Expected To Be Ratified by Agents

For the first time legit agents are under distinct classification as to class. Equity has set up three different types, and in general outlined their duties and biz methods as concerns the actor.

With the classifications comes a general letdown of Equity's rigidity on the agents. One of the new rules submitted is that an actor who does not pay commissions to a licensed agent will be subject to disciplinary action, which may mean suspension.

Representatives of Equity and the agents held their most recent meeting of license modification Monday night (19) in the office of Attorney Kendler, 1640 Broadway. Besides agents and representatives, those attending included Frank Gillmore.

Equity's classifications were to be submitted to the agents as a body last night (20) at Kendler's office, with every possibility that they will be accepted. It will leave only final ratification of the negotiations to be had at Equity's next general meeting.

### Arbitration

Equity has withdrawn the clause in its present permit which provides that it may be revoked by the organization at any time without a hearing. In lieu thereof, Equity is to grant a permit for one year with the provision that this permit can only be revoked for sufficient cause after due and proper hearing has been given to licensee before a board of arbitration.

Equity also lets down on the rule that gave it jurisdiction over prior contracts between agents and actors. All prior contracts are to stay put and stick without Equity interference.

The three types of agents are (a) employment agent; (b) special employment agent; (c) personal representative.

## Show Shuts Off All Ads In Dailies for Radio; Profit Spurt Claimed

Los Angeles, May 20. Dropping all newspaper advertising in favor of radio, the producers of "For Cryin' Out Loud" at the Egan claim they have built up business and cut 60% off the ad budget.

Egan has 300 seats and an "Able's Irish Rose" type of patronage. "For Cryin' Out Loud" started to very light business.

Each day of advertising here is comparatively cheap, and a 150-word announcement, broadcast once daily over five local stations, costs \$40 per week.

## TWO LEGIT QUICKIES, IN AND OUT IN 1 WK.

Last week there were two premieres on Broadway. Both closed Saturday and both reported owing salaries.

The "Vikings" was the quickie at the New Yorker (formerly Gallo) and the house is yet to get anything to stick. "Ibsen drama got about \$5,000. Cast did one week, with claims for the second week under minimum contract provision. "Gold Braut" is the other affair. Opened and shut at the Masque. Cast waived salary guarantee.

### Miss Cornell on Coast

Los Angeles, May 20. Katherine Cornell will play in a "cost" production of "Fishonored Lady" over the summer.

Her husband, Guthrie McClintic, now with Fox, is making arrangements on behalf of Gilbert Miller.

It will be the first time Miss Cornell has played west of Chicago, although established in the east as star.

Shows in N. Y. and Comment

Figures estimated and comment point to some attractions being successful, while the same gross accredited to others might suggest mediocrity or even failure. The difference is in the house capacities with the varying overhead. Also the size of cast, with consequent difference in necessary gross of profit. Variance in business management for musical attraction as against dramatic play is also considered.

Admission tax applies on tickets over \$3

"Ada Beats Drum," John Golden (3rd week) (C-400-\$3). Weather better, but Broadway box offices did not recoup; many added closings; "Ada" doing somewhat better than indicated, but \$7,000 only made.

Monday: played three weeks and two days; got next to nothing. "The Vikings," New Yorker, played only two weeks and two days; got next to nothing. "Three Little Girls," Shubert (6th week) (M-1,395-\$5.50). Doing better than indicated; around \$22,000 claimed last week; fairly good money. This was the amount that "Topaze," Music Box (15th week) (D-1,000-\$3). After being bumped by heat, business a bit better last week but recovery only partial; over \$11,000 estimated.

Shows in Rehearsal

"Vanities" (Earl Carroll), New Amsterdam. "Hark! 'Twas Reilly," Lyric. "Paris to Long Beach" (Jack Linder), Bryant Hall. "Milestones" (Playfers), Avon. "Song and Dance Man" (Geo. M. Cohan), Fulton. "Artists and Models" (Shubert), Fulton. "Greenwich Village Follies" (Shubert), 44th street. "Garrick Gaeties" (Theatre Guild), Guild. "Once in a Lifetime" (Sam H. Harris), Music Box. "Mystery Moon" (James Graf), National.

9 Shows Out

What with seven added closings last Saturday and at least three this week, there are 10 withdrawals from Broadway within a seven day period. A number of other attractions are on a week to week basis and due to stop any Saturday.

INTERNATIONAL REVUE

Opened Feb. 25. "A raw bore and a wasteful botch" definitely stated Gabriel (American). Others allowed latitude for a possible improvement after re-framing.

BERKELEY SQUARE

Opened Nov. 4. "Wistful, charming and oftimes moving" reported Garland (Telegram) and Loedrige (Sun) ditto: "A play of imaginative delicacy and charm."

THE PLUTOCRAT

Opened Feb. 20. "Unsteady" said "The Herald" (Central). "Woful" declared Brown (Post). Generally slammed.

OPENED MARCH 22, 1929.

"Here, from a mud-spattered beauty" declared G. B. (American) about summarizing the general feeling.

THE TRAITOR

Opened May 2. "Slow poke and mildly ridiculous" said Littell (World) and Winchel (Mirror) added "Tedious."

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"The Vikings," presented by Richard Herndon at the New Yorker last week, was taken off at the end of the week. About \$5,000 with little chance at this time of the season.

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HOMELESS "HASH"

Eight-Week Rehearsals Ate Up Producer's Sugar. It's a case of all ready to go but no place to show with "Hash," black and white musical, which has been rehearsing eight weeks or more and as far distant from an opening date as the village synagogue. Ted Reilly, former producer of cabaret floor shows, is producer, and is having more grief than a coffee pot about finding cast and ingredients of "Hash" together until able to sew up a showing spot. Reilly, attempting to back the show himself with small bankroll, burned his own coin on orchestra rehearsals and thus far has been unable to interest fresh money.

FUTURE PLAYS

"Garrick Gaeties," sponsored by Theatre Guild, will bow in at the Guild, New York, June 2. Philip Lock is expected to play the Lincoln Howard staging dance numbers.

Cash for Stranded Cast

San Francisco, May 20. Cash for the actors stranded through the failure of Andy Wright's "Philadelphia" to open in the Tivoli here was paid by the State Labor Commissioner's office and saved Arthur P. Hernandez, one of the producers, from punishment.

HOWARD MANNERS SUES WIFE

Columbus, May 20. Howard Manners, stage manager, and connected with a local stock company a year ago, has filed petition for divorce from Louella Manners of Ocean Park, Calif.

Belasco's New Farce

David Belasco has permanently shelved "Virgin City" because of daring theme and instead will produce a new farce by Larry Johnson, entitled as yet, which will be given a summer test later part of next month.

Europe More Receptive

"The Guardian Angel" as an American play never produced here, will be done in Berlin by Drei Masken Verlag. It was authored by Edwin O'Hanlon.

Cast Changes

Donald Brian succeeds Reginald Owen in "Candle Light," Chicago. Constance Cummings has succeeded Flohelle Fairbanks in "Tune Room" at the Broadhurst, New York.

AHEAD AND BACK

Elliott Stetcel, ahead. Joe Williams, back. "The South Shore," Chicago.

THE OLD RASCAL

Opened March 24. "Has a chance" wrote Mantle (News). Covered principally by "second stringers."

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R-K-O BOOKS WINNER

OF LITTLE TOURNEY

Chicago, May 20. Fourth annual amateur contest at the Goodman, sponsored by the Chicago Drama League, was won by the Institute Players' Guild, Jewish group from the west side social center.

Awards granted by the group were: \$200 for Best Actor; \$100 for Best Actress; \$75 in cash, and a watch for Ralph Schooman, donated by Mortimer H. Singer of R-K-O for director.

Co-Ed Shows

Hollywood, May 20. Domino Club stage and screen girls. Coast branch of Twelfth Night Club, New York, is planning a show twice a year in connection with Masquers Club.

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CAST GAMBLING

(Continued from page 49)

pany system is the first tried for a Broadway play. It has been more or less placed in effect with dramatic stock companies.

Equity and Decline

It has been alleged steadily by those who have watched the decline of the legit that the Equity restrictions on producers had much to do with it, with the talkers arguing after the decline had set in.

Loss of the Independent

Loss of the independent producer has for years annually narrowed down the field of legit production, until the last few clubs but a New York and a few of the larger key cities in the east.

Shubert's Detroit Idea

Inspired by the success of their Dramatic League of Chicago, put on its first season by May Downing, Shubert's are reported fixing on subscription idea for Detroit.

THE LYCEUM

by Gilbert Miller was taken off Saturday though intended to remain another week. Was among the season's successes having played 28 weeks. Held a pace of \$100 a week for more than four months. Heat knocked it down under \$10,000.

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With 50% of Broadway Legits Dark, Summer Holds Few Shows in Sight

Broadway's legit theatres are 50% dark. This week there are 12 theatres with the same number of theatres unlighted, the balance having 32 picture exploitations...

The heat wave two weeks ago was the indicator of the season's mood. More favorable temperatures last week were expected to be reflected in better grosses...

Seven added closings Saturday for "The Great Gatsby" and "The Great Dictator" were the only two openings...

Not a musical in town selling out until one drama for that matter. "Flying High" opened last week at \$33,000...

"Green Pastures" shows amazing strength. Last week it took \$42,500, more than \$26,000 and far in front of the non-musicals...

"The Vikings" New Yorker, and "Go On" Broadway, are the only two closed in one week. Last Saturday's added withdrawals were "Journey's End"...

"Hi There" Coming East

"Hi There" revue opening at the Columbia, San Francisco, last week, will be brought to Broadway early in the new season following good reports on the premiere...

New Costume Co.

Eaves, Schneiderman & Co., Inc. has been formed by Charles Geoly, owner of Eaves Costume Co., Charles T. Schneider and Veronica T. Blythe...

"Lost Sheep" Complaint

Assistant district attorney Wallace is reported having visited "Lost Sheep" at the Selwyn Monday, acting as a complainant...

Miss Lillard Hit

Charlotte Lillard, dramatic actress, seriously ill at Windsor hospital, Glendale, Cal., following major operation.

Frisco Grosses

In its fourth week "New Moon" at the Curran, continued the pace set for the legitimate attractions...

"Among the Married," at the Gear, not so hot. Opened very light, drew poor reviews, and hit a bare \$5,000 on the week...

B'WAY SMASHES L.A. CRASHES

Los Angeles, May 20. Spotty business this week, with one or two houses going good while others hit new lows...

"The Questionable Elaine" at the Vine Street went to the previous week by a few hundred, taking in \$4,000. Only in two weeks, the production...

BOSTON'S LEGITS HAVE IN AND OUT WEEK

A short and snappy summer stock company saw its birth and death in one week at the Plymouth. That is about the lot for the city...

"The Vikings" New Yorker, and "Go On" Broadway, are the only two closed in one week. Last Saturday's added withdrawals were "Journey's End"...

"Hi There" Coming East

"Hi There" revue opening at the Columbia, San Francisco, last week, will be brought to Broadway early in the new season following good reports on the premiere...

New Costume Co.

Eaves, Schneiderman & Co., Inc. has been formed by Charles Geoly, owner of Eaves Costume Co., Charles T. Schneider and Veronica T. Blythe...

"Lost Sheep" Complaint

Assistant district attorney Wallace is reported having visited "Lost Sheep" at the Selwyn Monday, acting as a complainant...

Miss Lillard Hit

Charlotte Lillard, dramatic actress, seriously ill at Windsor hospital, Glendale, Cal., following major operation.

ONE OUT OF SIX SHOWS IN PHILLY DOES BIZ

Philadelphia, May 20. With six legit houses still open, only one, the Walnut, got any real trade...

Estimates for Last Week

"Salt Water" (Adelphi, 1st week). Third offering of George Shary Players. Started mildly. "Romance" 2d offering, hurt company's reputation...

Future Plays

"The Patsy" (Garrick, 1st week). Initial offering of a season of play of the week. Started with nice subscription sale but little box-office attraction...

(Continued from Page 50)

Players' Club for week of June 2 at Empire, New York. A playlet, "Little Father of the Wilderness," will precede the main attraction...

"The Big Charade," musical, which had been set for summer showing by Sam H. Harris, has been side-tracked until next season.

"A Thousand Hopkins" has three plays: "Torch Song," by Kenyon Nicholson; "Born in Texas," by Lynn Riggs, and "Roadside," with Walter Huston.

"The Roamin' Gentlemen" goes into rehearsal shortly as next for Frank C. Reilly.

Cast includes Hal Shenny, Mary Duncanson, George Egan, Oscar Polk and others to fill.

"Mr. Mammy Man," colored musical, will reach production via Stevenson, Connor & Selzer, now producing triumvirate, and due for spotting in New York in August.

Among those already signed for next season are Irving Berlin, Garland Howard and Isabel Washington.

"Mystery Moon," mystery musical, by Fred Herenden, Carlo and George, will go into rehearsal next week with James M. Graf as producer.

Place bows in at Brighton Beach, Palace hall, Brighton Beach, N. Y. June 5, and follows into a New York week a week later.

"The Best People," musical, with book lyrics and music by Ted Wilde, will reach production next month via Ben Appel, newcomer to legit producing ranks.

Frank Montgomery and Mario Sarno have been assigned to stage the dance numbers, current in London, will be imported with English cast next season by Charles E. Dillingham.

Dillingham previously obtained American rights to the production "Patzer" in a theatre district in New York, but because of casting difficulties in lining up an all-English cast, has decided to import the original cast.

Cartoon Plays Brings Pinch

Syracuse, N. Y., May 20. Frank Cosgrove, arrested last week in Louisville for alleged copyright infringements as a result of his presentation of "Bringing Up Father" in a theatre district...

Miss Gombell to Coast. Chicago, May 20. Myron Fagan is negotiating to lend Miss Gombell to Henry Duffy for work in coast productions.

"Nancy's Private Affair" will close at the Fringer in four or five weeks, Miss Gombell remains under contract to Fagan.

FOUR OF CHPS 10 SHOWS GO TO 2 FOR 1

Chicago, May 20. Out of eight productions current last week, two did business. With 10 plays current this week, four will be selling on the non-one bases...

"Strictly Dishonorable" was replaced as the non-musical leader by "Candle Light," which was named in its fourth week...

"Lysistrata" (Walnut, 4th week). Only real hit in town. Plenty of talk and interest run prolonged two more weeks, including this; \$16,500 or better last week.

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Estimates for Last Week. "Hello Paris" (Grand, 2d week). Lawton Campbell, the new one to shoot unfavorably and has little chance to build. In the row to begin with...

"Little Show" (Selwyn, 5th week). Smartest of smart revues dropped during the week, but it was in its fourth week, getting \$24,000.

"Webbs" (Studebaker, 1st week). Fenton Campbell, the new one to shoot for business on Michigan avenue strictly at cut rates.

"Candle Light" (Princess, 5th week). Comedy did not pick up 4th week, as expected, and is depending on "Hello Paris" as the leading Barrymore of the week to bring in the week at about \$5,000.

"Nancy's Private Affair" (Egan, 2nd week). Opening at cut rates, comedy failed to break even at \$17,500. Will stay four to six weeks, depending on "Hello Paris"...

"Sisters of the Chorus" (Apollo, 2d week). Drama of chorines brought here by Lester Bryant had a quiet beginning at \$7,000; future is doubtful.

"Strictly Dishonorable" (Adelphi, 15th week). Despite two-for-ones, this dropped another two, going to second week of its last week.

"The Solid South" (Harris, 1st week). Comedy featuring Richard Harlan and his relatives in their trypouts in Cleveland and Detroit.

"Your Uncle Dudley" (Playhouse, 15th week). Opening at cut rates, it was its two-for-one covers at this small Michigan ave. spot and folds within two weeks of its opening.

"Candle Light" (Princess, 5th week). This piece in the surprise, and mainly by opening in the Princess, off the Rialto. Got a splendid \$12,000 last week. Was under \$10,000 for several weeks, including \$10,000, instead of the \$7,000 noted.

Special Attractions. Civic Theatre—Fifth week of light opera. "Redman"—Civic rep company in "Escape."

Flash Play Chi Bust

Chicago, May 20. Georg Fasnacht Passion Play, booked for four weeks in the Chicago Playhouse, opened on May 17 after two weeks. Show came in under a guarantee of \$50,000 put up for General Foot Hospital, with all proceeds going to this institution.

Will fly off a week and begin outdoor season under canvas.



Little Theatre Tournament

The little theatre movement's first plunge into long length plays proved a dismal failure. Only one attempt, that of the Morningside Players, New York, was meritorious. And this succeeded chiefly because it got away from formula and avoided the heavier end of sex problems.

Actors, it seems to be shown, would do well to stick to playslets or else examine available manuscripts and select something suitable to their ability.

The Bronx proved that it can't go Southern or British and still be convincing. The middle-west proved that it cannot go in for socialist philosophies without getting beyond its depth.

The line-up of the past week, with one exception, should be a valuable lesson in not wanting to do general public hearing.

FRIDAY, MAY 16

The Twelfth Disciple

Presented by the Little Theatre of St. Louis. Written by M. F. Vamboldt. Directed by Frederick K. Cowley. Cast includes Mrs. George Smith, Thelma Adams, and Charles Dillon.

"The Twelfth Disciple" makes Judas Iscariot a sympathetic character. The playwright would have it that Judas great love led him to betray Christ and that he simply accepted the 30 pieces of silver as a pledge from the high priest Caiaphas, that Christ would have a fair trial.

"God chose me because I loved him the most," says Judas after the crucifixion. "In the words of the words, apparently to Rachel the woman Judas loved early in the life but refused to enter to follow Christ.

Biblical themes at their best are difficult material on any stage except the platform of a church auditorium. Modernization with current expressions, tonalities and settings do not add to dramatic values by no means.

Thursday, May 15 "FLYING BLIND" Lake Forest Players and the Playwrights Theatre, Chicago. Directed by M. F. Vamboldt. Cast includes Sylvia Hamburger, written by Mary Adams. Five scenes. Directed by Ernest von Marschall.

A lot about nothing as the finish of the theme, with a clarity of the cast not much better and below the two-week average in performance.

Dr. Hoffman is a Socialist and Marcia is the wife of a successful broker. They were on an affair through five scenes. At last Marcia decides that both hubby and potential lover are a waste of time.

Wednesday, May 14

"THE NEW FREEDOM"

Morningside Players of Columbia University. Written by Marjorie B. Parada. Directed by M. F. Vamboldt. Cast includes Van Nardoff, Settings designed by Smith and Grouse. Two acts.

Keeping up with the Joneses has inspired many writings. This is another. "The New Freedom" version is well moving, with a light suspense, and made entertaining by unusually capable amateurs of the Morningside group.

Westchester, particularly Bronxville, is the locale for this enactment. As the title reveals, the hero lived in that town for 25 years, it need only be said "in passing" that the playwright probably has been acquainted with Badd Dudley's garage when the apartments commenced multiplying.

Grover and Zoe are the couple. The climax of the wife's work as a husband buys memberships in the Westchester County Country Club. (Program identifies that as well as Badd Dudley's garage.)

Tuesday, May 13 "KITH AND KIN" Thelma Masquers of the Bronx Y. M. H. Club. Directed by Philip Gross. Cast includes M. F. Vamboldt, Ideas by Esther Marschick. In ensemble in barn 20 players. Three acts, including a scene in a barn.

It was significant to the reviewer, who is a Jew, that on a Jewish Sabbath eve, opening night of an event that takes a special angle from even the American viewpoint, that the theatre was far from capacity.

It was an unusual event and from the moment of the first entrance of Adlers are Americans. And each gave ample evidence of having learned the art of acting.

Dr. Hoffman appeared in an after-piece, doing a monolog from a scene of another Gordin play, "The Homecoming."

Don't let the title deceive. This isn't a real estate affair but a mild farce comedy, which, like the rest of the spring crop, is just for eating.

The Hyman brothers, Lionel and Mark, are among the great ones of the production who deal in small cost attractions.

Prize Winners

Samuel French Award and Theatre Magazine Cup to the Morningside Players of Columbia University, Manhattan. "The New Freedom." Honorable Mention—"For the acting of the Little Theatre of St. Louis. In Columbia University. (The Twelfth Disciple)."

acting in association with others. That makes a difference (mostly on the Bayes Road), but it cost very little to operate and grubbed along. New producers like these are doubtless sincere, but their judgment of scripts is faulty.

The action occurs in a house at Larchmont and a bachelor apartment in New York. The hero of Edward King, a novelist. He and a pal have just rented the Blain's apartment house.

The lead played by Dorothea Chard did not attract attention. Chard is a slip of a girl with a lisp that adds to her charm. She has appeared in a number of productions, with the possible exception of the "Garriok Gaeties," but she should land, Gertrude Fowler.

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family, was suddenly faced with a rebellion from his children. He was wide-eyed for what she can get, takes on a lover, quarrels, conflicts with the children and in general is responsible for breaking up the once peaceful home.

The old man's daughter takes to a shady existence, but she turns out a dullard. Uphost is half wit for the stepmother unrealistically, and then kills her.

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sibly is the misreading of Arthur Hohl and Edward Bennett is still in character with his role. He says he is proud to be able to give a clean bill of health.

The support has seasoned actors with the possible exception of young Constance. Jr. that she turns out a dullard. Uphost is half wit for the stepmother unrealistically, and then kills her.

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Out-of-Town Reviews

LILY WHITE

Atlantic City, May 20. "Lily White," somewhat raucous, vehement piece about a slightly naive girl who, when she is stopped off at the Apollo last night for a week's brushing up before she returns to New York. This latest by Samuel John Park is unashamedly crude in places and yet has something exciting and sympathetic about it.

When the church elders would use a girl as her "down stage," it is the big black boy who saves her and dies in her repentant arms.

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HELLO PARIS

Chicago, May 14. Musical comedy, presented by Grand Opera House May 11. Presented by Shubert. Lyrics by Charles O. Lockett. Music by Charles O. Lockett. Staged by Ben Holmes.

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SECOND AVENUE

(Yiddish) It was significant to the reviewer, who is a Jew, that on a Jewish Sabbath eve, opening night of an event that takes a special angle from even the American viewpoint, that the theatre was far from capacity.

WOODROW WILSON

Los Angeles, May 13. Drama in six episodes presented by the Theatre Guild. Written by William Inge and dramatized by Salmann and Kleeberg. Cast includes M. F. Vamboldt, Jefferson Lo Anellis, Jr., Bert Spier, Kenneth Taylor, Henry Collins, Clyde McRae, John King, M. F. Vamboldt, Morris, R. S. Simons, Leonard Markey, Tony Martin, M. F. Vamboldt, John King, and Richard Minkley. At the Theatre Guild, Los Angeles, May 5.

SOLID SOUTH

Detroit, May 20. Satirical comedy in three acts and one scene. Presented by the Michigan Theatre. Written by M. F. Vamboldt. Cast includes M. F. Vamboldt, Jefferson Lo Anellis, Jr., Bert Spier, Kenneth Taylor, Henry Collins, Clyde McRae, John King, M. F. Vamboldt, Morris, R. S. Simons, Leonard Markey, Tony Martin, M. F. Vamboldt, John King, and Richard Minkley. At the Theatre Guild, Los Angeles, May 5.

tional joker who whips out gags at the most trying moments of his political career.

scenes, depicting the resignation to the sinking of the Lusitania, the resignation of Bryan, the declaration of war and the Peace Conference in Paris. The president as personified takes every thing lightly with exception of the coronation which he takes very seriously.

Two scenes are laid in the German field headquarters, which have to do with Wilson. The highlight of the performance comes in one of these when the Kaiser, shunned by everyone, bids farewell to General Hindenburg, as he takes flight. Bert Sprotte, as Hindenburg, turns in an excellent performance.

The entire production suffers through poor staging and weak production. The cast, recruited from pictures and donating their services did their best to look like the characters but in all plays of this type, the audience, familiar with the personalities, got laughs out of the discrepancies in make-up.

The Theatre Man is a highbrow organization operated by Mrs. Alice Pike Barney, who at 70 has a perfectly human desire to see her name in lights as a producer. For the past three years she has been directing original plays and trying to get them past the little theatre stage. So far she has landed one in a downtown theatre, "Moon Madness," a musical which set her back \$15,000. She is wealthy, which helps.

**HI-THERE**

San Francisco, May 20.

A very intimate revue in two acts and 27 scenes. Produced by Paul Bisinger. Staged by Alexander Leftwich. Dances by Staged. Edward Sanderson, stage director. Odette Myrtil and Ken Murray featured. Brainer Columbia theatre, \$2.50 top.

"Hi-There" represents the effort of a young San Franciscan, son of a millionaire wool merchant, to give his fellow citizens a show as nice as like a New York top-hole musical as his enthusiasm and his dad's money would permit. That he succeeded in no small measure is certain. So far as San Francisco is concerned "Hi-There" is about as pretentious, as snappy and as colorful a show as this burg has witnessed.

Having been staged by Alexander Leftwich, who likewise provided a number of the backlogs of which this show is made up almost in its entirety, it suggests in a major degree "The Little Show." Paul Bisinger, the producer, 24 years old and recently out of college, worked in some minor capacity for "The Little Show" in New York. When he got ready to step into a producer's shoes himself, he came west and sent for Leftwich to follow him and take charge of his enterprise.

Considering the multiplicity of scenes, many of them rather intricate, the first night raced through with scarcely a hitch and with a finish that was surprising even to the hot-blooded babies who came to be shown.

"Hi-There" is a racy mixture of the good, bad and indifferent. It has many skits that are smart and clever and seemingly new. It has others that should be thrown away and it has still others that are just mediocre. Past as it was the opening night, the show ran until close to midnight.

Trimmed of a lot of surplus material, notably, the Salvation Army show that was funny and was in very bad taste in any theatre; "The Merry Wife of Windsor," silly and uninteresting; "The Bunch," tire some and minus laughs, and perhaps a few other things in the show, it would be greatly improved.

One of the outstanding backlogs was "Perfect Service," authored by Kathleen Norris and played perfectly by Odette Myrtil, Lester Vail, Billy Griffith and Paul Speegle. This one "prowed" the first-nighters, and "The Scenic Impressions" by Beth Wendel, not because of exceeding cleverness nor perfect acting, but because of its stage settings.

Ken Murray worked hard through the entire show. He was in and out of everything, always on his feet and had about six or seven spots all to himself. Whenever the show began to weary the customers, even a little, Ken Murray's august command snapped it right up again. Much of his material was pretty good. He used practically everything he had given his vaudeville audiences on previous visits, but he also had some new ones and he proved himself a capable actor in the backlogs.

Next to Murray, in fact, just as effective in quite a different way, was Odette Myrtil. Her first appearance was in a song skit, "Why Worry and Worry Yourself Over Quickly and Effectively." Her "Dream Music," in which a prop airplane, like a plane with startlingly realistic effects were used, struck this reviewer as outstanding. The same scene destined to be the hit number of the show.

The music of "Hi-There," with the exception of the number just mentioned, can hardly be classed as quite fair. It suffered, too, from lack of voices. "Teddy" Walters entrusted with several important

songs, proved herself a far better dancer than a warbler. She is exceedingly easy on the eyes and her stepping nobody could find fault with.

The same applies to Helen Charleston. Of the men Frank Boston proved an effective journeyman, as did his partner, who, with a pleasing pair of pipes, Lester Vail likewise was capable of doing his acting and his singing. Jerry Whythe was capable, but not outstanding.

Considerable money has been spent on the production and the costumes. Both were fresh and original. A number of girls should be given the most critical.

Whether "Hi-There" will hit New York, where they say it is destined to be the most critical, and hit this town, is a question. There probably will have to be a lot of different material substituted, and perhaps a few bigger names. At any rate, it is something well worth while and represents sincere effort and much hard work to achieve as much perfection as possible.

**Sisters of the Chorus**

Chicago, May 16.

Three-act drama presented in the Apollo, Chicago, May 11, by Raymond Productions, Inc. (Lester Brand). Play is by Martin Mooney and Thomson Butts; staged by John Hayden; one act.

Maxine LaVoie.....Edna Hibbard  
 Edna Hibbard.....Maxine LaVoie  
 Hubert DuFrayne.....Richard Brandon  
 Richard Brandon.....Hubert DuFrayne  
 Theodore Kane.....Henry Crosby  
 Billy Clark.....Joe Moran  
 Anne Gray.....Loretta Owen  
 Barney Hutchinson.....Robert W. Craig  
 Louis Gordon.....William Green  
 Charles Lawrence.....Charles Latte  
 A. Cavanaugh.....Charles Wagon

The authors wanted to glorify a chorus with sympathetic characters. What they obtained is a lot of flash wit and some spice that becomes pretty blue after the first half hour. Why it took two authors to create this dramatic affair is a puzzle, unless one ran out of blue material and had to turn to the other. If the police don't close this, Chicago will be set for "Pleasure Man" and anything else.

If you saw "Broadway," "Gentlemen Prefer Blondes" and "Ladies of the Evening," you saw everything in this hodgepodge, except the chorus girl with a soft heart ending her own bitter life to shield a young sister just starting out in show business. As for Little Miss Innocence, she is in love with a struggling young song writer, and on the evening of his success brings on complications by killing a Times Square racketeer friend of her sister who tries to "make" her.

All action occurs in the apartment of three chorus girls, two typical as viewed from popular conception, and the third suffering from chronic virginity," to quote directly from the play.

The piece is staged with a blunt appeal to stage, leaning gradually toward dress, with constant display of the girls in pajamas, lingerie, shorts, a bottle of gin, a shampoo, or less. When Sonia Karlov struts across the rogm in a transparent black teddy, there is less left to the imagination of the front rows than in a Halstead street tab.

Edna Hibbard has the natural lines as leading spirit of the three chorines; but the show is stolen by Edna Markey and Hubert DuFrayne, Miss Markey as Blanch Pages, whose suicide provides the third-act denouement, and DuFrayne as Richard Brandon, a chorus boy and "interior decorator." Loop.

**The Ackroyd Mystery**

Boston, May 15.

A detective murder mystery in three acts and five scenes by Michael Morton, adapted from Agatha Christie's story. American premiere at the Copley theatre with E. Olive producing.

Herbert Belmont.....Lionel Atwill  
 Parker.....Lionel Rogers  
 Mrs. Ackroyd.....Elsbeth  
 Miss Ackroyd.....Cecilia Russell  
 Major Blunt.....Francis Compton  
 Irene Blunt.....Lillian  
 Geoffrey Raymond.....Ian Emery  
 Carol Seward.....Rainer  
 Ralph Paul.....Richard Whorf  
 Doctor Blunt.....Ralph  
 General Ackroyd.....H. Langdon Bruce  
 Robert Davis.....E. E. Olive  
 Mr. Hammond.....Herbert Belmont  
 Margot.....Bertha Belmont

Absence of action and superfluity of dialog puts this one out of the running, although Lionel Atwill works heroically as the French sleuth who solves everything at the final curtain.

The story reads in a mildly interesting manner and under less logical dramatization with a few cheap thrills thrown in for luck, might get by for stock or the screen. As it now stands it looks hopeless.

The plot concerns a British household where the head of the house is found in his locked study with a bullet in his back. His voice heard in conversation with an unknown visitor is the last clue as to when he was shot.

The French detective solves it by discovering that the voice that was heard was a duplicate record which the murderer played to establish an alibi for himself after the slaying. The murderer, of course, is the unsuspected character, and happens to be the brother of a sweet young thing the detective wants to marry. There are none of the standard

thrills or blood-curdling moments in the entire action and practically no comedy. Olive, in producing it, felt that there was a demand for a rational and logical murder mystery as a relief from the dimmed lights, strid doors, low-courtesy servants, gorillas, maniacs and other, tricky conventions of the present detective play vogue. He is apparently already cured.

**Mayring in "Decency"**

Hollywood, May 20.

Lothar Mayring, German stage player, brought to America by Morris Gest for "The Miracle," has been engaged by Arthur Gregor. He will replace Lawrence Grant in coast production of "Decency."

**Chandler-McClain Wed**

Canton, O., May 20.

Helen Chandler, understudy of Helen Morgan in Ziegfeld's "Show Boat," was married Saturday to Norman McClain, Massillon engineer. Ceremony performed at St. Paul's Episcopal church here by Rev. Walter McCowatt.

Mr. McClain, non-professional, at present is engaged in supervision of new bridge over the Potomac river.

Miss Chandler announced she would give up the stage for good. Canton is her home.

This is evidently not the better known Helen Chandler, of the legit

**Rob. Williams' Stock Flop; Lasted 1 Wk. in Boston**

Robert Williams, an actor who attracted attention on Broadway this season in "Scarlet Pages" and "Rebounds," flopped on Boston as a stock impresario. He opened the venture in Boston last week. It closed Saturday, company being brought back by Equity.

The play used was "The Criminal Code." Same play had a similar fate in the hands of a stock company in Jamaica, L. I., two weeks ago.

**MARION STADLER**  
 and  
**DON ROSE**  
 NOW APPEARING IN  
**COCHRANE'S**  
**"1930 REVUE"**  
 AND DOUBLING AT THE  
**TROCADERO**  
**CABARET**  
**LONDON, ENGLAND**  
 JUST COMPLETED  
 4 Weeks, The Kit Cat Club  
 2 Weeks, The London, Palladium  
 1 Week, The Casino, Cannes, France

also in  
**Paul Whiteman's Picture, "The King of Jazz"**  
 dancing  
**The Romance of a "Ragamuffin Romeo"**

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**CHARLES E. HOGAN, 600 Woods Building, Chicago, Illinois**

Direction  
**WM. MORRIS AGENCY, New York**  
**FOSTERS AGENCY, London, England**

LITERATI

(Continued from page 52)

for general release until May 23, was circulated.

Doubleday-Doran is publishing the book in pocket edition size at 11. Herb Roth did the drawings. Fishman is known as short story writer and contributes to many of the classy mags.

Fawcett's Hollywood Mag

Fawcett Publications has acquired a 60% interest in the "Hollywood Magazine," monthly periodical limited to the Coast.

Under the new arrangement it will receive national distribution, with C. E. Hartwell, publisher, retaining 40% and Jack Grant remaining, as editor.

"Collier's" Word Rate

Far from playing around 20c. a word for short shorts, as reported, "Collier's" rate extends from 50c. to \$1.25 a word. That weekly is said to have paid as high as \$1,500 for a short short of not more than 1,000 words, with the lowest payment for the same sort of story half a grand.

Booksellers' Problems

Quite likely that the chief topic at the annual American Booksellers' Convention at the Hotel Pennsylvania this week will be the dollar reprint book. It's been argued pro and con by booksellers and publishers all year.

While some publishers think the dollar reprint book is the thing to lift the book business out of the doldrums, others believe the dollar reprint is responsible for the book business being in the doldrums. Booksellers are about divided on the subject. Some claim that book buyers favor the dollar book, with its smaller percentage of profit, to those higher-priced. Others say that with so many dollar reprints available buyers are buying more books than before, because of the cheaper price.

Either way the booksellers have got to come to a decision regarding the dollar reprints and must act on it as a body. The wisdom of union was proved in the danger presented last year by the book-of-

the-month clubs in diverting sales from retail book sellers.

Reported, also, that some of the smaller city book sellers will demand a spread in book advertising to take in their own community newspapers. Trend of the publishers for some time has been to concentrate book advertising in the New York and Chicago newspaper book sections and in the literary monthlies, arguing that these sufficiently cover the country. Booksellers insist that the only way to reach new book buyers is via their own newspapers, and will try to carry their point.

Whatever recommendations are made by the booksellers in a body are invariably acted on favorably by the publishers.

Probably True

Dagmar Godowsky is writing a novel in Berlin where she has been for several weeks. She has led a very interesting life, they say. Her father, the world famous pianist, is now in a Dresden sanatorium recovering from overwork.

Paris Paper Sold

"Paris-Soir," the Paris evening paper whose control was held by the Paris daily "Le Journal," has been sold to the group in control of the noon sheet, "Paris-Midi," headed by the Pouvoist family, northern France capitalists and mill owners.

"Paris-Soir" is a rather literary paper and is hot after names prominently billboarding those of Andre Maurois and other w. k. contributors.

Real Names of Authors

Richard Koverne is Clifford James Wheeler Hosken; Kathleen Haddon is Mrs. O. H. T. Rishbeth; Arthur Stirling is Upton Sinclair; Vera is Paulus Virgilius Marx; and John Lebar is Gilbert Wright, son of Harold Bell Wright, but who is Frank K. Notch?

Fowler's Follow Up

Gene Fowler's novel, now in the writing, is "Ropes of Sand," renamed from "The Iron Apple." It is his second full length book.

Merrifield in Charge

Richard Merrifield has been appointed editor in chief of "The Popular Magazine." Since the death of McLean several years ago the mag was co-edited by Merrifield and

Philip Conroy. Conroy resigned and now Merrifield heads this acc Street & Smith semi-monthly.

Tully's Two

Jim Tully has two books coming out in fall, both to be published by Doubleday Doran.

"Beggars Abroad" is a novel, and the other describes his recent trip through Europe.

20th Anniversary

Harper and Zane Grey new observing the 20th year of their association as publisher and author. Harper's records reveal that Grey's 31 books published by it have sold 11,228,399 copies in the twenty years. And Zane Grey started out in life as a dentist!

The Hamiltons

Those Hamilton brothers help each other. Patrick Hamilton wrote "Rope." Now his brother Bruce Hamilton, has come out with "To Be Hanged." Another title for Bruce's book might have been, "To Be Smoked."

"Hotel Gazette" Editor Dies

Ernest Jefferson Williamson, 45, editor of the "Hotel Gazette," died May 18 at his home in Woodside, Long Island, of heart disease.

He had written a book on the history of the hotel industry in the U. S. which is to be published in the fall.

"Music World," monthly music publication, makes its first appearance June 1 in Hollywood. Charles Wakefield Cadman, John Smallman and Dr. Sigmund Spath are the backers.

It is planned to print 15,000 initial copies.

Peter Arno, whose volume of drawings has sold to the number of \$3,000, has made a new connection. Collier's is to pay him \$24,000 for a series of 12 sketches. He will continue to draw for the New Yorker, however. Letter's circulation said to be 100,000 now. Advertising rate has been boosted to \$800 the page.

Sir Nigel Playfair, the English actor and manager, will have his autobiography out soon. Title is "Hammersmith Ho!"

London as It Looks

(Continued from page 52)

Now, the same fellow has threatened to murder him, but, whereas this "Stringer," of Manor Park, wrote to me in his own fair handwriting, he has typed a long letter to Atkinson proving, I suppose, that he has now brought in mechanical aid for his missed attacks on all the people who dare to tell the truth about "The Garbo."

Still, murder is not so bad as face-slapping. They do murder you in a quiet back street, where they can get away with it, not in the Savoy hotel where the publicity is such that everybody says "What a vulgar thing to do!"

The March of the Talkies

I am now in terrible trouble for having pointed out that 20 more theatres have just gone over to the talkies and I shall be in great trouble in a few days when I point out that the Australian theatre is dead, that more and more talkies are the craze out there, and that, with the exception of "Whoopie," I believe, Williamson's have not had a real success for three years.

One of their theatres was burned down recently, which was a bit of luck for them.

Entertainment people, I am certain, do not understand that the profits of their enterprise have always come—not from the few capitals—but from the vast tracts of country outside them.

When talkies have conquered that outlying country, their industry will be a very, very small one.

Edgar Wallace, "MUST"

When the "Daily Mail" slated "Rio Rita" unmercifully the managers actually said "Have they got anything against us?" Is it because Alfred Butt and Lee Ephraim have quarrelled? Butt is on their MUST list, is Ephraim therefore barred?

That is the sort of talk that is going round because of the "Daily Mail" favoritism. It is not my fault. They have caused it all themselves.

Well, Lee Ephraim got Edgar Wallace to "revise" the "Rio Rita" show. Edgar went in and ran some rehearsals. So now the "Daily Mail" have said nice things about it.

In the eyes of the "Daily Mail" Edgar can do no wrong. He is one of their contributors.

How Edgar must laugh!  
How London managers laugh!  
How I laugh!

More Work for Edgar

Now, Edgar must go in and brighten up "Heads Up." It ought to be called "Tails Down."

They put it on last night at the Palace. It made me more of a pacifist than ever.

After seeing it, I am quite in favor of scrapping the American Navy. Oh, my God, the song-plugging of those inane words "Why Do You Suppose?" and, oh my God, the silliness of seeing a naval chorus singing about they have no one to hold their hand!

It looked like a laval conference. Those were words for sissies, not sailors. "Heads Up" will not be a success. It does not deserve to be.

An English book publisher has gotten out "Alice in Wonderland," printed entirely in shorthand. Something for stenographers to read as a respite from true stories.

When-writing for his native England's mags, the author of "Bull-dog Drummond" uses the non-duplume of "Sapper." Over here he uses his real name, J. C. McNeill. No reason.



Broadway's  
Leading Men's  
Costumers

CHARLES GEOLY

of

EAVES COSTUME Co.

Broadway's  
Leading Women's  
Costumers

VERONICA BLYTHE

CHARLES T. SCHNEIDER

formerly of

SCHNEIDER-ANDERSON

have combined in forming

EAVES-SCHNEIDER and BLYTHE

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This Merger has effected economies which will be reflected in lower prices and a more complete and rapid service. Costumes for

men and women for every purpose made to order for rent or sale. No order too large nor too small.

EAVES COSTUME COMPANY WILL CONTINUE TO RENT AND SELL COSTUMES.

# 10c Music with 1c Royalty for Trade Revival Out—Ways and Means

Ways and means of "opening up America's piano and jukebox of the family phonograph" continue to be suggested within the music trade.

One is a return to 10c music: "That's not taken seriously as the music business never has increased too much" in the last 10 years to ever be profitable at such a price. Ten cent suggestion is based on a royalty slash to 1c, printing at 1/2c and making of the third insert sheet, and retelling through thousands of cheap scale shops not snubbed music.

At present music is being badly snubbed in many stores which still keep counters but have no interest in a department that consistently has been falling. The advent of music clerks and discontinuance of piano-playing demonstrators because of the expense, have been noted for some time. Many stores have been only too happy to sell their music counters to Warners, which has been lining up a chain as a direct outlet for their subsidiaries.

It seems pretty well agreed that in addition to raising the retail price production a very important reason for the prevailing and intensifying music depression is the condition of the country as a whole. "Sheet music and discs are the first of the 'cheap luxuries' to get hit.

**PUBX MUSIC COUNTERS HAVE EDGE ON STORES**

Convenience Helps — Feel Slump, but Proportionately Less

Music counters operated by Publix in about 55 of their theatres throughout the country are reported to be doing a better business proportionately than the retail stores.

Although the music department of Publix admits being hit by the sheet music sales slump it reports that their business, in proportion to the music handled, has fallen off as much as that of the outside theatre.

Reason, given by Publix for this is that it is mainly the theatre crowd which purchases music and they have direct contact with the theatre mob. Another is that the theatre atmosphere spurs them on to purchase music whereas they would not think of doing it outside. Also, if they hear a song they like in a picture they will purchase it in the theatre instead of walking a distance to a retail store.

## 60 Music Booths

Music counters will be installed in five additional Publix theatres shortly, bringing the total of music counters installed in Publix theatres up to 60.

New theatres to receive music booths are the Paramounts, at Portland, Ore.; Seattle, San Francisco, and Par and United Artist in Los Angeles.

## Brown Being Sued for Commission on Contract

Hollywood, May 20.

Rufus Le Maire and E. G. Mulford are bringing suit against Nacio Herb Brown, charging he has refused to pay them \$10,400 in commission on a contract which they secured for him with the Radio Music Corp. Attorney Roger Marchetti represents the pair.

Le Maire and Mulford, the latter a brother-in-law of Brown, assert that Brown was given the executive management of agreed to pay them a commission of 5% if they negotiated the Radio contract. The contract is for 104 weeks and guarantees Brown a salary of \$1,000 weekly over that period. It is stated.

His headquarters are in Los Angeles.

Osborne, M. C. at Fox

Will Osborne opens June 6 at the Fox, Brooklyn, with his band for a run as m. c.

**"Variety"**  
For Summer  
JUNE, JULY and AUGUST  
\$2  
Address "Variety," New York

## CAN'T FIRE IN CHI.

Chicago, May 20.

Musicians' local stands pat on the refusal to let small orchestras be replaced by over-scale groups on booking office deals.

Bamboo Inn, Chinese spot, was ordered boycotted for discharging a four-piece band and replacing with the Four Horsemen booked direct through MCA.

## ROLFE SOLELY WITH LUCKY STRIKE CONCERN

After a long service grinding out dinner and dance music for the Palais d'Or, and prior to that for the Casino Royale, New York, B. A. Rolfe has finally severed all contractual relations with the Chinese interests controlling that restaurant.

Rolfe lets us devote all his time to the NBC broadcasting contract with Lucky Strike. He is now doing three a week, Thursdays and Saturdays.

Joe Cirina, with Rolfe for many years, is conductor of the Palais d'Or band continuing to broadcast via Rolfe's former PALAIS d'Or.

Rolfe's new personal representative is C. W. Voorhis, the actor, who was in support of Mrs. Fiske in her last two plays.

But for his presenting broadcasting, is using 50 men.

## Women's Clubs Federation Prefers Canned Music to Poor Small Town Bands

Waterbury, Conn., May 20.

"Canned" musical accompaniment to motion pictures is preferable to that provided by "poor" orchestras, it was decided by delegates attending the annual convention of the Connecticut State Federation of Women's Clubs here last week.

A resolution asking for the elimination of mechanical music in moving picture theatres was defeated. The measure was sponsored by musicians' unions, and it was designed to compel local managers of theatres to install orchestras.

Mrs. F. J. Morrison, state music chairman, declared that "good music canned" was better than the poor orchestra, particularly in the small town theatres where, she said, it was not always possible to obtain musicians.

As a sequance to this opposition, the Connecticut delegates were instructed to vote against a similar resolution at the biennial convention, which will take place at Denver, Colo., June 13-15.

Although a majority of the women attending opposed the resolution, individual members expressed surprise that it had been defeated. The resolution was one of the chief issues at the women's convention.

## Hiring-Firing Issue

Before anyone can get on the staff of Fox's Red Star Music Company they must fill out a blank which requires that they give all their previous past business experiences, age, etc.

One-half of the blank is kept empty until the employee has severed connections with the firm when it is up to the manager to fill out questions as to whether the employee was fired or resigned and why. Also other questions of similar nature.

## WHAT SILVERSTEIN FOUND.

Hollywood, May 20.

Unable to land a spot in the overcrowded field of studio songwriting, David Silverstein has replaced Bob Cole as western representative for the Goodman-Handman-Universal music publishers.

His headquarters are in Los Angeles.

## Spitzer's Exercise

Probably the busiest man in the music industry these days is Henry Spitzer. He hops from Paramount's music department, to Famous Music, to Paramount's New York Studio and back to his own firm, Irmis.

Takes his lunch standing up at a corner counter.

## Sliding Terms To ERPI & RCA By Publishers

Contracts of RCA Photophone and ERPI with John Paine, as agent and trustee for publishers for the recording privilege of copyrighted songs, run for five years.

ERPI signed September 5, 1927, and RCA Photophone September 5, 1928, each paying exactly the same amount for the music recording privilege.

Under a sliding scale they pay \$100,000 each the first year, \$125,000 each the second year, a 3% cent tax on each year. For the fourth and fifth years the tax payment is reduced to 5c per seat per annum for each theatre.

During the latter three years, when they make their payments to Paine from the taxes collected, they must also pay for the world rights, in addition to the tax, 75¢ per song and \$17.50 for any part of the song. They also guarantee that for use in United States and Canada, each publisher will at least derive \$25 out of the song used. The payments made to Paine are distributed to the publishers according to the number of songs used from each publisher. If any payment comes to less than 25¢ for ERPI or RCA Photophone, according to who used that song, must make up the \$25 out of their own pockets.

At the expiration of the present five year contracts, new contracts and new terms will be drawn up.

## NEW CANADIAN MUSIC SOC. UNDER AM. LEAD

After five years of talk and ironing out details the Canadian Performing Arts Society, Ltd., has been reorganized.

Later society, operating in the same manner as the A. S. C. A. P., will be operated 50% by the latter organization. The new president, Louis Bernstein and J. C. Rosenthal depart for Toronto today (Wednesday) to put the finishing touches on the Canadian firm which will be executives on the Canadian Society. Buck, president of the A. S. C. A. P., will also be president of the Canadian Society. Bernstein, on the A. S. C. A. P.'s board of directors, will be vice-president, and Rosenthal, gen. mgr. for the A. S. C. A. P., will probably be treasurer over the border.

## Raw Stuff!

Flo Richardson's band has been engaged for the Hollywood Gardens, where Paul Whiteman will be, both opening June 5 and playing together throughout the season. They will be billed as "King and Queen of Jazz."

The report to those on the street and in the know carries plenty of truth. The hope is known to many and is whisperingly giggled over.

## Rudy Vallee Returns to Maine Town as a Hero

Portland, Me., May 20.

Rudy Vallee will spend two weeks in Maine this summer, a week in Portland, adjoining his home town of Westbrook, and a week in Bangor. It is expected that the Portland theatres will stage during the week a governor's night, and Gov. William Tudor Gardner has accepted an invitation to attend.

Lyman's Film.

Hollywood, May 20.

Abe Lyman and band will appear in Pathe's "Excuse My Gun."

# Along the Coast

By Bill Swigart

## JULIUS WITMARK'S ESTATE

Music Publisher Left Estate of \$237,968, Net, to Widow

A state appraisal of the estate of Julius Witmark, music publisher and of the former Witmark firm, shows an net estate of \$237,968. Most of the estate consists of stocks and cash, with \$152,000 in real estate.

Entire estate was willed to his widow by the deceased.

When the Witmarks sold their music business to the Warner Brothers, the consideration was reported as \$900,000. Additionally each Witmark received a five-year contract to remain with the firm.

## MANY JUNE MARRIAGES MAKE WORK FOR BANDS

With the band and orchestra bookers crying the blues because business is so terrible, a life saver has appeared on the horizon in the form of marriages.

Accordingly, the bookers declare that there will be plenty work during June supplying hot-cha-cha danceparty purveyors for the many weddings scheduled to take place during that month.

Apparently the marriage mart is plying up, for the b. and o. bookers secure business from that source frequently, especially heavy during June, but never as heavy as this June will show.

One booker alone is reported to have between 75 and 80 marriages on his books for a period of about six weeks, for which he has been called upon to supply bands.

## Ager, Yellen & Bornstein Make New Arrangements, Continue as AY&B, Inc.

Under a rearrangement concluded by the three partners of Ager, Yellen & Bornstein, that firm's interests will be carried along and preserved in a company formed as A. Y. & B., Inc. Ben Bornstein, general manager of the original firm, will take care of the business affairs of A. Y. & B. meantime building up his own organization, including staff.

Under the agreement, Jack Yellen will write for the new concern but remain unattached, while Milton Ager, the composer, will likely freelance. The new combination splits up the writing team of Yellen and Ager.

In carrying over the Ager, Yellen & Bornstein concern to conserve the interests of the three partners, Bornstein will likewise be free in his future business moves for the new corporation, which remains at the same address.

Never a Loser

The original partnership was formed eight years ago. It was formed without a losing year in any of the eight. Its many song hits were mostly written by Ager and Yellen, with Yellen writing a few by himself.

Differences are said to have arisen between the writing team some time ago. These were climaxed according to reports when Ager, Yellen & Bornstein was approached by Paramount to become its musical adjunct. The differences prevented that choice proposition from being accepted last summer, with the current readjustment and separation the outcome.

Jack Yellen will probably sail next month for London with Sophie Tucker, engaged to cooperate in the writing of the musical Soph is to appear in over there.

Ager's future is not announced. He is now at Asbury Park, on a vacation.

## Mormons Go Pop

Hollywood May 30.

"Look to the West," official song of the Mormon Spring Music Festival, to be the first of a series of songs, will be published as a pop number.

Villa Moret is making the transformation.

Hollywood, May 14.

Generally believed among executives throughout the country that if the film producers do not recede in telling a picture story by song, the public will become so tired of squawking tonsils and string symphonies that it will take a long time to bring back to the picture industry the good musical picture.

There is already a tendency among many of the leading producers to curtail down the number of songs in each production, and discovering the system of subordinating story to songs was too much of a revolutionary treatment.

The most outstanding example of flooding a story with tunes was established recently when one minor plant incorporated 18 songs in a feature running 70 minutes. Fleeting conservatively, that each number averaged two minutes, it means that there is 34 minutes left to tell the story.

Selling sheet music to out-of-town dealers by the way of disc record is being tried here by Art Schwartz, local representative of Witmark. Upon receipt of the disc the accompanying recording laboratory, recites a two-minute sales talk, then sings the number. The accompaniment of a piano. He then employs an orchestra to play the dance arrangement to the reverse side of the disc. The result cost about \$125 in quantities, but can be shipped to out-of-town dealers and prominent band leaders at a cost of only a few cent's time and money in bringing to their personal attention the qualities of plug tunes.

Lew Silvers, in charge of musical scoring and synchronization of pictures at the Warner Bros. since "The Jazz Singer," claims to have worked out a system of scoring that is saving the Warners thousands of dollars annually in musicians' time. Silvers refuses to divulge his details, but says he has used such mathematical precision that a score, with careful planning, can be arranged and a complete production synchronized in less than one-fourth the time than at any other studio.

After working on several M-G pictures with Arthur Freed, Harry Green has been appointed lyricist. Jerome Kern was only in town seven hours when he met all the big shots of Hollywood. He had a shot of a reception, tendered him at the Embassy club by Signum Rosenberg. While in town, Green and Cleary just returned from San Francisco where they completed the score for "The Three Musketeers" which is being made up by the authors on the present Al Jolson picture, "Big Boy," is accompanying the local scene and is being used to furnish any additional dialog or gag necessary to get over a situation.

With the present popular demand for hill-billy songs, Bill Raskin, who has written many tunes, has suggested a few titles for anyone who might want to use them.

Among them are "Daddy in the Morning" because the Sun Hurts His Eyes," "I Wish Nellie Hadn't Married the Old Bump Off Again," and "I'll Meet You in the Cemetery," Mary Darling.

In making out next year's income tax reports a number of the more prosperous songwriters, no doubt, will find down his suggestions to charge off considerable to professional maintenance.

Among them will be personal song pluggers hired to plug their pet tunes, services of personal press agents, and the Radio Music's fourth estate, and cost of patronizing the night clubs where they can get the most publicity for their instrumental in the band leaders intruding their new tunes.

Self-brice of Beverly Hills mansion will also be taken into consideration as part of the "front" money to maintain respect in the picture colony.

On the Coast less than nine months ago, Harry Green already has two screen musicals to his credit, and is working on a third, "Half Sixty" at Asbury Park. His next musical for Bert Wheeler and Robert Woolsey.

The composer's first two screen musicals were "Rio Rita" and "Dixiana," also for Radio.

Springing it as a surprise for the benefit of a group of musicians on the Warner Bros. set, Signum Rosenberg proved his work at playing the different musical instruments by jumping from piano to base violin, to tuba, to mellophone, to sax. He would have played a uke if there had been one around.





HUNTER'S ISLAND REOPENS

Pelham Restaurant Entirely Redecorated — Big Crowd at Opening

Arthur McLean's Hunter's Island Inn on the Pelham road, reopened Saturday night (17) to an overflowing crowd.

The Inn has been entirely redecorated and seated. It vies with anything in the roadway way in appearance.

Jack Green's orchestra for the dances.

Show Boat Padlock

Federal prohibition agents swept down on the Show Boat, city's leading night spot, in one of the most spectacular cabinet raids staged here in some time.

A year's padlock will be sought against the Show Boat. Similar action expected to be taken against another night spot in town.

Grange, Cafe M. C.

"Red" Grange will go into Sebastian's Cotton Club as m. c. for the summer. Grange, former Illinois U. football star, has been out here the past two months dickering for picture work.

Casanova Roof Opens

"Casanova Roof" opened for the season the past week with June Day getting the heavy billing and Al Jocker's band supplying the music.

Al Wohlman 50% and M. C.

Al Wohlman bought a 50% interest in Tony La Rosa's Folies Bergere, Atlantic City night club. Club will be opened June 15. Wohlman officiating as m. c. He will be there the entire season.

Hollywood Bulletin

(Continued from page 10) varro will be in Metro's revue, "March of Time."

Metro has borrowed Fin Dorsey from Fox for "Three French Girls."

On completion of "Kelly's Vacation," William Haines will go into "Remote Control" at M-G.

Will Hays arrived here this week to speak to the National Retail Trade convention. Subject will be "The Film as an International Salesman."

Angels of Santa Barbara are looking over an operaetta authored by Aubrey Stauffer and Tina Alcone with possibilities of financing it for local consumption. Title of the piece is "Barbatta," laid in Santa Barbara during the period of 1818.

Selznick and Joyce are offering Cornelius Vanderbilt, Jr., to the major studios for scenario work.

William H. Post, novelist and playwright, arrived here this week to begin work on his contract with Par. First assignment is an original for Jeanette McDonald.

Armida is now on route east to work in a series of shorts for Par.

Robert McIntyre, production manager for Sam Goldwyn, underwent a blood operation at the Hollywood hospital.

With the RKO, San Diego, going to three days of vaude, picture policy of the house has been changed from a full week to split.

Richard Dix's next for Radio will be based on "Big Brother," a novel by Rex Beach.

Radio may loan Bert Wheeler to Christie Egan for "Charlie's Aunt."

Lawford Davidson, English picture actor, acquired a wife and a restaurant the same day. Wife is Dianah Smith, dancer, and the show joint a class spot at La Jolla.

Ernesto Vilches, Spanish stage actor, engaged by Par to play the same part in the Spanish version of "Grumpy" as Cyril Maude in the English version.

Columbia is negotiating with Samson Raphaelson, author of "The Jazz Singer," to screen treatment of "Criminal Code."

Completing a feature length talker to be exhibited at the M-G convention, Nick Grinde will now meg a western.

"Copy Cat," an original by Charlie MacArthur and Laurence Stallings, will star Jean Crawford.

Upon return of Marie Dressler from Europe, M-G will have another story ready for her to team with Polly Moran.

"Bugle Sounds," picture on which Metro has already spent nearly \$200,000, is to be dusted off and production resumed within six weeks.

Academy of MP Arts and Sciences moves its executive offices June 1 to the new headquarters building.

F. McGraw Willis, who left Tiffany for his play, "Rainbow," for James Cruze, will supervise the Christie features to be made for Columbia release.

Although the cast of FN's "Dawn Patrol" finished work three weeks ago, a crew of trick cameramen and technicians are still at work.

J. Harold Murray's next for Fox has him singing as a northwest mounted cop in "The Red Sky" with Milton Sills.

Columbia is getting ready to release an 11-reel animal picture photographing in the jungle by Paul Hoeffler. Title is "Ubangi."

So that all players participating in foreign versions may have a fresh start on their work, First National has ordered that none of these actors be permitted to look at the English version.

George S. Brooks, playwright, brought here by Fox, and more recently with Pathé, left Saturday for N. Y. with the plays, "Lady Bull" and "Whip Hand." Intended for Broadway production.

"Domino" Club, members comprising femme stage and screen players, dedicated its new club building to the late Mrs. C. B. DeMille.

Yvan Noe, Suzanne Delve and Yvis Maulou, another three imported from France, will star in French version of "Olympia," arrived here.

Dorothy Arzner's meg work on "Sarah and Son" for Par has drawn her the next Ruth Chatterton-Clive Brook picture, "The Better Wife."

Abe Levine, agent, replaces Frank Roderick as casting director for Tiffany.

Talker rights for G. S. Porter's "Girl of the Limberlost" of the Best "Harvester" and "Freckles," made silent by FBO, have been purchased by the recently organized American Picture Corp.

Sono-Art is expecting to lay off production until July 1, going in then with "Honeymoon Lane."

Reorganization of Columbia's writing department names Garrett Lloyd as replacing Jo Swerling as scenario editor. Letter remains on the writing staff. William Conselman is at the same studio as a supervisor.

Three cafes—the Pom Pom, Hollywood Roof and Orange Grove—all in L. A., closed last week.

Holmes Walton, liaison between Hollywood talent and English producers, is en route to England.

Bronchitis laid Jack Holt low and caused temporary suspension of production on Columbia's "Hell's Island." Delay is expected to last for a week.

Tiffany has given Anita Loos a five-year contract. She has been assigned the femme lead in "Just Like Heaven."

Using the air to make a speech from New York to the Radio Pictures convention in Los Angeles, which started at the RKO studios Monday, Hiram Brown, president of R-K-O, yesterday (Tuesday) made an address from his office in the Bond building at 4 o'clock, daylight saving time.

George Janssen, son of owner of Janssen's Hofbrau on Broadway, has won the scholarship for the Rome Conservatory of Music, which is the most sought after musical prize in America.

Young Janssen studied under Goldmark, one of the foremost harmony teachers.

Gigolo Gag Cold

(Continued from page 1)

dance-partners exclusively. It was costly, but worth it. Jig thus got more than he expected.

Although as a general thing the ancient dames are terribly sappo, occasionally one outsmarts a supposedly wise-guy gig. A baroness is well known for keeping six gigs thinking they alone stand high in her regard just because she gave to each, unbeknown to the other, a costly diamond-studded cigar case.

An idea of how the jiggling bays is the case of a famous Canaan (Riviera resort) gigolo, now a dignified hotelkeeper. While jiggling and giving 'em the personality, he was very happily married and had two children. In fact, he was goofier about his wife than one would imagine. She, despite the nasty deduction, didn't think anything of his professional courtship with all sorts of femmes. That's what made him successful.

As a general thing, the Montmartre nite club gigs are racketeers. No salary; just what they can lane. The gigs develop a following growing to be more or less of a drawing card at the Casino he was spotted, so much so they paid him a regular night salary and in addition to his pick-up money.

As a general thing, the Montmartre nite club gigs are racketeers. No salary; just what they can lane. The gigs develop a following growing to be more or less of a drawing card at the Casino he was spotted, so much so they paid him a regular night salary and in addition to his pick-up money.

Ingagi? Ban

The average jig can pick 200 francs (48) a night. On this he must look neat and dress sartorially. The latter latter isn't so tough. The Tailors give the gigs a break on the rate, as it's a good free ad. Jigs are like the American m. c. or band leaders for sartorial perfection; it's part of the personality racket.

Sometimes a big-time jig hits it big. A \$40,000-a-year glorified jig is the shining example of Paris at the moment. His "lady friend" has settled in to grand old time. Right now he's reported engaged to marry an American stage girl.

"Ingagi" Ban

(Continued from page 2) idea "shot" in Los Angeles' own Luna Park.

Behind the movie, it comes to light, the Code of Ethics recently adopted by producers plays a part. The institutions filing complaints with the Code, asking why "it was not being applied to 'Ingagi'."

That producers and exhibitors who have canceled "Ingagi" bookings are not being met with lawsuits convinces interested parties that the stand against the picture is justified.

In its scope to get evidence against "Ingagi" animal trainers, among others who have been interviewed by producer interests.

What appears to be the facts about "Ingagi" are that about 3,000 sets of it have been in "Heart of Africa," the aged picture made on the Lady McKenzie expedition, and that the "gorilla-woman" finish, which has caused the box office failure, was faked at the Selig Zoo on the coast.

With all of the hoke that has come out of Hollywood, few such effects are likely to be obtained, unless possibilities which "Ingagi" has already demonstrated. Hays members pulling away are leaving a wide-open field for the indies, who are in a position to push in heavy where the others left off.

A lot of them did the same thing when the Hays body put the onus on "White Cargo."

DISK REVIEWS

(Continued from page 57)

sings "I Feel You Near Me" and "A Pair of Blue Eyes," from John McCormack's Fox picture, "Song of My Heart." Extremely quiet and rather peculiarly Irish, these ballads have a bit of pretense, but hardly impress as popular items generally.

"Reminiscing" and "A Cottage for Sale" are done by Dick Rariden (Brunswick 4768) make a minor pleasantry of the ballad type. Ukulele like Columbia 2195 is naturally a greatly subdued artist in "The Moon Is Low" and "I'll See You in My Dreams." Too many can do the same sort of thing and too few can entertain in Edwards' typical comedy way, so why waste him on love stuff.

Speaking of love stuff, a classic lyric appears in "I Like to Do Things for You" by Leo Dick Rariden. "I like to pick the lint from your coat because I want to keep you nice and clean."

On the other side there's "Happy Feet," only moderately gay as offered by Leo Dick Rariden (Victor 22398).

Possibly a college outfit, and if inexperienced an explanation, the Yellow Jackets (Brunswick 4773) combine "Rambling Wreck from Georgia Tech" with the "Alma Mater" of the same stadium. Poor recording of presumably slight appeal except to alumnus. "Rambling Wreck" is intrinsically a pretty lively chant and has been heard previously to vivacious effect.

Wayne King (Victor 22399) has an excellent recording of "On a Blue and Moonless Night," backed by "Promises, Goodnight" rhythm, weaving in the instrumentation with considerable ingenuity. Jungle Band (Brunswick 4776) develops a pretty nice rhythm in "Maori," but in "Admiration" each strain is a taffy-pulling contest with a melodyless affair labeled as a "fox trot-tango" whatever that is.

An interesting pair is etched on Victor 22411, namely, "Mysterious Mose" and "Slapping the Bass." In the latter instance Decosta and Phillips have written a peppy novelty number around the new habit of converting the bass violin into a percussion instrument. It's a little technical for lays. Ted Weems has brought out the possibilities of both numbers very smartly.

And for the admirers of the walling clarinet Boyter Center (Victor 22502) is the head man. He offers "Copenhagen" and "Boogie Street Blues," generous opportunities for his most finished waxy. A bit of turbulent trumpet is pursued by Louis Panico, best known to Chicago. "Oh Doctor" and "Whabasi Blues" constitute Brunswick 4765.

TAVERN A CHOP HOUSE OF EXCEPTIONAL MERIT 156-8 WEST 48TH STREET East of Broadway

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Obituary

JENNY LEE

(English)
Jenny Lee, old-time actress, died May 2, in London after weeks of illness in poor circumstances. Deceased was chiefly famous as "Jo" in her husband's dramatization of Dickens' "Great Expectations" which she produced personally at the old Surrey Theatre after every management had turned it down. It ran for a year, and toured for six years. Further activities included Shakespearean work, "Oliver Twist" and pantomime.

Miss Lee's money was lost in a bank failure in Australia, and the deaths of her son, daughter and husband necessitated her living on a small pension. Owing to similar names, her death had been reported three times during her lifetime.

VIOLA ARLINGTON

Viola Arlington, who appeared years ago in vaude and musical revues with Arlington Sisters, died in New York.

The Arlington Sisters had appeared at Korshak, Blalock, Tony Pastor's and with Lottie Gilson at the Casino, New York. They were credited as being the originators of the "minor dance."

Miss Arlington was the mother of Valda, the dancer, who also survives.

Jack Wall, 47, promoter, press agent and manager, dropped dead of heart disease in Rochester, Minn., Sunday morning (18).

Wall managed the Sistine Choir during its international tours and for the last two years had been his personal manager for Jack Dempsey. He was unmarried.

He had gone to Rochester with Dempsey when the former champ went to the famous Mayos for a minor operation.

The body was sent to Albany, N. Y.

ZARA DOLARO

Zara Dolaro (Mrs. Josephson), 60, actress, died at the home of her son in Pittsburgh, May 13.

Miss Dolaro had been connected with the stage for 40 years. For eight years she was with David Belasco.

JESSIE MORSE BRADFORD

Jessie Morse Bradford had appeared with Mrs. Leslie Carter in "Du Barry," "Adria," "Kitty Bellaires" and "Zaza."

When she retired from the stage she conducted a studio at 75 West 75th street, New York, and numbered among her pupils, Alma Glick.

LOUIS LEON HALL

Louis Leon Hall, actor for many years, a prominent stock lead and who had appeared in many shows both in New York and on the road, died in Houghton, Me., April 17.

Mr. Hall was for the past two summers with Provincetown (Mass.) players, and had also appeared with the Franz Leiber Players. His widow, known professionally as Ethel Robertson, survives. Miss Robertson having retired from the stage and living in Houghton.

At one time Hall had been with Poll and Thatcher stocks in New England.

Hartman theatre here, his widow, Mrs. Daisy Coroneas, survives.

The mother of Albert Spalding, the violinist, died in Florence, Italy, May 15.

Charles G. Siegfried, 53, electrician for Fox studios, died May 12 in Hollywood.

James Robert Homer, 64, founder of the famous California Quartet of some years ago, died last week in Brookline, Mass.

Four-year-old son of Fred A. Holt, manager, Fox-Poll theatre, Bridgeport, Conn., died last week.

DEATHS ABROAD

Henri Gad, 45, French picture director, died in Paris.

Jeanne de Balzac, French screen star, retired for two years, died in Paris.

Maurice Martigny, French comedian.

Mollie Neame, 28, English dancer in "Desert Song" at the Theatre Mogador, Paris, killed by falling through a window at her lodgings in Paris. She is presumed to have committed suicide because of health.

A. Bednarski, 60, Belgian agent, died in Brussels. Deceased was manager of the Palais d'Elite for many years.

THE PARISIAN FRONT

(Continued from page 44)

cocktails in the Ritz bar later on elimination of doctor's fees and a special toll for the poor.

Gym exercises at 9:30 and 10 o'clock, lessons in loveliness from several points of the compass, while a soap advertiser tries to insinuate that the new fitted dresses should be a reason for using her product.

Excursions obtainable for the air, invitations to "parties" for this or that "radio army" or an inspection of the new schemes for a chain of pork stores, etc.

Tips "Air School of Health" gives treatments from letters and announces a new magazine for June 1 while admitting a previous effort in that direction had been a failure.

A woman talker on Palestine and international peace says motion pictures are the greatest aid in that direction by emphasizing the good points of all people and omitting ridicule of any.

Another soap for dying fabrics "backed by the 90 years of Park and Tilford reputation." This latter, as are many of the advertising features, presented as conversations between a group of women "just hearing the wonders" of the particular article.

Dialect's an important part in this connection, "explaining" to a colored maid a favorite bit which also permits a few humorous remarks. Occasionally a man is used, either the announcer or a "character" so the woman can unravel the points that bewilder the poor maids (though they wouldn't a 10-year-old).

Usually a musical moment injected to give the housewife a chance to check up on the stove.

Fashions All the mid-season collections are over for the present. The fashion writers have nothing to worry about now until June comes, but there is a long story in it about how the Princess kept the Prince of Wales waiting a whole hour for dinner, and how jolly nice he was about it.

Here are a few hints from those who over it, colors, for fall, but somewhere on your town frock or you won't look like anything at all. Capes are still good, especially on the fall day dress; blouses are going to be so long they descend below the knee sometimes, leaving only a hem of the skirt showing; scallops will be used on afternoon dresses as well as around the suit jacket—and jackets every three or four days are going to be seen at all the smartest places; evening capes are a little longer, in chiffon velvet, and should always bear close relation with the evening gown under it; colors, for fall, are brown, a sort of maroon purple and a few dark shades of green.

Chorus Men Speaking about clothes, the new

revue with Raquel Meller and Doris Niles is pretty bad and to homesick men. You see, this is a purely feminine viewpoint. Such chorus men one wouldn't believe could exist without getting hurt or run over or something. They handle the chorus ladies, with about as much enthusiasm as if they were tired of it all. Well, Paris is like that—not many men, to be certain, and the rest either lacks that happy, expensive look remembered from New York revues.

The dresses had a cluttered appearance, due to a lot of things—lack of imagination and cheap materials principally; downright awkward and made-over look in some cases, although one would think that, with the thin cut of the leather as a basic idea for one scene, that at least would stand out. But they all seemed to fall pretty flat. Miss Niles' costumes were obviously her own, but authentic as to the character of the dance she was doing, which is the reason she never exposed more than about two inches above the ankle.

Meller gets no votes as she deserves—stages an elaborate entrance in magnificent Spanish costume, sings one song, accompanied by a lot of eye work, takes her applause and then sings. Besides, she is obviously not watching her calories. Some day, if she doesn't watch out, no amount of Spanish ruffles and drapery will conceal that she is a fat woman, singing Wagner, "figuratively" speaking.

Free Samples on Air

(Continued from page 44)

Elimination of doctor's fees and a special toll for the poor. Gym exercises at 9:30 and 10 o'clock, lessons in loveliness from several points of the compass, while a soap advertiser tries to insinuate that the new fitted dresses should be a reason for using her product.

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Chorus Men Speaking about clothes, the new

Royal American Shows

(Carnival)
Joliet, Ill., May 16.
Two Vailler brothers and one Elmer Settlemyer, owners of the Royal American Shows, refuse to add an iota of profit unless, at the same time, they add a show or ride. But due to cold weather, the Kentucky Derby, and one thing or another, they have got a little ahead of the rides and shows.

The ratio here today was 22 shows and 100 rides. It makes for a bang-up frame-up as the stores are running as flat joints that see-saw back and forth from overnight take to left. The see-sawing depends on whose looking on, how the town is fixed, and how the auspices boys feel about it.

Although shows and rides are supposed to play a major part in the Royal line-up. It's the big six wheels, of which there are two, and the come-on outfits, that are given first prize in the show.

The big-six wheels look as though they are squeezed. One of them, which is the one that goes between the numbers four, five and six. With five players losing steadily, it keeps the wheel from being marked on the percentage for the game. The shill played with dime, which the chumps were taken for dollars.

Above it, a blanket store with a special toll for the poor. Gym exercises at 9:30 and 10 o'clock, lessons in loveliness from several points of the compass, while a soap advertiser tries to insinuate that the new fitted dresses should be a reason for using her product.

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Chorus Men Speaking about clothes, the new

BARNETT BROS.

(CIRCUS)
Crown Point, Ind., May 14.
About 30 years ago the Harris Nickel Plate Shows gave two one-act plays and two performances here at a time admission.

Yesterday, "Whitey," with the Barnett Bros. circus came back to town. The circus has had its best performances at 50 cents admission and 60 cents for reserved seats.

William Hamilton and Roger Rogers, owners of the Barnett Bros. circus, who had from the Harris Nickel Plate Shows, claim the circus game "ain't what it used to be."

Nevertheless the two boys have chuckled the garage racket. For three years they've been rolling about 30 trucks up and down the roads. The circus has extra comfortable and sumptuous ones—a "Whitey's" traveling home. Pullman would scrap all his cars if he ever saw 'em.

The gray-haired coin-grabber has worked every day since the show opened. He has a lot of extra bits in the winter quarters, York, S. C. Did pretty well here. Doubled what he got in the Harris Nickel Plate Shows.

And they say the truck show business isn't so good. Messrs. Hamilton and Rogers get about 2000 extra bits. The two also get all of the girl show, a part of the sideshow. In fact, they get everything from these two things. The extra bits are the adjuster, used to smooth out. And on a small trick, the extra bits are the extra bits. Another four bits brings a mild strip. Another buck for a combing and another for the blow-off the chump, if he has any dough left, pays \$2.

About a year ago the Harris Nickel Plate Show got the gag and got a laugh. Yesterday the Barnett Bros. worked it and left a lot of extra bits.

Some 45 motor and wagon circuses are working hamlets this year. The operators are getting a lot of Chicago racketeers haven't caught up to the idea yet.

Barnett Bros. circus posts between 30 and 40,000 sheets of paper daily. The nut is around \$250, as the performers are family groups, except the operators. The Harris Nickel Plate days the g. generally got 1% on side money.

A year or so ago, New York cartoonist "Circus" booklet titled "Circus Magazine."

On the Barnett outfit the sideshow is also the menagerie. The sideshow is also the menagerie. The sideshow is also the menagerie. The sideshow is also the menagerie.

The parade, a noon feature, keeps the cages closed. Other attractions in the sideshow are a five-piece colored band, Punch and Judy, glass blowers and a half-man-half-woman. The big show, given beneath a four-pole top, with everything reserved, at 50c, except the two far ends.

The program opens with a spec titled "Roseland." Because the top is small, the thing turns out to be a show, but pleasing enough. Two rings and a center stage with the usual circus routine. Features are a small son and a daughter. The kids are so young they win. Another kid is so young they can't talk to a real laugh act, is the still drunk number, with Toby Tyler (evidently a child) and a girl named Walter Ferguson. The number is old and has been in the discard so long it is new. Other performers are Duke, Duke, Florence Macintosh, Bob Peasley, Yoshidas, Tom Healey, Rogers and Ryerson Gault and Geo. Weyman.

Entire performance is several times. Concert of Wild West and wrestling follows. Outfit looks neat and keeps a lot of young chaps on the ticket books who are clean cut and give a good appearance. Biz-biz has been light for everyone. The sideshow keeps the work moving. Boss canvasman says the show is always loaded by 11:30 each night. The sideshow is so clean and true, as none of the boys have scars except "Whitey," and he got that 20 years ago.

Law Dufour has had trouble collecting his bit from the carnival—playing his "Unborn." Carnys been using the dough to move on.

Circus Accidents

Circleville, O., May 20.
Mickey King, 21, Bloomington (Ill.) aerialist with the Robbins Bros. Circus, was seriously injured last week when she fell 30 feet from the Roman rings to a wooden platform.

On the same evening, Arthur Regg, human cannonball, was badly burned when a charge of powder exploded in his act. He is getting in place for the act.

OUTDOOR NOTES

Lakeside and Elitch parks, Denver, now open for the summer.

Frank J. Lee now publicity director for Miller-Rose Enterprises at State Fair Park, Milwaukee, which opened May 10.

Tom Lynch, 74, with Ringling-B&B, in charge of the draft horses, has been with Barnum show since 1930.

Shows and rides arc: Pygmy exhibit; Serpentaria; Pony Track; Bird and Snake Shows; Snake Show; Whip; Leaping Lena; Caterpillar; Lindy Loop; Merry-Go-Round; Indian Side Show; Snake Show; Outlaw; Hoppie; Frog Boy; Vamp; Monkey Circus; Fun Farm; Freak Animals; Nilo; Unborn and B&B.

Against this, the flat joints, wheels etc. Outfit is big enough it sells the snake show. About 4,000 on the cold night. Cannards after 20 or 30 seats will be added, as the show's favorite spot is the Dominion, despite the name.

Shows and rides arc: Pygmy exhibit; Serpentaria; Pony Track; Bird and Snake Shows; Snake Show; Whip; Leaping Lena; Caterpillar; Lindy Loop; Merry-Go-Round; Indian Side Show; Snake Show; Outlaw; Hoppie; Frog Boy; Vamp; Monkey Circus; Fun Farm; Freak Animals; Nilo; Unborn and B&B.

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# CHICAGO

## Variety's Chicago Office

WOODS THEATRE BUILDING-CENTRAL 0644-4401

**Englewood**  
 Good 10-act bill at this house Tuesday showing night. Business of the first Tuesday since the big blizzard in a spot which has been coming heavily for R-K-O. High point was Bob Ripa, boy juggler, who doubled from the Palace as a guest star. Kid goal 'em.  
 First two acts were negligible. Violetta Hawaiiana, two men and a girl with guitars, and Alfre Sisters, in semi-organic harmony. Quazly and Kelly, two dancing vets, buck-and-winged and sang, holding to six minutes, and were an improvement. Polly Or followed in revised routine with a new partner, blond fellow who plays accordion and piano. She's an excellent mimic, but needs material, badly. Her "Campbells Are Coming," opening with peg-leg dance, is best thing in act. Paul Kahn and Co. Kahn impersonating a female gym instructor in a man-haters' community, and the four dames portraying feminine types were a sizable hit.

Rina followed, then Kane and Gray, the man-girl hoke team, who have a routine all Miss Gray. They had no trouble following Rina, but act needs sizzling on some unnecessary blue stuff. Shirley Adair and the Pepper Boys, girl acrobats, and kick dancer and hoofing team, need a faster opening. Team dancing is good and act looks youthful. Next to closing, George Lyons, humorist, and a real old timer, entertained with some pop music and then held up with Italian songs.  
 Merrill Bros. and Sister (3) closed with pole-perch and stairs acrobatics. Slackwire was very good.  
 Entertainment completed with "Temple Towers" (Fox) and Pathe news. Loop.

**Oriental**  
 This Public-B. & K. loop house now running professional reviews

**BOB NOLAN**  
 Master of Ceremonies  
 Chicago Theatre  
 Chicago, Ill.

**When in Chicago Visit These Hits**

**R-K-O WOODS**  
 Another Radio Pictures Triumph  
**"CUCKOOS"**  
 With BERT WHEELER and ROBERT WOOLSEY

**SHUBERT PRINCESS**  
 Chicago's Favorite Consolidee  
**Eugene Leontovich**  
 in Gilbert Miller's  
**"Candle Light"**  
 With Reginald Owen and Alan Mowbray

**A. H. WOODS' ADELPHI**  
 BROCK FEMBERTON Presents  
**STRICTLY DISHONORABLE**  
 Comedy Hit by THOMAS STORGES  
 Starring Ed Antoinette Perry and Mr. Femberton  
 "An evening with the Adelphi"  
 —Heywood Brown, "McCall's" Mag.

**SELWYN** Matinee Thursday  
**THE LITTLE SHOW**  
 Hear "Meamin' Low"  
 CLIFTON WEBB  
 FRED ALLEN  
 LIBBY HOLMAN  
 "Can't We Be Friends?"

**PLAYHOUSE**  
 15th Big Laugh Week

**YOUR UNCLE DUDLEY**  
 With THOMAS W. ROSS and MRS. JACQUES MARTIN

IN CHICAGO  
**LINDY'S RESTAURANT**  
 On Randolph Street  
 Is Home, Sweet Home, to the Profession  
 A Good Place to Eat and Meet

at the show Thursday night. With Stephen Petchit and two colored preview acts, this spot resembles the aquatic Regal Thursday night. Two colored turns were Carolyn Snowden, in two bits, a male impersonation and a straight song, and a specialty. Over nicely, though semi-strip, semi-cooch bit was in poor taste. Four Flash Devils, formerly a couple of dance two-acts, Warren and Gil, and Cole and Wade, delivered some fast stepping and nifty challenge stuff. Has possibilities.  
 Charlotte Ahren manages a weak comedy song and dance bit, Wams-

# CORRESPONDENCE

All matter in CORRESPONDENCE refers to current week unless otherwise indicated.  
 The cities under Correspondence in this issue of Variety are as follows and on pages:

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ley and Keating, man and woman comedy turn, miss fire with gags running to stilted puns, and comedy business principally managed by the man with some flirty wiggles and loud hollering. Hutchings and Holloway are on the stage to "High Society Blues" (Fox) for second week and Vita-Temple "Hold Everything" (WB) for third.  
 Empire dark after several weeks stock burlesque. Reopens with Herk circuit shows in fall.  
 Paul Novatske has built a house at Mukwonago, Wis.

Reports are that Leonard Shuester will tour the American theatre to Jack Miller and Ludwig Siegel.

Don Dixon's stock attempt at the Worthington, Oak Park, failed out. Last day's receipts attached with editors. Performers, paid off pro rata, got six dollars each for the week.

The Ambassador, where Harry Minturn just completed a stock season, may shortly be converted into a garage.

N. V. A. reports Selma Waters convalencing in the American hospital after a toe operation, and William Giovanni as a patient for observation there.

Oliver theatre stock company closed last week at South Bend.  
 Ethel Bennett's companies, "The Fool" and "Big Pond" open for the Associated Bureau at Charles City, Ia., June 1st and 15 respectively.

United Artists ran a preview for exhibits on "Bad One" at the United Artists theatre midnight of May 19.

In spite of the squawks from wired houses about stiff nut, the silent houses are rapidly going south. Last week's sound institutions were the Capital, Calie, Mabel, Grandale and the Edwards.

Reports are that Leroy Alexander is resigning from Sono-Art World Wide exchange.  
 Delegates to the A. F. of M. convention in Boston June 9 to 16 are James C. Petrillo, president of the Chicago local, E. F. Jorey and Al Rickett.

Billy Diamond, western booking chief for R-K-O, was given a banquet at the Government Club last week in celebration of the completion of his first year with the organization. All agents and

brokers attended, with Ben Piazza in from New York as guest of honor. Wks., after one week.

Helen Staniland has acquired rights "After Dark."

George Robertson opened his tent show at Ilwaco, Ill., last week.

Guy Beach Players closed at La Crosse, Wis., after one week.

**TOLEDO**  
 By E. H. GOODING  
 Paramount—"Show Girl."  
 Vita-Temple—"Hold Everything" (3d week).  
 State—"High Society Blues" (2d week).  
 Yentlow—"Redemption," "Drats."  
 Palace—"The Blue Bird."  
 Vaude—"Blurring Widow."  
 Empire—Dark.  
 Rollin Stonebrook, 27, assistant, succeeds Sidney Dannenberg, pro-

# CORRESPONDENCE

duced to district manager, as manager Paramount (Public).  
 Big still terrible, worse than last month. "Song of the Flame" should have played two weeks at the Pantheon, but didn't. State holding "High Society Blues" (Fox) for second week and Vita-Temple "Hold Everything" (WB) for third.  
 Empire dark after several weeks stock burlesque. Reopens with Herk circuit shows in fall.  
 Mrs. Lulu T. Gleason, chairman of motion picture committee of Toledo Federation of Women's Clubs, recently formed, now president of Federation's permanent Motion Picture Council. Council looks over pictures being screened by local theatres for possible purchase or exhibition, deciding which films children should see.  
 W. Vernon Harrison, 50, Bexley, O., who leaped to his death from 14th story of Union League Club, Chicago, last week, was former Chautauqua bureau operator. Sold business to Kansas concern about a year ago, retaining some lycceum interest in which he had financial troubles.  
 Jimmy Ellard, m. c. at Paramount for several weeks, going back to Denver in same capacity.  
 Billy Elton, former Ringling circuit press agent, has been named to handle Public publicity for this town.  
 Sells-Photo circuit struck cold weather here which cut into its attendance. Tom Mix drew and saved show from going into red on the date.  
 Elizabeth Chaverine, of Toledo, is using the Empire theatre (Mutual big house) for \$5,000 for a headnote. Says a sign left upon her as she was passing the house last winter, causing her to lose the brain and she still has the headache.

**ATLANTIC CITY**  
 By GEO. R. WEINTRAUB  
 Mrs. Doris K. Endor's suit for \$100,000 for alleged alienation of affections against Mrs. Edna Leedom Deolger was again continued in the Atlantic City circuit court until the October term. Rumor has it that the many continuations are due to the principals trying a settlement out of court. Mrs. Endor, divorced wife of Chick Endor,

inoted to district manager, as manager Paramount (Public).  
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**ROCHESTER, N. Y.**  
 BY DON RECORD  
 Lyreux—"Broken Dishes" (stock).  
 R-K-O Palace—"Cuckoo"—vaude.  
 State—"The Corner."  
 Temple Tower."  
 Rochester—"3 Sisters"—vaude.  
 Eastman—"Hold Everything."  
 Regal—"The Girl from Manhattan."  
 Broadway—"Those Who Dance."  
 Fox—"The Blue Bird."  
 Victoria—Jark.  
 Little—Dark.  
 Grand—Change.  
 Family—Change.

Charles C. Perry, district manager for Public theatres in Rochester, Buffalo and Toledo for past year, promoted to district manager of Paramount, succeeds Robert M. Sloan, managing director, Eastman house, succeeding from operation and reports to be out in two weeks.

Dark night saving, which went into red in 1929, is expected to hurt theatre biz already badly affected

by unseasonably hot weather. Change voted suddenly by City Council when actual proposition here failed to develop following proposal.

Canisteo residents demand show-down on Sunday May; 194 sien petition giving village board choice of issuing permit or conducting referendum.

Francis Pierlot and Mabel Meek, gonyery have joined the local stock.

"Vaughan King," which didn't do so well at the Eastman at high prices, ran into hot weather on return to Regent and another disappointment. Not held over.

In order to dramatize City's Liliae Week, May 18-26, Chamber of Commerce conducted Personality Girl contest. Christine M. Blackwell chose Liliae Queen and Miss Mary Wesson maid of honor.

# PORTLAND, ORE.

Broadway—"In Gay Madrid."  
 Paramount—"Show Girl."  
 United Artists—"Hold On."  
 Orpheum—"Kiss About Women."  
 Rivoli—"Jazz."  
 Blue Box—"Hold Everything" (2d week).  
 Blue Moon—"Those Who Dance."  
 Hilde—"Paramount on Parade" (2d week).  
 Marjels—Duffy stock.

Good biz getting stunted pulled by Jack Grant, manager of the Public Theatre, Split juggling him "Up the Congo" into two halves, running two weeks and drew well, topped interest over feature picture.

Ron and Don, organists at the Public Paramount, left for San Francisco. Replaced by Con Maille.

Mare K. "Marcus Aurelius" Bowman, Fox p. a., stood under an awning from the rain, spilled some official wit to a reporter, got a column "interview" in the local press. Slower witted p. a.'s wondering how come?

# ATLANTIC CITY

Mrs. Doris K. Endor's suit for \$100,000 for alleged alienation of affections against Mrs. Edna Leedom Deolger was again continued in the Atlantic City circuit court until the October term. Rumor has it that the many continuations are due to the principals trying a settlement out of court. Mrs. Endor, divorced wife of Chick Endor,

charges the former Edna Leedom, with pilfering "Chick's" affections. Deolger is heir to the brewery millions of the late Peter Doelger of New York.

First spring convention of Paramount-Public Corporation held last week at the Ambassador. George J. Schaaf, former eastern division manager, was chairman of the meetings. Production officials left immediately after the closing session Sunday for San Francisco where the western division convention will take place, May 23-26.

William A. Brady is recuperating here from his recent operation and is feeling well enough to predict a comeback for the theatre next season. But not for the price of tickets.

# BROOKLYN, N. Y.

By JO ABRAMSON  
 Embassy—"Strange Interlude" (2d week).  
 Majestic—"Dark."  
 Paramount—"Paramount on Parade"; stock show.  
 Fox—"Arizona Kid"; stage show.  
 Orpheum—"Men from Blackbyrd."  
 Orpheum—Picture.  
 Loew's Met.—"Kismet"; Vaude.  
 Albee—"Jackpot"; Vaude.  
 Marjels—"Dark."  
 Republic—"Dark."


Light season almost shot. Majestic closed for several weeks at the Embassy for the theatre next season. House recently wired.

"Strange Interlude" did extraordinary biz at the Embassy last week. Held over for second week.

Copy on "Unguarded Girls," which played for several weeks at the Brooklyn, was kind of sizzling in the dailies.

Brighton theatre opens June 2 with Sam Harris' "Once In a Lifetime." Hollywood play by George Kaufman and Moss Hart. The theatre near the Concy Island shore on the Parkway has been in court litigation for some time.

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Maurice Moskowitz's Coast production of "Outside" tries out in Santa Barbara May 30 and 31. Opens in Los Angeles at the Elks club shortly thereafter.

Rudy Winter is new second comic in Al Franks' tab at the Pantages in Seattle. Dale Jackson also engaged as juvenile and tenor.

Downey Broz, Coast tent manufacturers, have purchased all the circus equipment owned by Bert Fowler and have started a circus rental prop house in Los Angeles. They also plan to furnish equipment for all outdoor shows and attractions.

Jack Coudy, formerly manager of the RKO, San Diego, has gone with Publix in the same capacity, assisted to Great Falls, Montana.

Harry David, of Publix' Salt Lake City district, has resigned. No replacement yet.

Sidney Franklin has been added to the cast of "For Cryin' Out Loud." Franklin created the role of Able's father in "Able's Irish Rose" and can use almost the same lines in "Loud."

Call letters of the MacMillan Oil Co.'s radio station in Beverly Hills, Calif., have been changed from KEJK to KMPC.

All existing labor contracts between Fox West Coast theatres and the musicians, electricians and stagehands' union expire Sept. 1. Union and circuit officials are now in session discussing the new contract.

Pauline Frederick may do another play this season. She wants coast production of "Scarlet Pages," but Belasco thinks the Warner talker version might be put out in competition.

## SAN FRANCISCO

**By WALTER RIVERS**  
Fred Volker, brand manager for Fox Film Exchange here, was stricken with a heart attack last week and is in the hospital in serious condition.

Ann Lovell, wife of Carlton Miles, Duffy's publicity director, has written a comedy entitled "Two-Gun Grandma," which was given its

premiere last week in Henry Duffy's Portland house.

The first release of "Bird of Paradise" since the settlement of court litigation over the play was made to Henry Duffy, who is using it in his Northwest houses.

## OAKLAND, CAL.

**By WOOD SOANES**

Maurice Colbourne-Barry Jones players from Canada go into the Fulton for a five-day run to fill time caused by rearrangement of bookings between San Francisco and Los Angeles.

Berkeley Playhouse (Little) rounded out successful season with "The Importance of Being Earnest" by Oscar Wilde.

Oakland Press Club show at Auditorium May 17 in form of dance revue, first part devoted to vaude and radio acts.

League of Western Writers presents "A la Cleopatra" by Katharine Bruce Mitchell at Berkeley Playhouse June 6-7.

Alfan G. Warshawer, former manager of Orpheum here, now director of publicity for Paramount in Los Angeles.

## SAN DIEGO

**By LON JEROME SMITH**

Spreckles—"Medical Treatments" (stock).  
Orpheum—"Cuckoo."  
Felix—"The Medical Treatments" (stock).  
Fox—"High Society Blues."  
Fox California—"Young Eagles."  
Fox—"The Love" (road show).  
Mission—"Sacred Flame."  
Broadway—"Delightful Rogue."  
Superba—"Hold Everything."  
Liberty—"The Delightful Rogue."  
Fox Egyptian—"Puttin' on Ritz."  
Liberty—"The Delightful Rogue."  
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Fox Egyptian—"Puttin' on Ritz."  
Liberty—"The Delightful Rogue."

The Cabildo, dark, with W. E. sound, reopens under management of A. F. Ahrens.

Lester Fountain, former manager, Fox King Bessie house, now residing at the Fox house here.

Mission Beach opened for summer season last week and was bumped by the rain.

Savoy, which played stock four years, taken over by the Savoy Players.

Warner Bros., who purchased a site here for million-dollar house, have not started building.

Al Lyons, director of the Fox theatre band, has gone east to become musical director of Fox's Brooklyn, N. Y.

Orpheum, playing vaude first three days only as summer policy. Admission cut to 25, 35 and 50c. Films last half.

## NEW ENGLAND

The Worcester, Mass. Theatre Managers' Association arranging a system for more uniformly gratuities from their Sunday receipts for social service organizations. A committee will prepare a schedule of beneficiaries.

The Union Square Players, at Union Square theatre, Pittsfield, Mass., for several months, closed May 17.

Mayor Sinclair Weeks, West Newton, Mass., has granted a permit for the erection of a picture

theatre to Bennett Rockman, Kenmore Realty Corporation, Boston.

A theatre costing from \$400,000 to \$500,000 will be built in Manchester, N. H., by the Kenmore Realty Co. of Salem. Par-Publix reported owning 50 percent of Salem Co.

Warner Brothers last week acquired the new Embassy in New Britain where they also operate the Strand and Capitol. Warners got a 10-year lease on the Embassy involving approximately \$500,000. It will house first run films and the Capitol changes to second runs.

## SYRACUSE, N. Y.

**By CHESTER B. BAHN**

Empire—"Dark."  
New Day—"The Cuckoo."  
Keith—"Vaudeville."  
Lowell—"Vaudeville."  
Lowell—"Vaudeville."  
Paramount—"Adventures of Dr. Fu Manchu."  
Strand—"Double Cross Roads," "Crazy That Way."  
Syracuse—"Vaudeville."

Syracuse Playhouse, at the Empire this winter, closed Saturday. A proposed commonwealth plan petered out.

Scrapped several weeks ago when censors stepped up the film "Double Cross Roads" finally opened at the Eckel May 16.

John D. McMahon, elected president of Rome Players, Little Theatre, and Mrs. E. A. Eldridge, named treasurer, have both declined office.

Eckel Organ Club, numbering thousands, founded by Paul H. Forster, observe Centennial Week next week.

The Nora E. Burke Memorial Prize for the year, competed for by Rome Little Theatre groups, has been awarded to the Rome Players for their performance of "The Royal Family."

Northern New York gets its first circus when Sells-Flotop plays Water-town May 29.

Police, called to the Swan theatre, arrested Thomas Heffron, 25, on a charge of burglary. He pleaded not guilty and was held for Grand Jury action.

Morris Fitzer, veteran Syracuse exhibitor, will make another attempt to offer films at the Empire, with Fitzer reported having circuit backing.

The reasons why plans for developments of the Plaza theatre, 2706 S. Salina st., into a larger house were abandoned four years ago was disclosed during an argument in Special Term, Supreme Court. The work was halted when a question arose as to whether the wall encroaches 14 inches on land of an adjoining owner. The motion was to frame a bill to be submitted to a jury in the suit brought by Mrs. Elizabeth A. Fout, Canastota, against Ernest F. Fout, who lives here from Lowell in 1926 when he bought the house. Mrs. Fout is asking foreclosure on a mortgage given by Wolfe on which approximately \$12,300 remains unpaid. Wolfe agreed to pay \$29,900 for the theatre and is seeking \$41,400 from Mrs. Fout on a counterclaim for the purchase price and damages for alleged misrepresentation as to the lot's boundaries.

## SEATTLE

**By DAVE TREPP**

Fifth Ave—"Caught Short"; stage show.  
Fox—"Mousetone Polles."  
Liberty—"The Aviator."  
Orpheum—"Cuckoo" vaude.  
Music Box—"Everything" (4th week).  
Blue Mouse—"King of Jazs."  
Coliseum—"Mounted Stranger."

Al Franks' Musical Comedy opened at former Pantages last Thursday at 10-30-50; 14 girls, 8 principals, including five male, three female, with Al Franks, lead. Dunn and Goerig, well known local dump truck contractors, owners of the show, with H. Bradt house manager, Sammy Seigel, publicity; policy, weekly change, includes first run films.

M. D. Howe, booking manager for Fanchon & Marco, here last week over-re-routing in this territory, Great Falls and Missoula dropping out for summer. Runs on for four days, Spokane three days.

Night life in Seattle down at this time, but due for pickup as summer tourists come to town.

This burg gone daffy over cauil-

lowered fraternity, the "beez" boys and the stars getting good play weekly at Civic Auditorium. Best card is old Strangler Lewis, with Sonnenberg close second.

## NEWARK, N. J.

**By C. R. AUSTIN**

Broadway—"The Cuckoo" (2d week).  
R-K-O Frocker's—"The Cuckoo"; vaude.  
Loew's State—"Redemption"; Vaude.  
Newark—"Call of the West"; Vaude.  
Broadway—"The Cuckoo"; Holiday; stage show.  
Loew's—"The Texan."  
Fox Terminal—"Born Reckless."  
Loew's—"The Cuckoo"; Holiday; Little—"Love Life in Nature" (2d week).  
Middie's Playhouse—"Lord Byron of Broadway."  
Loew's—"The Girl Said No."  
Goodwin—"Gully."  
Loew's—"Black and White Revue"; films.

"Strange Interlude" packed them in all last week at the Broad and held over. Some patrons complained the actors did not know their lines.

The pull of Gene Dennis, psychic, at Loew's a week ago was so great the Ledger continued her stuff for two weeks. She had for the past days 13,000 letters were received at the house.

The Shuberts asked M. S. Schlesinger to check up on "Love Life in Nature," a riot at the Little, and see the Shubert should foot the bill. Little with a showing of it. Schlesinger decided it would not do.

The Newark Art theatre is presenting "Hay Fever" for three nights this week.

## ST. PAUL

**By WALTER RIVERS**

Paramount—"Paramount on Parade."  
Felix—"The Temple Tower"; vaude.  
R-K-O—"The Temple Tower"; vaude.  
Rivers—"Hell Harbor."  
Loew's—"Ladies of Leisure."  
Tower—"Redemption."  
Strand—"Vagabond King."

Edward A. Furni now gagging Paramount (Publix) replacing Joseph Rosefeld who takes charge of St. Paul district. Furni for eight years managed Palace-Orpheum just across the street from the Paramount.

"Ten Days That Shook the World," set for President, held up indefinitely to allow "Ladies of Leisure" to be placed for a run, so successful was latter's first week at R-K-O Orpheum.

## PITTSBURGH

**By HAROLD W. COHEN**

Pitt—"After Dark (Sharp stick)" (3d week).  
Felix—"Dr. Fu Manchu"; stage show.  
Stanley—"The Texan"; stage show.  
Loew's—"Return of Dr. Fu Manchu."  
Aldine—"Ladies Love Brutes."  
Sheridan—"The Texan."  
Sheridan—"Journey's End."  
Liberty—"A Lady in Love."  
Liberty—"Light of Western Stars."

George Sharp, who got his stock start at Pitt three years ago and still operates house, now dividing his time between Pittsburgh, Easton, Philadelphia. Opened latest house, in Hub, last week.

Mayfair Roof, cafe, folded last week after third try in season.

"Sun-Tele" conducting poll on Sunday bike laws and sentiment so far overwhelmingly in favor of repeal.

## DULUTH

**By JAMES WATTS**

Garrick—"Paramount on Parade."  
Loew—"Return of Dr. Fu Manchu."  
Lyric—"Underdog."  
Strand—"Son of Gods."  
The Strand is being resented. The old chairs, including new, sold to the Little theatre.

George R. Brown, 20, youngest theatre manager in the Northwest, just been promoted by Publix, after years of experience at Lyric as usher, head usher and assistant manager, to pilot the Strand, succeeding George Spentil, now manager of the Astor.

The Little theatre closed its season on May 16, with "Lionel Lincoln," by Maurice Clark. Director Alan Wallace will play with the Hampton Players, Southampton, L. I., this summer.

## INDIANAPOLIS

**By EDWIN V. O'NEEL**

Lyric—"The Arizona Kid."  
Lyric—"The Arizona Kid."  
Apollo—"Mummy."  
Ohio—"Insigni" (2d week).  
George Bryant plays lead in "The Racket" at the Lyric.

Butler's "Fairview Follies" drew heavily at Caleb Mills hall Friday and Saturday with Frank Brinkley directing annual college production.

Josephine Pavelli, New York, Roy Gibson, Indianapolis, won mad marathon which ran 1,469 hours under Legion auspices.

Two arrests have been made in probe of staying of Paul Fulliam, St. Clair manager, in November, 1928.

State, Anderson, opens Map 30, after sound installation.

Hines theatre at Portland reopened.

## MINNEAPOLIS

**By WALTER RIVERS**

Metropolitan—"Dark."  
Shubert—"You're His End" (Bainbridge stock).  
H. D. Orpheum—"He Knew Women"; vaude (Sylvia Clark).  
Pantages—"Call of the West"; vaude.  
Minnesota—"The World's Food"; Publix unit, "Tip Toppers."  
State—"Dumbie in Ermine."  
Aster—"Most Innocent Lady."  
State—"Montana Moon" (second loop run).

Robert St. Clair, juvenile man with the Bainbridge stock company at the Shubert, has leased the theatre for four nights starting May 28 for the production of his own play, "The In-Between."

Ed. Smith, Twin City district manager for Publix, has been promoted to the post of West Coast divisional manager. Hal Daigler, manager, succeeds him, and St. Paul manager, succeeds him, and Joe Rosenfeld, manager of the Capitol, St. Paul, takes Mr. Daigler's place as city manager. Mr. Smith, former manager of the R. K. O. Orpheum here and more recently of the Astor, a local Public house, becomes manager of the Capitol.

## BRONX

Another benefit performance being arranged for Eddie Cantor, former manager of the Crescent theatre, incapacitated by paralysis. Local theatre managers' committee.

Outdoor swimming pools all opened their seasons two weeks ahead of schedule because of the heat wave, then a cold week came along.

Announcement of an office building to be erected at 149th street and 3d avenue puts to rest reports that Warners will build a picture house on the site. Warner realty department did look the site over, but nothing came of it.

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Jack Soanes, for years manager and stage director of Ottawa Dramatic Co., is back in town as manager of "Dear Old England"

chatterers; Allen and Well, femmo accordion players; Belle Oliver, coon shouter;

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- CHICAGO OFFICE
Balnistray C. E. La Fet Te
Bengor Charlie Lightfoot Peggy
Burdick Vivian Lightfoot Peggy

STATE-LAKE

but the photography spoils it—and a Singapore clip of a Hindu barber shop has become quite common

86TH ST. (Vaudeill) Some R-K-O's playing "The Cuckoos" (Radio), 36-minute special

JEFFERSON (Vaudeill) Weak neighborhood offering, even for this house.

DALLAS

By RUDY DONAT Majoestic "Swing High"; vaude. Palace "Big Fish"

Novaro is an also bet along the stage angle. He gets a mention by Rose Feiswyk, "Journal" (N. Y.), picture critic, and at her request

86TH ST.

(Vaudeill) Some R-K-O's playing "The Cuckoos" (Radio), 36-minute special

FOR A ROOM with BATH For two... \$3.00 Room with running hot & cold water \$1.00 weekly and up

H. A. Cole, head of Texas Allied Indes, making tour of state to better organize exhibits in smaller burgs.

Novaro is an also bet along the stage angle. He gets a mention by Rose Feiswyk, "Journal" (N. Y.), picture critic, and at her request

HIPPODROME

(Vaudeill) Los Angeles, May 20. The last stand of the once prosperous Bert Levy Circuit, the Hippo, located in the heart of the foreign section downtown is a paradox in the local theatrical field.

Hotel MANHATTAN 47th STREET EAST of 5th AVENUE New Management Newly Furnished Pleasant & Cheerful

ST. LOUIS

By E. M. CRIGLER Ambassadors "Return of Man-hattan"; Ed Lowry's stage show.

Novaro is an also bet along the stage angle. He gets a mention by Rose Feiswyk, "Journal" (N. Y.), picture critic, and at her request

OTTAWA, CAN.

By W. M. GLADISH Denial made by Canadian Department of Trade and Commerce of the report the Dominion would institute a film quota system to restrict United States films, this talk

Monica and Ann Skelly, with an unbillied girl and an unbillied boy fastened on his face as a mask.

Baron Philippe de Rothschild, of Paris, Dr. A. Helerpin and Armand Leon stopped in St. Louis on their way to Los Angeles to inspect the lighting system of the Municipal theatre.

MONTREAL

Hilz Malpesta "Jenny" (legit). Palace "Return of Man-hattan"; "The Girl Said No."

OTTAWA, CAN.

Denial made by Canadian Department of Trade and Commerce of the report the Dominion would institute a film quota system to restrict United States films, this talk

Job Murphy followed and stood out. His big voice is o. k. for State-ville, where he will solve up his novelty lyrics to popular numbers with a few well-told stories.

Original Four Phillips mix peck but open a singing center. Close with a harmony team, a girl, single, comely androgynous team of hours, whoops. His semi-hoarse routine on prop stails is a good novelty.

EMBASSY

(Continued from page 35) edly assistant and a girl acrobatic dancer were satisfying in their animalia imitations furnished with (treatment, and led up to his dull dance and that novelty of a "Wood-

### WHAT HANNEN SWAFFER SAYS

"DAILY EXPRESS"  
March 26, 1930

"I have advised Marie Burke to go to America. There should be work on the taksies for this fine artist, who can speak and sing in four or five languages—and who has a splendid voice—and a personality.

"I think it extraordinary that while we have English artists like this here, it is thought necessary to import all sorts of people from abroad.

"Miss Burke, who was so good in 'Showboat' was a minor sensation at the Coliseum last week, and she has been a great success in cabaret.

"Still, I suppose you must not be English in England."

### ROLES PLAYED

- 1920 — "Afgan," Second Lead, London Pavilion  
1921 — "Make It Snappy," Prima Donna, Winter Garden, New York  
1921 — "Love Dreams," Lead, New York  
1922-23 — "Lady of the Rose," "Sofie," "Cousin from Nowhere," Lead, New York  
1924 — "Wildflower," Lead, Australia, for J. C. Williamson  
1924-25 — "Katia," Lead, Australia, for J. C. Williamson  
1925-26 — "Frasquita," Lead, Australia, for J. C. Williamson  
1926-27 — "Show Boat," Julie, Drury Lane, London  
1928-29 — "Yandeville and Cabaret," Coliseum, Palladium, Alhambra, Kit Cat etc., etc.  
1929-30 — "Student Price," Pricadilly Theatre  
1929-30 — "Princess," Pricadilly Theatre



## MARIE BURKE

AM TAKING MY FRIEND SWAFFER'S ADVICE and  
WILL ARRIVE—NEW YORK on "MAJESTIC"—JUNE 3rd

Communicate

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Care "Variety," New York

Personal Representative

**HELEN ROBINSON**

25 Charing Cross Road, London, W. C. 2

"Helenrobb," Westrand, London



# VARIETY

PRICE  
25¢

Published Weekly at 164 West 45th St., New York, N. Y., by Variety, Inc. Annual subscription, \$10. Single copies, 25 cents. Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1879.

VOL. XCIX. No. 7

NEW YORK, WEDNESDAY, MAY 28, 1930

72 PAGES

## DUMB BEAUTS MADE DUMBER

### "Shiners" Replaced by Stick-Ups As Old Boweryites Now Recall

"Shiners" are no longer what the well-dressed man will wear. Even on the Bowery black eyes are almost out of fashion. And the places that used to renovate blackened eyes are almost gone. Business is bad.

Only one barber shop left on the Bowery which still displays a sign advertising the repairing of damaged optics. Once there were any number of such places. Barbers are not the masters of black-eye repairing that they once were. Due to changing conditions, it is becoming a lost art.

As some one who remembered the Bowery in its glory said:

"In the old days when I had the rough houses on the Bowery everybody got a black eye, but now it's all hold-ups. A guy is plugged today instead of getting a shiner."

Those old, rough days on the Bowery weren't really rough. Altogether you were pretty safe, and (Continued on page 16)

### Toronto Itself Pretty Decent, but Outside, 90 Miles Away, "Border"!

Toronto, May 27. Roadhouses and smart gambling rooms outside Toronto, the only town of 800,000 in America that is asleep at midnight, are preparing for a killing during the tourist season just starting.

Thirsty crowds from the south of the border, 90 miles away, flock in here.

Cheap roadhouses doing big biz. (Continued on page 51)

### HILLBILLY CRAZE

Bucolics Drifting In—But B'way Writes Its Own

The popularity of hillbilly stuff is bringing a lot of yaps to Broadway to try their fortunes. They wander into the places where such material is written for phonograph records and ask to make records to be put on the air or in vaudeville. Broadway doesn't want them. It is bringing its own hillbilly stuff and singing it. It is an easy trick and the heavy demand for it in the sticks is ever increasing.

Writers of this type of stuff search the newspaper for tragedies or executions and immediately write a song on the subject. The most recent was "The Hanging of Eva Dugan," an actual occurrence not long ago. It is an easy, tragic or mournful nature is sure fire. Arnold Rothstein's death was set to song, but when I.O.U.'s had to be mentioned, the music writers were stumped. They had to leave them out because they knew their audience wouldn't know what they were.

### Music or Ice Boxes

Chicago, May 27. Majestic Radio Company is set to manufacture electric refrigerators starting July 1.

Gag is to work the factory year round, with radios in the winter and refrigerators in the summer.

### Deep Sea Gambling Will Give Pre-Subscribers Game and Show Edge

The Hague, May 27.

The deep sea gambling and amusement pavilion scheme has taken the form of a financial flotation with subscription of stock offered through the banks of France, Belgium and Holland amounting to \$,000,000 francs. Subscriptions close May 28.

If subscribing to stock you are entitled to free admission to the floating casino, including the privilege of entering the gambling rooms where you can subscribe some more capital to the various games. In fact as a subscriber you get preference both at the gaming tables and (Continued on page 51)

### 'SCREEN FOR MUSIC AND MASSES'—STRAWINSKY

Amsterdam, May 27.

"The sound screen is the future medium of the music art," declared Strawinsky. "The composers will write for the great music public that sound has created," he says. "Soundfilms reach everywhere with enormous audiences gathered in the big houses where once but small groups attended the concert halls. Jazz and the radio must play their part in the music art of the future," according to Strawinsky. His newest piano composition has just been recorded by the Columbia Phonograph people.

### Dick Grimm Now Standing Others on Their Heads

Rochester, N. Y., May 27.

Richard Grimm, assistant United States attorney prosecuting liquor cases in Federal court here, is former vaude one-man musical act. Toured several years billed as "Dick Grimm—the man who plays the piano standing on his head." He quit the stage in 1917 at 22 to study law, and is now considered political power in Buffalo.

### 'MISS HOME TOWN IS 'MISS NOBODY'

Beauty Contest Kidders Make Racket to Glorify Local Girls Into Flash Limelight That Quickly Fades—Leaves the Girls Ashamed to Return Home Without Further Fame

### "FODDER FOR WOLVES"

By Courtney Allison

Beauty contest winners may be the envy of numbers of gals but for no good reason. Beauty winners seldom come to anything but grief.

Unless a beaut can barge ahead and become a "Miss Universe," whereby she may get a job as a show girl on Broadway, the joke is on her.

To be a mere "Miss Texas," even though it is the biggest state, or even a sophisticated "Miss New York," means nothing. The majority of beauty contest winners have never been known to get any place.

The blaze of glory and the high (Continued on page 15)

### MECHANICAL MYSTERIES COMING

Schenectady, N. Y., May 27. General Electric's laboratory, the big house of magic, has other things in its bag to revolutionize other systems, not only in the show world but the home as well.

Colorama, the new scheme of decoration via colored bulbs and grouped lighting, is being set to invade the stage and home. Costing from \$1,500 to \$500,000 to install, it will be first seen in the new Carroll and the Roxy theatres. Already installations are being made on mill. (Continued on page 16)

### RACKET OF RACKETS FOR SMALL TOWN SAPS

Chicago, May 27. Lecturing in small towns on Chicago crime and outlaws, has developed into a racket.

First tip-off came from New London, Wis., when the Rotary Club there wired the Chicago Associa- (Continued on page 51)

### Radio's Melodrama Must Be Fast And Complete in 30 Mins.—Tells All

### Young and Rogers in '32

Los Angeles, May 27.

A political undercurrent apparently gaining pace is that Owen D. Young will be the Republican Presidential nominee at the next election in '32. There is undoubtedly a thread of talk on this subject gaining credence. In more than one case it amounts to the laying of a propaganda foundation for Young.

But if you wish, but coupled with Young's name, to run for the Vice-Presidency, is that of Will Rogers. Basis of bracketing Rogers on the Young ticket is the well known humorist's standing in foreign countries. So that the "Good Will Ambassador" tag line on Rogers may take a serious turn.

### Booze Propaganda Film May Be Set on Screen by League Against Alcohol

As propaganda but with distribution sought through one of the big film companies, the World League Against Alcoholism contemplates production of a talker with a strong argument against booze.

League has taken a scenario written for pictures last year by Charlotte Talley and entitled it "Sweeter Than Revenge." Story deals with deaths through poison hook.

The World League Against Alcoholism is an independent organization similar in scope and work to other organizations backing political, having political contacts and dough contributors.

### Flying Charge Per Pound

Toledo, May 27.

Fliers at Toledo Transcontinental Airport have cut passenger fares to \$1.50 a hop, and getting good biz, especially week-ends.

But cut came after success of "Fenny a pound" idea—women being taken up for \$1.50 and men for 1c a pound.

### Why Not Hoch Der Kaiser?

Berlin, May 27.

The Kaiser wanted to have the U-10 talker, "The Last Company," shown at Dorn Castle, his retreat in Holland.

Minister Lehmann was forced to beg off, due to the difficulty of installing the sound apparatus in the castle, involving a cost of \$2,000.

Melodrama over the radio is compared to melodrama of the legit stage 30 years ago. It has much the same lurid character and is under many of the same restrictions because of its audience.

Everything must be made crystal clear. Thus the villain must be thoroughly villainous and the hero must be every inch a paragon.

Even with the present handicaps and that sketches of a serious nature have been but moderate successes compared to other radio features, strides have been made in handling (Continued on page 15)

### Kansas May Be Poll Dry, But Drinks Increase Among Theatre Patrons

Topeka, May 27. Kansas may have voted dry in the "Literary Digest" poll, but it wasn't the theatregoers who did that voting. There are four times as many drinks being thrown out of Topeka theatres as there were a year ago, according to Ray McLean, manager of the Grand, Topeka's biggest theatre.

One or two drinks per week was the record a year ago, McLean declares. Now, he says, it is not unusual to have as many as 12 or 14.

### CHI TRAFFIC AMBUSH

Horse Cop Detours Cars—Others Ticket Drivers

Chicago, May 27. Police in front of the Civic Opera building have gone carnival, with a mounted officer, as the sheriff.

Along Wacker drive mounted detours cars to the unloading ramp in front of the opera house. Once there a dozen or more traffic policemen, with time hanging heavily on their hands look cars over.

If one headlight is out, license plate missing, or there's some other minor infraction, you get a cafeteria ticket. Which means you send \$2 to the City Hall, and that's all.

"Why didn't the mounted policeman arrest me?" one of the suckers asked, after being targeted heavily. "Oh, him?" said the tigger. "He can't make pinches. He's just the come-on to get you guys to drive up here so we can do it and take our time."

**BROOKS**  
THE NAME YOU GO BY  
WHEN YOU GO TO BUY  
**COSTUMES**  
GOWN AND UNDERWEAR  
1437 B'WAY, N.Y. TEL. 5500 B'WAY  
ADV. 5500 COSTUMES TO RENT B'WAY

# See Commercial Advertising as Vast Amusement Income Source Apply "Radio Idea" to Theatre

The mechanical era in show business is creeping up so fast that itself and the advertising features that made radio possible are seen by showmen as sure to engulf entertainment in all but a minor part of its branches, such as opera.

Radio is a bare six years old and the sound picture has not yet seen its fourth birthday. Between the two developments are coming, observing showmen say, that will make these two elements the backbone of entertainment of the future. Combination of mechanics and radio advertising will also represent everything but nickels in the show business that's on its way.

Following the tremendous growth and development of radio, next biggest step is further reduction of that field to a mechanical basis and the application of the "radio idea" to pictures.

Paramount Public, with its commercial pictures department going after advertising accounts same as radio, and with distribution guaranteed in all Par-Public houses to the advertiser wanting to exploit his product through the entertainment medium, is taking the biggest step toward the ultimate goal, which in opinion of those familiar with trends and development, is sure to come.

The Par-Public idea behind commercial picture production on its face seems far-fetched but to insiders there seems little doubt of its workability.

Wide distribution of the Par-Public houses from biggest down assured the advertiser for the picture. (Continued on page 33)

## Malcolm Strauss Strongly Charged in Account Order

N. Y. Supreme Court Justice Levy has directed Malcolm Strauss, and the Malcolm Strauss Pictures Corp., of which Strauss has been president, to account to Charles Presbury, treasurer of the company and owner of 34,000 shares of stock, for all funds received by the company since 1924.

Justice Levy found that the corporation got \$397,300 under a contract with Pathe, and that Strauss had withdrawn the company's funds without obtaining Presbury's signature to the checks, and that he used the money to pay "false, fictitious and personal claims alleged to be due him from the corporation."

## Writers Out

Hollywood, May 27.

Norman Hall, ex of "Liberty," and Homer Croy, the scendalist, are off the Fox writing staff after three months.

Cloy wrote "They Had to See Paris."

## L. A. to N. Y.

Carl Dreher  
Edward Everett Horton  
M. D. Howe  
William LeBaron  
Melville Brown  
Jos. Schnittzer  
Clarence Brown  
Dr. H. T. Kalmus  
Will Hays.  
Helen Patterson.  
M. H. Hoffman.  
Bill McBride.

## N. Y. to L. A.

Young McCarey Director  
Hollywood, May 27.  
Ray McCarey, younger brother of Leo McCarey, has been elevated to director by Pathe.

First assignment series of cologie comedies.

Next to the originator of a great thought is the first quotor of it.

MR. AND MRS. JACK NORWORTH  
110 West 44th Street  
New York

## Dusting the Attic

DOUGLAS FAIRBANKS & Co.  
(A Regular Business Man)  
(Com.)  
20th and Five  
Fifth Avenue  
(February 2, 1912)

When Thomas A. Wise walked on the stage at the conclusion of "A Regular Business Man" at the Douglas Fairbanks on the head and said to the audience (after the great volume of applause had subsided) "I'm the greatest kid in the world," Mr. Wise could have added with as much truth, and he'd be the best light comedians who ever played in vaudeville.

John Stokes wrote the sketch, which brings Mr. Fairbanks to vaudeville for the first time. It's glibly, with a humorous idea for Mr. Fairbanks to work out in his own way, which he does admirably—high grade, wide acted and thoroughly amusing comedy sketch. *Sime.*

Since 1912 Douglas Fairbanks has, now and then, played some bits in pictures, besides marrying Mary Pickford.

## JUNGLE TIGER SOUND FILM AT CLOSE RANGE

Calcutta, May 3.  
First talker of tigers in their jungle haunts has been made in Arsam by Commander G. M. Dyott, just arrived in Calcutta from the Kamru Division, near Garhant.

He has taken some remarkable views of tigers devouring their kill. In one a tiger is seen, and heard, robbing a common bird of its prey. The great best streaks into the picture, gives a snarl, lifts his paw and strikes the bird to the ground as it rises to flight. The tiger starts to crunch the bird but finding it unpalatable spits it out in disgust.

There is a succession of such incidents. Their combined effect will give cinemagoers abroad an impression of Indian jungle life even more vivid than that of the Commander's previous film.

The apparatus used is the Movietone. Commander Dyott took many thousands of feet, all in daylight—no mean achievement considering the nocturnal habits of the animal, which never kills its prey in the daytime unless unavicious.

Dyott sails from here shortly to America, accompanied by a baby elephant, two tigers and two leopards from the New York Zoo.

## Weather

Washington, May 27.  
Weather Bureau furnished "Variety" with the following outlook for week beginning tomorrow:

Some probability of light showers Wednesday, Chicago area to Pittsburgh, and Wednesday night or Thursday Atlantic states, then generally fair for a day or two, followed by showers Friday or Saturday (31) in middle west, and Saturday or Sunday in the Atlantic states.

Warmer Wednesday (28) east of Ohio, and warmer generally by Friday or Saturday.

Paris, May 27.  
Weather here is mild in temperature, but uncertain, with storms threatening much of the time.

London, May 27.  
Weather in London is pretty bad, driving people into the theatre and hoping early in the midst of a serious business slump.

May has been the worst month in 15 years. Weather prophets declare the omen is for a summer of extreme heat.

At this time the town gets heavy fogs when it isn't raining.

Jack Pearl for Role.  
Hollywood, May 27.  
Looks like Jack Pearl, Dutch actor, will come west for "Reaching the Moon" (U.A.).  
Pearl made tests in the east which the studio is looking over for final okay.



**WILL MAHONEY**  
In Earl Carroll's "Sketch Book," Chanin's 46th St. Theatre, N.Y.C. The New York "Daily Mirror" said: "Will Mahoney is an expert at provoking laughter. He sings, acts, pulls raffles and when it comes to stepping his buck and wing is the most exciting scene here in many a day."

Direction  
**RALPH G. FARNUM**  
1560 Broadway

## PICTURE OF SEALS MADE IN FAR NORTH

Paramount will release "Vikings of the North," picture made independently by Varick Fritzel under the direction of George Melford, based on the seal industry about Labrador off the coast of Greeley Islands.

The expedition was in the Arctic for five months, with the first portable Western Electric sound equipment for that sort of work.

Ship used was the "Viking," 52 years old, and was commanded by Capt. Bob Bartlett, who commanded the ship on the Peary Arctic expedition.

Players whom Melford had in the north, besides Bartlett who played the part of the ship captain, included Arthur Winton, Charles Starrett and Louise Huntington. The latter, upon her return, was put under a five year contract by Fox.

Those appearing in interior sequences made here include Edgar Nelson, Dorothy Walters, Dora Matthews, Carleton Macey, Ed. Lytell and Charles Bunnell.

Picture will be completed about July 1 with production cost reported at \$225,000. Paramount figures on using it as a special.

## Strauss' Sons on Coast

Hollywood, May 27.  
Erwin Strauss, 19, composer, and Walter Strauss, 17, pianist, arrived Saturday looking for film affiliations.

They are sons of Oscar Strauss, the Viennese composer.

## Walker Loses Action for Services in Promotion

Welch Walker, who claimed he brought about the arrangement between the Anasco Photo products and the Axa Raw Film Corp., whereby the two companies entered into a consolidation of their film selling business in this country, and that he enabled the Anasco company to reorganize under the name of Axa Anasco Corp. and to get \$2,500,000 of fresh capital, lost his suit against the two companies for \$125,000 for services. A verdict in that suit against aunts was returned before N. Y. Supreme Court Justice McCook after a three-day trial.

## Otis Skinner on Lot

Hollywood, May 27.  
Otis Skinner arrived here Sunday. "Kismet" goes into production at First National within 10 days.

Pretentious production, with 4,500 extras for the early scenes.

## Milestone Set

Lewis Milestone will do two more pictures for Universal.  
Salary reported at \$100,000 a picture with work to start when Milestone returns from Europe in the fall. He sails this week on the "Europa," accompanied by Nate Wint, who is his assistant on all productions.

## Dull Week

This week looms as one of the quietest in the film business, with most offices scheduled to be closed from Thursday to the coming Monday.

Besides Friday (Decoration Day) companies are giving their help the usual half day. Saturday they work, so that a week-end can be made of it, if wanted.

## SHEEHAN DINNER LETS WILL ROGERS POKE FUN

Hollywood, May 27.  
Winnie Sheehan fooled the boys Thursday by slipping into town early in the morning with only Walter Moore as companion.

By the time Sheehan sat down to the greet dinner at the Roosevelt Friday night he had put away two weeks' work. First plan was for him to arrive Friday and go directly to the banquet.

Guests at dinner were held down to 150, with speakers including Willie Coker, Will Hays, Rubie Goldberg, Joe Schenck, Father Sullivan, Harold Franklin, Louis B. Mayer, Florenz Ziegfeld and Will Rogers. Latter was sensationally funny, reading phone wires from Sheehan to Wurtzel, kidding advent of sound and recent Fox difficulties.

Fox studio converted ballroom into a Spanish patio with shrubbery, and the silent was so good, hotel wants to keep it permanently. Real accomplishment, particularly as the crew couldn't get into the room until two a. m. Friday.

## U'S 'RESURRECTION' FOR DEL RIO AND CAREWE

The talker version of "Resurrection" considered for sometime by Universal for Dolores Del Rio, who agreed in the silent, was so done by U through a deal just closed with Inspiration Pictures and Edwin Carewe.

The Tolstol novel will be made with Lupe Velez starring. Under the deal, Velez comes over to that lot to direct the talker version. He made the silent for UA release in 1927.

Picture will enter production during the summer, probably in July, and will include song numbers.

This is the second picture the talker rights of which have been disposed of by Inspiration, "Tolerable David" to Columbia having been the other.

## Academy Appointments; May Take Own Building

Hollywood, May 27.  
Clinton Wunder, who came to the coast to head a department of public relations for the Academy M. P. Arts and Sciences, has been named executive manager by the Academy's board of directors.

Wunder will direct the business functions of the Academy, including office policy and management. Action plan in view of an expansion policy which includes William Conklin's appointment as actor-producer contact, and Daniel Berber as technical assistant and librarian.

New offices in the Hollywood Professional Building are considered temporary quarters. Directors are expected to name a committee this week to consider the matter of a permanent Academy building.

## 400 G's on "Her Man"

Culver City, May 27.  
E. B. Derr returns to studio on "Her Man" (Pathe) \$150,000 after reading the script, allowing Tay Garnett \$400,000 for production.

The part-Mariette Rameau has was written with Marie Dressler in mind. Harry Sweet has been added to the cast.

This thing started out as "Frankie and Johnny."

## Olcott Off "Ladies"

Hollywood, May 27.  
Sidney Olcott, engaged by Columbia to direct "Ladies Must Play," is off the production.

No other assignments has been given him yet.

# BILL FOX IN ON NEW DEAL WITH LAEMMLE?

## Something Doing with U —Maybe Fox or Big Company, Unknown

Is Bill Fox doing business with Carl Laemmle, Sr., through A. C. Blumenthal?

It's almost certain the Laemmle Laemmle, remaining in New York following the departure of his son Carl, Monday for the coast, is doing something with one or more parties. The one party known to have often conferred with the head of Universal lately is A. C. Blumenthal.

In other days "blumey" around meant William Fox. How it stands now no one will say. Some suggest Mr. Fox would like to do a come-back into the picture business starting with Universal studios as a plant and taking his chances at gaining a theatre annex through buying indie houses.

It is said that Mr. Laemmle has set a figure of \$15,000,000 on Universal. Whether that price has been submitted to Fox via Blumenthal or to the other parties, isn't any more fixed than is the identity of any of the other parties.

One of the others is reported as a big company that could handle Universal at present. That's about as much as has leaked out, with neither Laemmle nor Blumenthal admitting anything.

## Wurtzel's 5 Yrs. with Fox

Hollywood, May 27.  
Sol Wurtzel, with Fox films for 11 years, has been given a new five year contract.

Wurtzel remained at the studio throughout the troublesome months of the Fox "new deal."

New contract, if not already signed, will shortly be.

## One Footballer Less

Hollywood, May 27.  
Tim Mohrman of Notre Dame will not be a picture star as far as First National is concerned.

After tests it was decided to pass up Tim in favor of another footballer, Bill Banker of Tulane.

## SAILINGS

July 3 (Paris to New York) Chaney and Fox (He de France).  
May 28 (New York to London) Joe I. Schnittzer, Ambrose Dowling (Leviathan).  
June 1 (Paris to New York) Lee Shubert (Bremen).  
May 28 (New York to London) Gerald Oliver Smith (LaFayette).  
May 29 (New York to Paris) Lewis Milestone, Nate Watt (Europa).  
May 28 (London to New York) Chilton and Thomas (He de France).  
May 28 (London to New York) Buck and Bubbles (Majestic).  
May 24 (New York to New York) Conchita (He de France).  
May 24 (Madrid to New York, via Paris), bound for South America, David Lewis (Berengaria).  
May 24 (New York to New York) Martin Herman (Columbus).  
May 23 (Paris to New York) Joe Seidelman, John Michel, John J. Rasbok (Europa).  
May 23 (New York to London) Flynn Flacoris, Ella Shields (Saxon).  
May 23 (New York to London) Sol Newman (Homeric).  
May 20 (New York to Berlin) Charles J. Ross (Bremen).

## Fairbanks Rushing Home

Hollywood, May 27.  
In a hurry to return to America for a conference with Professor Eisenstein, Douglas Fairbanks can't make two dates for European appearances, that left France on the "Europa," May 27.

He will confer with the latter director in New York and arrive in Hollywood June 2.

# THE SHOW BUSINESS

## BYRD BALLYHOO BIGGEST YET IN FILM DOM

### Reported Remaining Out of N. Y. Until Par. Opens Picture

A ballyhoo unprecedented in film-dom and already associated with a unique situation, that of keeping a celebrity in hiding, awaiting the cutting and editing of his film so as to make his appearance in the big town simultaneous with its first public showing, centers around Paramount, Admiral Byrd and his South Pole production.

Unusual also is the fact that when the picture is bared to the public it will be projected simultaneously in 100 key spots throughout the country, so that it will hit editorial peak value, as no previous picture ever has, and at the same time will top in speed the release of any newsreel for timeliness.

Partial confirmation of inside reports that Admiral Byrd is deliberately delaying his return from Panama until his picture, now here and being assembled, is ready for release, has been given by Betty Paramounts known reason for Byrd's protracted absence other than his awaiting the arrival of his own boats. It is observed in Egan's New York headquarters that although Byrd made most of the passage as far as Panama by fast steamer, he wants to re-enter New York's harbor on the eight-foot ocean plugs that made history.

The picture will open June 21 at the Rialto, when the Admiral has advised Paramount, according to reports, he will arrive at Manhattan. The opening was first set for June 17. Paramount now states the delay has been made upon this advice from Byrd.

Getting rights to the Byrd views was admitted by Paramounts to have been "costly." What the company's donation to the expedition was could not be gleaned. It is stated Par has rights to the picture which are so exclusively iron-clad that the Admiral Byrd will not be allowed a print in his own lecture tour, already announced.

## RABBI QUILTS PULPIT AND TAKES AN AGENT

Hollywood, May 27. Giving up his pulpit to become an author, Rabbi Ernest L. Treutner is now being handled by Mayer and Rapf Agency as a potential screen writer.

Treutner is the author of "An Auto Biography of God." He has also written several dramatic plays under the pen name of Venturini Collins.

## Almost Manless

Hollywood, May 27. Fox, Tiffany and First National have each contributed a picture without ladies to the present cycle of seven fare, but no producer has yet attempted a manless picture.

Nearest to a 100% femme cast picture is "Queen of Main Street," now in production at First National. There are 16 women and two men, with one of the latter having but a very small role. Cast is headed by Lily Lee and Len Lyon supported by Louise Fazenda, Emily Fitzroy, Katherine Ward, Maxine Glackens, Gay Seabrook, Camilla Johnston, Blanche Rose and Adèle Watson.

## Penny in Person

Chicago, May 27. Ann Domington has been booked for the Oriental theatre for the week of June 6.

## Mt. Warner

Burbank, Cal., May 27. A mountain peak just west of the First National studios here, and owned by the I. W. Hollingsworth syndicate, has been named after the Warner brothers.

It will be known in the official records of Los Angeles county as Mount Warner and was suggested by A. P. Waxman during his recent visit here.

## 1,000,000 Copies of Small Record Made By Valentino in 1924

Los Angeles, May 27.

The late Rudolph Valentino once stroled before a small self recording device and made a record for his own amusement in Spanish. Now it is understood, the peak-O-Phone company is preparing to issue 1,000,000 copies of this disc for sale.

Farmer star put his voice on the small wax record in '24. Machine was basically the same contrivance released by the Speak-O-Phone firm which department stores played up for the sending home of personal Christmas greetings, etc.

## BETTY COMPTON'S FILM AND 100 AT STATION

Betty Compton, who some time ago left the last of "50,000,000 Frenchmen" at the Lyric, has received a contract from Warners for one picture, and is due on the coast by May 29.

She left New York Monday and had a crowd of some 100 to see her off as well as a six-piece jazz band. Assignment was not known to her at the time she left.

## WHEN'S A GIRL LUCKY?

Par Thinks When She's Opposite Chevalier

Hollywood, May 27. Paramount is still looking for a girl for the next Chevalier picture, but has dropped the idea of borrowing a girl from another company.

Because of the resultant publicity of playing opposite Chevalier, Paramount figures to pick a genre and engage her for five years.

Paramount is not favorable to the borrowing idea, anyhow, figuring the original studio gets the big breaks.

Paramount may place Lillian Roth opposite Chevalier. She was the first choice but held in abeyance pending consideration of other prospects.

## Just Several Reasons Why Legit Actor Isn't in Films

Hollywood, May 27. Jack Cheatham dropped out of the "Diamond Lil" show about five months ago to stick on the Coast for films. So far he's had two days picture work.

Cheatham claims New York dicks have taken him for one of them, but when he's up for a detective part here they tell him he's not the type. Also he spent nine years of the high seas, but he's no sailor type for films either.

Up for a part at Pathé, they told him he resembled Bill Boyd too closely to play in the same picture. Back at Long Island it was Thomas Meighan.

## Ruby Keeler's Film

Hollywood, May 27. Ruby Keeler's Johnson is being tested by Irving Berlin for his United Artists musical.

So far only Babe Lunnels and Jack Whiting are set, with Berlin spending four days over his cast selections.

## DEMONSTRATION REVEALS SCOPE

First Regular Public Exhibition Expected at R-K-O Palace, N. Y. C.—Cost to Theatres of Equipment \$10,000 to \$15,000—On Normal-Sized Screen at Schenectady

## BOON TO VAUDEVILLE

By Tom Waller

Schenectady, N. Y., May 22. Within the next six months Television will be featured on the programs of Radio-Kitt-Orpheum theatres in key cities throughout the country, it is said. Broadway will get its first life-sized glimpse of perfected pictures at the Palace.

Already, it is revealed, scientists have authorized a Television aerial several feet in excess of the six-foot square flashed today on the screen of the R-K-O Palace here. At General Electric's factory is now secretly working on a range that will enable televised action to cover the same screen used in standard motion picture projection. It was admitted possible that before the year is out full-fledged Television will be demonstrated to the world, at first and until the novelty cream has been stunted, exclusively in General Electric's own theatres.

Television reception and projection sets can be sold to theatres for \$10,000 and \$15,000, or on the same scale of prices the electric charges theatre owners when sound was a novelty. These figures are estimated by Television experts for the electric and based upon a price refining basis which, they say, will have to come with an expectant simplification of the tremendous (Continued on page 3)

## 4 LEGIT PLAYS HAYS-BARRED

"Lost Sheep," "Lily White," "The Last Mile" and "It's a Wise Child" have been placed on the "tentative banning" list by the Hays office. Reason was found in the "tentative 'Lost Sheep' produced by George Chooos and Jack Donahue, is a farce of a minister and his family who move into a house just vacated by prostitutes.

"It's a Wise Child," produced by David Belasco, opened last August and is still running. To escape an unwelcome matrimonial alliance with an elderly man, the girl pretends to be pregnant.

"Lily White" has not yet been presented in New York and the road is reported as dealing with the sex habits of Southern gentlemen.

Hays was not allowed to take credit for the plays. Columbia had offered Belasco \$50,000 for the talker rights to "Child."

An analysis of "The Last Mile" by Hays made of the play state certain lines and situations make the convicts heroes and would establish sympathy for them. Exception is also taken as to religious angles of the play. Herman Shumlin, its producer, has been figuring \$60,000, would be a good sales price for the screen.

## Bohnen's First Squeaker

Berlin, May 27. Michael Bohnen embarks upon his program of sound production in July.

First will be filming of the musical comedy, "The Two Cravats," familiar to the Berlin light opera stage.

## Cocktail Parties in N. Y. Upset Quiet Life of Lowe-Tishman Pair

## Dizzy

Picture exec arrived in New York on the Century. Met by general manager.

"Just going over to the hotel to wash," said exec, at the office in an hour.

Gen. mgr. waited until 5:30. No exec.

"See you in the morning" he was finally told over phone. Late the second afternoon exec called again.

"See you next week in Atlantic City," he said.

Edmund Lowe admits having gotten his B. A. and M. A. from Santa Clara University, but stories to the effect he will go back to get a Ph. D., he says, is all press stuff. He is going to another trying for a Ph. D., because if he gets one he is afraid he will have to stop "dunking." That is his favorite pastime.

Mr. Lowe sat across the breakfast table from his wife, Lilyan Tashman, and whole-heartedly dunked the toast in his coffee while he passed off his colleague past with a shrug.

"Just look at him," said Miss Tashman, "if there is anything I abhor it is wet bread. It doesn't matter what it has been wetted with."

"Another thing about that Ph. D.," going to get it, I think it would be much easier for me to get an honorary degree than any other kind and no one would make the difference. It would serve just as well for publicity purposes."

Prof. Jealousy

"I agree with you there," said Miss Tashman. She doesn't always agree with her husband.

Their trip to New York has caused quite a bit of professional jealousy between them. Lilyan thinks she is a bit important herself and she is right. Who else has her name as Edmund Lowe going on the air or doing such and such and there is no mention of the wife, she becomes a bit puffed.

Also Ed has been going out with "the boys" since in town, instead of accompanying Lilyan to parties. The other night Mr. Lowe went on a star and told her that he would meet her in a short time in the hotel lobby. Lily finally went home to bed. When Edmund finally arrived, he tried to make character by taking her out to Child's for butter-ecakes. This didn't go so well, and "I am getting a little tired of hearing this 'Oh, Lil, won't mind,'" she announced.

Ed and Lilyan lead a very quiet life on the coast, and the cocktail parties in New York have almost snuffed them. They have only spent one quiet evening here and that was with Roxy.

## No Clothes Horse

Lilyan is delighted to think that she is not a clothes horse in pictures any longer. It is quite a relief to realize that you aren't wearing clothes that you are terrified of being shown. They have only spent one quiet evening here and that was with Roxy.

Mr. Lowe aspires to play suave lady killer roles. He has a new picture and he thinks a good title for it would be "Loyal to Women." His wife isn't so sure that title fits him.

## Fake Jungle Film Burns Psycho as Slap at Textbooks

Hollywood, May 27.

If the craze for gorilla pictures continues, naturalists and educators may organize the Society for the Prevention of Injustice to Gorillas and Other Dumb Animals. The Spigoda organization was suggested as a possibility following a conference with Academy leaders on the coast by a nationally known psychologist.

The psychologist, on the staff of a western university, had viewed one of the films in the east and laid filed written protest before returning to the coast. His objection was that the film misrepresented the life and (Continued on page 4)

## MARILYN MILLER WILL PLAY "SUNNY" NEXT

Marilyn Miller will not do the Herbert Fields' original for Warners, but instead will make "Sunny." It is reported Miss Miller is doing this at the request of Florenz Ziegfeld.

Miss Miller's contract with F. N. permits her to pass on all screen plays she may appear in.

Warners, after Miss Miller chose "Sunny" instead of Fields' original, told the latter to choose anybody he desired for the leads in his musical comedy, which is titled "Hot Heires."

Fields selected Irene Delroy and Jack Whiting.

Irving Berlin, Richard Rodgers and Larry Hart will do the music for "Hot Heires."

## Conchita Latest Import For Hollywood Films

Paris, May 27. Metro-Goldwyn is committed to the policy of making its foreign talks in Hollywood, despite the inauspicious start of "Le Spectre Vert" ("The Green Ghost"), French talker, directed by Feyder and starring Irady Bezarez and Andre Lugner.

Company scouts are constantly bidding for foreign players; the newest being Conchita, Montenegro-Spanish conchita who sails tomorrow (28) on the Ile de France.

## "Heads Up" Cast

Completed cast for "Heads Up" now releasing at the Paramount New York studio and due to start shooting before the end of the month includes: Helen Kane, Helen Forster, Margaret Green, Helen Carleton, Gene Groening, Chilly Taylor, Harry Shannon, C. Anthony Hughes, John Hamilton, Stanley Lupatkin and Trenton Foster.

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# Wire for World in Hotels, Clubs, Colleges, Homes, Ambitious Plan of the Big American Electrics

Wiring the world, including its biggest hotels, clubs, railroads, steamships, passenger planes, colleges, wealthiest homes and countless nondescript institutions, is the program General Electric is revealed as having already undertaken for the talker picture.

Sound hasn't even scratched the surface in regular theatres and, with all of them wired, the total will be insignificant both in number and revenue from what General, which has already surveyed the non-theatrical situation, calculates from its universal perspective.

The film industry within the next five years will be controlled from the exhibition end by public utilities. General Electric points to the number of millionaires; their total, 25,000, exceeding in just one phase of its installation the totters all of the film theatres in the country.

General Electric is certain that its minimum of non-theatrical installations in this country will be in excess of 100,000. These machines, portables selling at an average of \$400, will use the regulation width film, 16 millimeters, and will cost less and cost in reducing to 16mm., now the standard for the home, will be eliminated in the bulk of business.

### Reduced Prices

With the rapidity of installations will come also a reduction in price, which will open the field still wider. Officials calculate that portables will be sold as low as \$1,500.

General, taking the same initiative in the non-theatrical end and Western did in the professional industry, has already laid its proposition before Governmental departments at Washington. Included are those of war, agriculture and commerce.

### Favor Outright Sale

Because it sells its equipment outright General is proving the favorite with the government. Westerners admit having only wired one Army post to General's go because of the Government's refusal to consider sound on the leasing basis required in Western's installation formula.

The new Waldorf Hotel will be one of the first hostleries to permanently show regular sound motion pictures to its guests. General, from its survey, is confident that hotels in key cities will be the first to follow suit, the same as they have with a situation requiring far more detail and expense in equipping bedrooms with radio receivers.

Besides hotels General is putting its equipment into clubs. The first of these to contract for an installation is one at Lake Placid.

### Expansion

With the vast expansion of the theatre world which an installation campaign will bring about, General sees need for great increase in picture production. With all of the merger talk so rampant, producers involved will be before physically of meeting the output. The producing end of the industry will be so revolutionized as to witness the greatest opportunity ever afforded independent showmen.

Contrary to the stand taken by Western that wholesale wiring will injure the legitimate picture theatre, General spokesmen declare that the de luxe house will be checked out in that it will have to remain de luxe enough to draw by its very atmosphere.

Again, it is pointed out, one of Western's greatest handicaps for success in the non-theatrical field is that it persists in sticking to its leasing system with all of the attendant money-pegging ways that are proving so admittedly onerous to the professional showman.

As an instance of this, among other reasons, General sources reveal that the steamship, Maloja, after making its first world cruise with sound equipment, shipped out the same, Western, upon returning to port and now has a Radio Photo-phone device.

## A Vancouver Native

Hollywood, May 27. "Scoop" Conlon was asked in Vancouver if he knew Sam Fox in Hollywood. He replied that he knew Sam Goldwyn and William Fox, but hadn't heard of any personality merger.

The native was considerably disillusioned in saying Sam Fox represented himself as a big guy in pictures, got him to cash a check, and also borrowed his watch with promise to mail it from Hollywood.

"It's certainly a dirty deal," said Scoop, "do you know anyone in pictures who could investigate for you?" "Oh, I've already started an investigation," said the Canuck. "I wrote to Will Hays about it."

## Wm. Brandt Sues 'Blumey' For \$600,000 for Split Commish on Fox-Met Buy

William Brandt, formerly general manager of Fox Metropolitan Theatres under Joe Leo, has started suit in New York against A. C. Blumenthal for \$600,000, alleged due him as commission on the Fox-Met buying deal.

Brandt's court claim is that an agreement with Blumenthal at the time of the Fox-Met dealings a year and a half ago, in which the latter participated as organizer of the indie managers, entitles him (Brandt) to 50% of the commissions. The Blumenthal commish amounting to \$1,200,000. Agreement made was for a 50-50 commission split between Blumenthal and himself. Brandt contends.

Blumenthal's answer is a flat denial of all allegations with the statement that Brandt's claims are "too ridiculous for words."

Charles Anronstein is Brandt's attorney in the action and Nathan Burkan on the receiving end of Blumenthal.

### Steamed up Fox

William Brandt, with his brother Harry, comprised the firm of Brandt Brothers, indie theatre operators in Brooklyn, with a string of eight houses in that borough. Upon the purchase of the Brandt houses by Fox through Blumenthal, William Brandt and Harry Met. The firm for Fox organized became gen. mgr. Brandt alleges to have suggested the buy of the indie houses in Greater New York to William Fox, who says Fox passed over to Blumenthal, and Brandt thereafter assisted "Blumey." Brandt is not naming William Fox as a co-defendant, infers that split commission understanding, if any, was with Blumenthal only.

## 'Wedding Rings' Okayed For Ohio, After Banned

Toledo, May 27. "Wedding Rings" (FN) scheduled in Toledo this week before the censor and taken out on hour's notice when Ohio censors banned it, is now being shown, and according to Manager Langdon W. Kummer, with suitable modifications.

Censors' move forced house to play "Jurivience" (Col) without previous exploitation last winter, first time other than PN product has been shown there since sound era.

## German Film Barred

Newark May 27. Using their newly bestowed censorship power the police barred altogether from the screen the picture based on "Rosa Berend" by Gerard Hauptmann. It was to have been shown at the Little Theatre. The police said there were suggestive scenes with too intimate and realistic delineations.



(CHIC) (ROSE) **YORK AND KING**  
Originators of "Tintype" Comedy This week, May 24, R-K-O Palace, New York.  
R-K-O Direction Lee Stewart.

## RADIO ADV ACTS PLAY FREE IN THEATRES

Chicago, May 27. With commercialism making great strides in the theatres, particularly via merchandising machines in the lobby, houses are planning further extra revenue through the use of advertising acts in the lobby.

Publix-Great States is at present playing the Philco Twins through-out the circuit, and negotiating especially for radio names, such as Interwoven Pair, and others who are commercial radio attractions. Publix has found these names a draw with the radio build-up showing its power in an area spot.

Philco is giving the act to Publix gratis, with the circuit paying only railroad fare for the team.

## CLARKE'S 1ST TALK FOR PRESS ON COAST

Hollywood, May 27. On his first interview with the press, Harley L. Clarke, new president of Fox, stated that the changes in production personnel are contemplated at present.

With regard to foreign versions, Clarke inferred Fox would act tight and await developments. The date but one foreign language version has been made by Fox. That is "One Mad Kiss," done in English and Spanish with the opera tenor, Don Jose Mojica.

Clarke stated Fox will continue using Grandeur and its own color process.

## Protective Publix Billing in Chicago—Indie Films Suffer Most

Chicago, May 27. Protective exploitation, result of the interlocking contracts between producing agency and its own exhibiting circuit, is arising in the middle west.

Faced with the growing handicap of the interlocking contracts, such as M-G-M and Universal, must depend on a circuit controlled by a rival producer for distribution of their films.

Viewed dispassionately in the middle west, it is Paramount, the producer, with its Publix circuit as the outlet for films, as against M-G-M and Universal, whose two large outlets in the area are R-K-O and Publix, principally the latter.

The most recent instance of protective exploitation is in the advertising of Universal's "Western Front." In Chicago the loop opening in a Publix house of this special production by a competitive producer was flagrantly under-exploited.

The defense seems to be that the names Publix and Paramount have been associated so closely that battering of a rival's efforts, no matter how profitable it would be,

## First All-Color Film Anniversary Sees Unsettled Field Next Season

### Head Work

Hollywood, May 27. One of the hungriest actors in Hollywood ate all last week. He wrote a play which the Theatre Mart accepted for production with himself featured. He was informed that the house could not pay salaries, but would furnish scenery and props. Assured that props were on the house, the boy wrote a hot meal into the script, with business calling for him to eat it.

## LOUIS COHEN MAY SETTLE U CONTRACT

Signs point to a settlement of the term contract from Universal held by Louis Cohen. It has about a year and a quarter to go, and calls for about \$10,000 weekly salary for the theatre trader.

Cohen is one of those fast workers who can organize themselves out of a job. He's been with U for about 18 months, handling, manipulating and maneuvering its theatre circuit. What U thought would take three years to accomplish, Cohen had set in his first 10 months.

U is said to have submitted Cohen's contract to a couple of the large circuits. Both were agreeable, but Cohen blocked any transfer of himself without consent by notifying U its agreement with him did not carry that privilege.

It's doubtful if Cohen, noted as one of the best theatre traders alive, will accept another position. He may become the first free lance theatre specialist the industry has known. In that capacity he would represent a circuit or an exhibitor in buying or selling any indie house or circuit or house.

## Wobber in Distrib. End

Hollywood, May 27. Herman Wobber will be attached to the Paramount distribution end. He formerly was in charge for Publix in San Francisco.

### Laemmle, Jr., Goes Back

Carl Laemmle, Jr., gen. m. of production for U, who came east for openings of "All Quiet" and "King of Jazz," with a brief rest thrown in, left for the west coast Monday.

Before leaving he bought "Bullet Proof," novel by W. R. Burnett. John Wray will star in the picture version, scheduled for June.

Today (Wednesday) marks a year since the first all-color talkie was given its premiere. The picture was "On with the Show," musical entirely in sound and color and gave Warner Bros., producer, rating for the historical files that will record who was first on this and that. Picture opened at Winter Garden, New York, May 28, 1929.

WB were also first with sound, first with talking shorts, and first with an all-talker feature.

Since "On with the Show," 58 features and 40 short subjects have been produced by the industry, entirely in Technicolor or in part. Of the number, 24 features were all-color productions.

Whether the number of color pictures during the industry will top that for first anniversary, of color talkers cannot be predicted by anyone, even those close to Technicolor production.

During the past few months there has been a tendency on the part of individual producers to avoid making extensive plans on color production until new processes some are affording with individually have been more perfected and facilities provided to meet shooting and printing requirements.

Producers' Own All indications now point to fewer Technicolors than during past year, largely because of producer deals for own processes.

That the industry will go entirely color during the years is prophesied. Jesse L. Lasky figures black and white will be obsolete by that time even though the Paramount's production schedule for the coming season calls for only a half dozen features.

Among reasons given for waiting on wide film is to allow the industry to absorb what's left of sound to absorb as well as color, which in itself jacks up costs of production.

One of the largest distribution leaders in the field views the situation from a far call for only a half dozen features. That the theatres will not be saddled with too much all at once.

## Fake Jungle Film

(Continued from page 3) habits of the gorilla and also of Africa. The picture, and that it had been presented as an authentic picture of nature.

"My protest is not against what it shows, but against what it claims and purports to be. It is a disingenuous letter. The film when it enters the realm of portraying nature, must stand on the same rules that the scientific public applies to printed material."

Defenseless Brutes In conversations with picture men when he reached the coast the psychologist expressed the hope that indignation was aroused because misrepresentation applied to being who were unable to defend themselves before the world. He said that a naturalist who had viewed the picture in question with him had identified two orang-utans and one chimpanzee in it, but stated that the only gorilla shown was a dead one.

Attitude in the industry is that if animal films are presented as entertainment any story they tell is permissible if it keeps within the proper sphere of fact as the Hays code. It's a long time between Barnums, say picture men, and every circus has its sideshow.

The educator expressed the hope that the industry would take steps to head off "gross nature fakes" and said that he and his academic colleagues would have to consider a protest organization such as the Spigoda if wild life was deliberately misrepresented in educational guise.

## Once, Always, Etc.

Hollywood, May 27. Chinese plum blossom who is going to put up \$300,000 for a talking picture with Mei Lan Fung have decided to remain plutocrats. So the picture which was to have been produced in China is dead. Paramount is interested in doing a Chinese talking short with the Chinese star who is now touring over here.

# GOLE'S GROWING STRENGTH

## English Bankers Deny Fox Control Of British-Gaumont Theatres

"Do you think I am stark, staring mad?" And all of that; and all of that. So the reporter left with the confirmation from Messrs. Ostrer and Woolf that Fox's \$19,000,000, or whatever old thing it was, didn't buy control, of those 100 odd British Gaumont theatres. Also, the knowledge that nothing about Fox or Fox people would be discussed by the English bankers on their current stay in New York at the Ritz-Carlton, which was inaugurated by Harley Clarke's dusting town and the interview that made things slightly more irate.

The initial question was: "Specifically, who controls the Gaumont chain? Here they claim it's Fox, and over there it is contradicted."

Then came part of the quotes in the first line. Profuse apologies for density, thickness of the American reportorial skull and etc. and etc. tried to keep the chairs occupied. The rest had to be done with a foot in the open door and the imminence of Woolf's personal appearance and riley act.

In London, all things come through official channels. Even though George Woolf (member of the team encountered) admitted he is an official, he proved by his very presence in the Ritz, New York, that he is not in London.

Mr. Woolf remained on that premise until goaded into the "stark raving mad" status. "I thought you came over here to interview me about something else. Had I known I never would have seen you. I would have told you that on the telephone," he said.

In Control Woolf's only direct answer was that to the question about Fox's minority interest:

"Why, certainly, we are in control of our own company." When the reporter tried to get nice after learning that "routine duties" were all that caused some sambo to sell a couple of first-class suites, and sought to turn copy proclivities elsewhere, the Woolf stated:

"No, you may not," which answered the question "May I ask what some of these 'duties' are?"

Woolf got in the parting shot with: "Now don't you write anything about this interview."

What Is Understood With the Ostrer Brothers, London bankers, interested in British Gaumont, it's been understood the two English representatives came over to have a talk with Harley L. Clarke, the new Fox president, whom they have yet to see. Upon their arrival in New York Clarke was in Chicago. After their arrival in New York, Clarke went to Hollywood, for the Fox convention, where he is at present.

When Fox is supposed to have paid \$19,000,000 for the British Gaumont control. The final \$10,000,000 was a hot subject at the Fox stockholders' meeting in New York. Some of the holders wanted to know why Fox paid a bonus of \$600,000 for the 10 millions. Fox probably tried to protect the other \$3,000,000 in the Gaumont deal. Out of the Fox English purchase, A. C. Blumenthal received a commission of \$90,000, paid to him by the English end.

### WALSH'S FOX CONTRACT

Disagreement May Result in Director Leaving

Hollywood, May 27. Rudolph Walsh may leave Fox as a result of failure to agree on a new contract. Walsh has been working on "The Big Trail" tentatively, his original contract having expired some months ago.

Whinnie Sheehan stopped off at Salt Lake City to confer with Walsh, but nothing was settled, by report.

### Telltale Paint

Hollywood, May 27. Auto salesmen report that actors are not buying cars with trick paint jobs. Reason is that the loud hued cars are too easily recognized when parked outside various places.

## AT&T CONTROL TOLD CONGRESS

Washington, May 27. Congress has been told that the American Tel. and Tel. Co. has gotten complete control of the sound talking picture industry. Testifying before a Senate committee in support of a bill sponsored by Senator C. C. Dill to make patents void if used to create a monopoly, C. C. Colby, president of the Samson Electric Co., made this charge. Mr. Colby characterized the methods of A. T. & T. as being "subtle and insidious," creating "terrorisms" throughout the picture industry.

Witness went further and stated that the telephone company was not satisfied to confine its control to the picture industry, both producing and exhibiting, but was reaching out into every realm wherein sound amplifying was utilized.

### TELEVISION IN HOMES LONG WAY OFF YET

Schenectady, May 27. Before going into the homes General Electric has decided to educate the public in the ways of Television in the regular theatre.

As the result home sets, which it was expected the electric would first place in the market, are now secondary in the commercial schemes of events.

Dr. Alexanderson, GE's chief television scientist and the man to whom major credit for its development is due, said air pictures in their present state are too complicated and exacting to be yet practical for private usage. Only expert amateurs who will make of it the same hobby that they did of radio in its pioneer state, would get a kick out of home operated air vision today, he stated.

When home sets are considered commercially practical they will probably retail at \$250 a piece.

### FREE FILMS ONCE WEEKLY BY MERCHANTS

Stryker, O., May 27. Theatre here is showing free films Wednesday nights during the summer.

The house is underwritten by town's merchants.

### "Pink's" "Divorcee"

Chicago, May 27. Getting a "pink" permit from the censors, "Divorcee" (M-G), opened to hold-out trade at the Chicago. Because of the evident draw will do a second week in the loop, moving to the Oriental this Friday. Public unit, "Sunny Days," also switches to the other spot.

### Inseneus Interests

Chicago, May 27. Both Universal and United Artists are reported interested in Sydney Fox, Inseneus, now with "Lost Sheep" in New York.

## 2,000,000 NOW IS CONSERVATIVE

5,800 Clubs in U. S.—440 of Them Municipally-Owned —Game Good for Eight Months' Outdoor Season

### ALL THEATRE-GOERS

There are now nearly 2,000,000 individuals playing the game in a single week here. These are club members without including women, children or those who play the game on public links. By far the most expensive, golf presents a paradox which probably is the biggest factor that has converted so many skeptics to try it—and that is that from a physical standpoint it is the most accessible. There is nothing to catch, to stop or to buck.

In the United States are nearly 5,800 clubs or courses whose grounds and buildings are exclusively devoted to golf. Of this number about 440 are public or municipally owned. Of the remainder, 1,861 are 18-hole courses, and 3,932 are 9-holes. Average acreage for an 18-hole course is 125 acres and 55 acres for a 9-hole. In reality investment golf presents the greatest investment of any.

But at the rate the game is spreading it is rapidly becoming a contender for interest, even the churches being affected. Week-ends (Continued on page 23)

## FANATIC MAYOR IN HICK TOWN GOES NUTS

### Tells Dover, O., Police to Stop Sunday Show with Tear Bombs

Columbus, May 27. More melodrama Sunday in the blue lay war at Dover, O. Mayor W. R. Stucky ordered Chief of Police William E. Byers to use tear gas bombs by throwing them in the projecting room if necessary to break up the performance at the Bexley theatre. Police chief, 63, tore off his badge and resigned rather than obey the wild instructions of the mayor.

Other police under the mayor's orders arrested Manager William Burton and six employees. Performance was only halted when the police unscrewed hinges of projection booth door. Two projectionists had barricaded themselves within. Efforts were made to get local electrician to cut wires, but refused on grounds it would cause an explosion, put the exit lights out and possibly cause serious panic. Several hundred citizens gathered to watch the raid. There was no disorder.

Evades Injunction Employees pleaded not guilty and were bound over to the Grand Jury under \$500 bail each.

Theatre's lawyer recently got an injunction against interference by the mayor until next November, but His Honor evaded the injunction by raising house under a state law. Mayor says he will continue to use such tactics to preserve a fitness Sabbath.

Another local house, Pike, avoided the official displeasure by remaining dark.

Dover, O. is the home town of the Nugents, J. C. and family. They always appear sane.

## Pub. Division Mgrs. Sent to Road By Sudden Order from Sam Katz

### Wired Facts

Maximum and minimum have been named through Western's talker installation activities.

The tiniest house in the U. S., the 260-seat Piedmont, Spruce Pine, N. C., is at the other end of the line held by the 40,000-seat Atlantic City Auditorium.

For aye, the Masonic, down in New Bern, N. C., takes the electric's candle. It is a 651-seater and was born in 1370. As for points north and south in the U. S., there's an installation in Fort Kent, Me., and another at Key West, Fla.

## STARTING ADV. FILMS FOR PAR

First two accounts for Paramount Business Pictures, with distribution assured through all the Par-Public houses, have been closed. They are Lysol and the L. Miller shoe people, with each to spend approximately \$35,000 in production of commercial talkers.

The Lysol picture will be a cartoon, with Max Fleischer doing the work for Par-Public. Picture will be similar in construction and comedy value to regular cartoons and to get over ad feature will stage a battle between a Lysol bottle and an insect. How the Miller picture is to be done not yet decided. Various other accounts, including Listerine, Camel cigarettes, Royal Typewriter and the concern putting out Pitt, are near to closing, with the Camel folk figuring on a series of 12, with a camel (animal) used to point over the ad angle.

### TORONTO-MADE FILM GIVEN GOOD NOTICE

Toronto, May 27.

"The White Road," first picture to be made completely in Toronto, opened at a local theatre last week and did well. It is a seven-reeler, synchronized, but no dialog, made by the new Ontario Film Co. Plenty of worse pictures come in here from the States as before.

Technique of this all Toronto-Canadian picture isn't claimed to be 100%. It has many defects; sometimes poor lighting; occasional blurred scenes; weak spots in continuity; crowd dancing a fox trot to a waltz when the sound didn't switch over smoothly.

Scenes shot in Chinatown and quite realistic. Picture didn't cost much and will likely make money when sent to theatres not wired.

### Boy Story Series

Hollywood, May 27. Warners will talkinize a series of Booth Tarkington boy stories, formerly produced silent with Ben Alexander.

Leon Janney, Warners' new boy actor, will have the leads. "Boy of Mine" will be first under the new title "Father and Son."

Second will be "Penrod." William Beaudine, who directed all scenes, will do the talker versions.

### Kurtzman with Fox

C. E. Kurtzman, district manager for Par-Public at San Francisco, who resigned effective June 1, is combining effort to join the Fox theatrical organization.

All Public division managers in New York, except Milton Feld, in charge of the New York area, have been ordered to the road and survey of their territories by Sam Katz. Order came last week while the Public head was on tour of the circuit.

Borris Murros, head of the P. P. music department, also went on tour. He caught up with Katz in Dallas, May 21, and from that point was to shoot along the circuit together with Katz.

Katz will meet each divisional director in this manner on home ground, going over the various territories with each separately, discussing up conditions wherever necessary, and noting spots for any new P-P stage policy that recently got a brekaway beginning with vaude in the middle west.

Double aim behind the Katz vaude move is to offset summer biz and the slam of general conditions which has affected theatre biz. There's a community angle to the vaude attitude also that flies with the general biz in that the introduction of vaude and spreading of the biz of entertainment in Public houses is calculated to bring up biz conditions in those towns.

Vaude is causing a renewal of transportation activity and creating necessity for musicians and employment for stage hands who took a great kick from talkers.

## Publix Closes Macon House as Fox Reported After New Site in City

Macon, Ga., May 27.

Publix has given up its lease on the Criterion, playing mostly westerns and serials. It is one of the oldest of the Publix four here, and is being converted into two stores. Despite reported poor local attendance, reports are current representatives of Fox have been negotiating for a lease on a site in the business section, a site formerly a bank.

Practically all the theatres in the smaller communities adjacent to Macon have installed Vitaphone equipment and reports from the owners of these theatres indicate their attendance has more than doubled since such equipment has been installed.

## \$500 HOME PORTABLE SOUND MACHINE

Chicago, May 27.

Portable machine for home showings of sound pictures was placed on the market this week by the Q. R. S. DeVry corporation. Retail at \$500.

Apparatus is adjustable. According to Herman DeVry, inventor, will handle the 16mm. and standard 35mm. film. Operates on the light ray principle. DeVry is manufacturing at his neon tube plant.

### Nothing too Small

Danbury, Conn., May 27. Paramount theatre interests are doing a bit of questioning in regard to the little town of Cos Cob, Conn. The New York company has requested that a copy of town's building code be sent it.

### New Indie's 1st

Hollywood, May 27. First picture scheduled by newly formed Liberty Productions is "Mother's Millions." May Robinson will be starred.

## Talkers in 7 Languages by New Foreign Group Through Terra Co.

Berlin, May 15.  
Intending to take advantage of the language barrier caused by the advent of talkers and to furnish the Central European market which America cannot yet supply fully, the new Curtis Melnitz-Max Reinhardt group, through the Terra Film Company, will make talkers in German, Italian, Czechoslovakian, Polish, Hungarian and Nordic languages, excluding English versions.

The Melnitz-Reinhardt group has bought 85% control of the Terra Film Co. from the I. G. Farben Co., which retired from the picture business but retains a 15% interest in Terra.

I. G. Farben used to supply the Russian market's requirement in raw film, and have made a condition of the current deal that they are to supply Terra exclusively in raw film, in exchange for which the Melnitz-Reinhardt group, with a nominal capital of only \$5,000, are to pay no cash down for their purchase of the controlling interest in Terra.

The new corporation will be a kind of German "United Artists" and will be managed by Curtis Melnitz. Other directors on the board are Max Reinhardt, Raimund von Hoffmannsthal, and Tietjen, superintendent of the German State Theatre. Through him the new corporation will be able to make use of its productions of the German State's talent, choirs, props, costumes, etc., including co-operation with the legit opera organization.

Other directors are Otto Gershel and Kurt Fasoit.

## French Bank is Lending Money to French Indie Picture Producers—New

Paris, May 17.  
The first bank to make a specialty of raising picture money for independent producers is the Union Cinematographique. No data is yet available as to the success of the venture.

It is currently financing a new organization headed by Comte de Lacour, whose first film will be a modern version of "L'Étrangère" ("The Foreigner") after the novel by Alexandre Dumas.

Gaston Ravel will direct. Francesca Bertini is femme lead.

Bertel, Cameraman, Dies Melbourne, May 27.  
Maurice Bertel, veteran cameraman whose experience goes back to the earlier days of the Pathé Freres, died suddenly of heart disease.

## PAR'S REP IN SPAIN

Adelqui Millar Says He's After Talent for Hollywood

Madrid, May 16.  
During the past few days a Representative of Paramount, Adelqui Millar, has been in Spain, visiting Madrid and Barcelona. He has distributed cards to actors and actresses, for the purpose of choosing talent useful in the United States for making talkers, he said.

Newspapers have reported the actress, Carmen Labardi, and her husband, Carlos Diaz de Mendoza Guero, son of the late actress, Dona Maria Guerrero, who was the most eminent actress in the Theatre Espanol, have been engaged by Millar.

The reputation of both in Spain is of the best on the Spanish speaking stage.

## ITALY'S BID FOR WORLD MART BY PITTALUGA

Opens New Sound Studio in Rome—Talks for Publication

Rome, May 27.  
Italy's bid for world markets and its challenge to the Continent to rank as a film capital was made with the opening Friday (23) of Stefano Pittaluga's new sound studio here, an event attended by the cinema world here as well as by important officials in the Italian ministry.

Pittaluga himself, called the (Continued on page 56)

## N. Y. Sun's Foreign Survey

Buenos Aires, May 27.  
Carl Helm, dispatched by the New York "Sun" into the territory to study trade conditions, with special reference to American-made pictures in the Latin-American market, has completed his survey. He is returning to New York.

## Paris Will See Talkers In Original Coast Form

Paris, May 27.  
The possibility of the release in France of unaltered Hollywood productions was demonstrated successfully with the opening of Pierre Braunberger's new Pantheon theatre this week (beginning 26) with "The Love Parade" in its original form.

Film is without super-imposed titles in French, a method that was first used.

The Pantheon is in a remote location, comparable to Washington Heights in New York, but the distributors are looking for smarter spots, notably Braunberger, Paramount and Metro.

## 'ENEMY' STIRS POLITICIANS

Silent U. S. Picture 'Cause of Disturbance in Paris

Paris, May 27.  
It was necessary to call the police to put down a riot at the Olympia, apparently caused by objections to the American silent picture "The Enemy" (MGM, released in the States in 1923), but really inspired by French politics.

The disturbers shouted their objections to the picture and demanded a refund, which was refused. Unreeling of the feature was stopped and a news reel substituted for the picture. A pro-cie crowd quietly after the objections had been ejected.

Picture retained at the house.

"The Enemy" starred Lillian Gish and was directed by Fred Niblo. It was released at the Capitol, New York, Jan. 7, 1928. Made from the stage play of the same title by Channing Pollock, and in synchronized form without dialog.

A preachment against war and containing a good deal of brutally realistic shots of warfare.

## British Film Field

By Frank Tilley

London, May 16.  
Following the details already printed of the riot at United Picture Theatres meeting May 12, Maurice Jenks, new chairman who replaced Isidore Schlesinger, resigned next day and was replaced by Mark Ostrer.

E. C. Reynolds, another director of U. P. T., also resigned, and is replaced by Will Evans and Charles Woolf as joint managing directors. Isidore Schlesinger is also getting out of all his interests in this country and promises to devote himself to South Africa. None of his ventures here has been happy, especially for stockholders, and no one is crying in a corner over his decision to quit.

Over the meeting on this 12th an (Continued on page 29)

## French Merger

Paris, May 27.  
Pierre Braunberger, producer, and the Richebe Circuit, exhibitor chain, will formally merge, starting joint operations June 1.

Combination is capitalized at \$500,000 and is titled Establishments Pierre Braunberger et Roger Richebe.

## Cuban-Made Spanish Talkers For Pop. of 108,000,000, Minus Spain

By Fred H. Langworthy

Havana, May 22.  
Cuba is going to make Spanish talking pictures.

Frank and Arthur del Barrio, owners of the BPP studio (Barrio Picture Production) of this city, are finishing up their big venture picture "La Virgen de la Caridad." Shortly they intend to equip the studio with sound apparatus to make talking pictures in Spanish, they say.

The building and equipment cost \$100,000, and the firm co. is incorporated for \$1,000,000.

Frank del Barrio states that exclusive of Spain, all-Spanish pic-

## Mgr. in S. A. Talks Turkey Over Musicians' Protest on Lay Off

4 TO 1 FOR W. E.

French Gaumont Wires Fifth House in Palestine

Jerusalem, May 15.  
After grabbing itself the first four contracts for sound in the Palestine, Western Electric lost the fifth, which went to French Gaumont. The upper half of the new Opera Hall in Tel-Aviv, which will inaugurate its picture policy shortly, will be wired with the French apparatus, which sells for almost half of the Western machine, is bought outright and has no service charge.

This about sews up the whole country for sound for the present. Only two more contracts are available. One of these is, for the new theatre being built in Jerusalem and the other is for the Y. M. C. A. being erected here. Neither will be completed for a long time yet.

## NO AUSTRALIAN MADE FILM OF MERIT

1st and 2d Prizes in Gov't Contest Not Granted by Judges

Melbourne, May 27.  
Commonwealth Government's film contest to decide an award for the best Australian picture did a complete flop when the judges ruled that no picture submitted was entitled to the first prize.

Feller's war picture was awarded the third prize of \$5,000, higher awards defaulting.

In view of this apparent failure of private enterprise in picture making, native actors and producers are demanding that the government itself erect and maintain film studios for the making of talking picture that would compete with the American pictures.

They argue that unemployment in the picture field throughout the Commonwealth is caused by American talkers being booked in every theatre in Australia, driving the native players, writers and technicians out of business.

In addition the agitators demand that the Government enforce the law already on the statute books compelling exhibitors to screen a certain percentage of Australian subjects.

The whole affair is just another manifestation of the dog-in-the-manger attitude here against America that has hastened the native film producing industry on the downslide, which tendency is constantly being accelerated.

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Buenos Aires, May 27.  
Max Gluckmann, representing American picture producers, has taken an aggressive stand in the local jam over musicians' unemployment, blamed upon mechanical screen sound.

Addressing the local business men, he declared it is an old Argentine custom to appeal to the government for the cure of social and trade ills, but it will prove to be impossible for the government to pass laws that will impede progress.

He gave the argument that if the public continues to patronize the sound screen, it will be proof that the people prefer it to the old style of orchestra music as an accompaniment to pictures.

In order to make the test Gluckmann offered to let the musicians take over theatres he controls for concerts before the regular screen performances. He said he was able to make this offer in the name of a majority of the houses in this city.

## German Patent Troubles Soon Over, Thinks P-P Is Taking Berlin Studio

Paris, May 27.

Paramount Public is getting ready to start production in Berlin, anticipating the early settlement of the patent troubles. Company will rent studios for the time being, equipping them with Western Electric recording, and transferring the production for the Norse peoples from the Paris capital.

Paris, where studios are running at capacity day and night, will continue to be the production center for Latin version pictures. Robert Kane is preparing to divide his time between Paris and Berlin.

Metro continues in its position of producing only in Hollywood, even for the foreign tongue versions, considering foreign revenue gray, but disposed to ignore the foreign market if it becomes necessary to produce abroad.

## Foreign Talent Switches

Hollywood, May 27.  
Metro has replaced Egor V. Jordan as lead in the German version of "Olympia." Theo. Shall, German stage actor, was rushed here for the part.

Anna Marie Frey, local German actress, replaces Salome Steurerman in same picture.

## 'Dress Clothes' Rights in Warner-Par. Contest

London, May 27.

Warner Brothers, wanting quota pictures, ordered Twickenham Films to produce three talkers for them.

Unit engaged Seymour Hicks to appear in flicker of "Man in Dress Clothes."

Sasha Guitly had meanwhile sold the world talker rights in the subject to Par.

Par can't produce it, nor can Warner. Rights are held jointly by Hicks and Guitly, neither willing to split.

## No Color Line for Montevideo Negroes

Buenos Aires, May 27.

Municipality of Montevideo has issued instructions to its force of theatre inspectors to see that the exhibitors do not draw the color line in patrons.

Organization of colored women had filed protests declaring that colored people were discriminated against. The complaints declared that hotels also have been drawing a color line.

## Runs at State, Sydney

Sydney, May 27.

State, Sydney, is switching from weekly change to long run policy.

Midnight premiere of "Sally" (W. E.) starts the new regime.

THE 6th ANNUAL  
International Number  
of  
**VARIETY**  
Will Be Issued During  
JULY, NEXT  
Advertising copy at far away points  
from New York City should be forwarded  
as quickly as convenient to  
**"VARIETY"**  
NEW YORK CITY, U. S. A.

# English Talkers Throw Jews of Palestine Into Language Panic

Tel-Aviv, Palestine, May 18. Simultaneously with the opening of talkers here a few days ago, posters appeared all over town characterizing foreign languages in the Holy Land as a necessary evil to be tolerated until such time that they be made in Hebrew.

Posters further ask the people not to sing the picture songs in their homes or on the streets. Just to forget them 'once they leave the theatre.

Posters were plastered alongside of the theatre advertisements billing "The Singing Fool" and were put there in the name of the Society for the Aid of the Language, whose chief function is to foster Hebrew as the national language.

Move was taken by the society to try to stem the spread of foreign languages, particularly English, via talking scenery at the expense of Hebrew. Chief worry of the organization seems to be that the people, especially the younger ones, in the effort to get the most possible enjoyment of the American talkers will take time off from their Hebrew and devote it to the study of English.

Situation in this country is unique among the whole world and merits elaboration. In all countries which have put their stamp of disapproval (Continued on page 23)

# PRESENTATION'S JAZZ BANDS IN PARIS HOUSES

## Increased Overhead with Pit Orchestra Another Theatre Problem

Paris, May 27. Vogue for the American presentation policy in de luxe film theatres here has made necessary stage jazz bands, the cost of which is added to the symphonic pit musicians, which brings up a prohibitive overhead.

One idea to overcome the difficulty has been suggested in the case of the Olympia and the Paramount. They proposed to pool the double music plan, each alternating with the pit and the stage.

The idea was abandoned because the Paramount was not willing to share its featured pit aggregation.

Result is that the Olympia is dismissing its pit orchestra for the time being and booking in jazz outfits to occupy the stage. First group is Greger's, headlining at the Empire last week.

## 1st All-British Talker Shown in Australian Parliament in Sydney

Sydney, May 27. Union Theatres people gave the first British-made talker, "Atlantic," a great send-off by screening it at the State Parliament house in Sydney before an exclusive gathering of politicians and government officials.

Purpose is to put all the influence of the circuit behind English production hereafter. Preview of "Atlantic" was a sample of exploitation methods to be used.

Other new films here are "Hit the Deck" (Radio) (American) and "Spintners" (British-made). Both clicked.

## Goldwyn Opening Indie Publicity Office in London

Hollywood, May 27. Sam Goldwyn is inaugurating an English publicity office in London, Independent of United States. Cedric Belfrage, here on several occasions as correspondent for English trade papers and American film magazines, will be in charge.

Belfrage leaves here next week for the job.

# Sascha of Vienna Set Financially, Now, May Get Foreign Alliance

## "Deplorable Spanish," Say Havana Critics of "Rita," 100% Spanish

Havana, May 22. "Rio" Rita" (Radio-American), shown here 100% in Spanish, drew very much of a panning from the Spanish newspapers.

Spanish used in many instances was termed "deplorable" by some critics, while others ridiculed the variety of voices heard—Chilean, Argentinian, Cuban, and "most any dialect."

## RAINER KARL, VIENNA, 1ST 'BICYCLER,' DIES

Vienna, May 27. The man who developed a system of transporting film reel by reel from one theatre to another by motorcycle and sidecar, has just died in Vienna.

He made it possible for the same picture to play a whole group of theatres at the same time and saved many a poverty stricken exhibitor. He was Rainer Karl. His other claim to fame was that he started life as a Hapsburg archduke under the old royalist regime, the son of Archduke Leopold Salvator Vaudy.

Exhibitors still use the Karl system, which cuts film rentals in half. Here it seems to be a legitimate practice as distinguished from the old American scheme called "bicycling."

## R-K-O TAKING ON COL'S FILM SALES ABROAD?

London, May 27. Following the report of R-K-O contracting with Columbia for all of its production on your side, it's said here that Radio Pictures may take on the distribution of the Columbia father here and on the Continent.

Columbia is understood not to be at present under a Continental distribution agreement.

Without foundation a similar surmise in New York is that sooner or later Radio Pictures will absorb Columbia Pictures over here.

## Argentine's Importance

Paris, May 27. David Lewis, former head of the M-G-M Madrid office, sailed on the "Berengaria" last week, headed to take charge of the same company's product in South America.

Reassignment of this valued employee is a hint of the growing importance of the Latin-American market in the eyes of American producers.

## Thinking for Algiers, French Censors Slash

Paris, May 27. The censors (French officials) who rule on all film for exhibition in Algiers, cut Metro's "The Pagan" to pieces, due to the policy of most European nations in dealing with Colonial peoples.

Censors figured the picture of South Seas romance might inspire questions in the native Algerians as to the benefit of the civilization that is held before them by the home government, and applied the scissors drastically.

Picture went in following the same producer's "White Shadows in the South Seas," somewhat the same literary effect.

# Sascha of Vienna Set Financially, Now, May Get Foreign Alliance

Vienna, May 27. Sascha Co., principal producer and distributor of pictures in Austria, has been greatly reinforced financially by its transfer of control to a Swiss group of capitalists, and looks to take an aggressive part in the picture business.

The new management will, it declares, begin active production of sound pictures in August putting its Vienna studio in operation with recording equipment. It has undertaken an ambitious program and now is seeking an alliance with strong German and French producing organizations.

The plan of campaign is to capitalize Vienna's fame in light opera together with the native operetta stars at its command. This much is made public in a statement issued by the company today (27) in which it promises to put operas and philharmonic orchestra works upon the sound screen.

Statement adds the intimation that there is reason to believe that the State Opera would consider co-operation in the work if it were approached with an appropriate proposal to join in sound film production.

## OSSO RESIGNS AS PARIS HEAD

Paris, May 27. Adolph Osso, for nine years head here of Paramount distribution and the confederate, has resigned from the American company following a conference with Adolph Zukor. Osso will go into film production on his own account.

To Osso, who was a \$50,000 a year man, is credited a great deal of the prestige enjoyed by Par in France. David Souhami, until recently Paramount's Italian chief, succeeded to the Paris berth in charge of distribution. He has had vast experience in the foreign field, ranging in his operations from South America to the Orient.

It is probable that the theatre (Continued on page 65)

## Tiffany Makes Break Into Switzerland's Trade

Zurich, May 27. Tiffany Pictures is making an aggressive effort to get distribution in Swiss territory. It is opening a Swiss branch office in Zurich shortly in charge of De Becker, brother of the same company's representative in Paris.

Company has been putting out feelers on prices here as a preliminary to the probable acquisition of a series of key theatres, to be used as "show windows" for its product.

## Films in Amsterdam

Amsterdam, May 27. Current attractions here this week (May 28) include: "Noah's Ark" at the Tuschinsky. "The Belknap Trial" at the Roxy.

## 25% Top Rental for Any Talker, Say New English Indies' Combines

London, May 27. Independent exhibitors all over the country are forming local committees authorized to organize in a combined film booking plan and refusing to pay more than 25% give no guarantees on percentage dates and no price score charges. Action follows the meeting May 13 with Adolph Zukor, at which showmen sought information on such matters.

In the Leeds area the theatre men propose to set up a penalty of \$500, chargeable against any member who breaks the rule.

# Talker Shortage Abroad Forces Many Expedients in Studio Rush

## French Society After Royalty on Films as On Plays—More Grief

Paris, May 27. American pictures have a new grief on top of the headache over patents. Demand of the French Authors' Society for royalties on talkers just like payments on stage plays, is being pushed aggressively to the extent it has become an international movement.

French authors will make it their leading objective at the International Congress of Authors which opened yesterday in Budapest at which they seek to make it a subject of world-wide agitation.

## TOBIS HOLDS OUT 'RITA,' FEARS COMPARISON?

Berlin, May 27. Tobis has refused to issue a license for the exhibition of "Rio Rita" in spite of declarations by the American Radio Pictures that it has verbal agreements as well as a written memo for its release in Germany.

Verlon offered here has been handled by the German director Friedrich Zenlik. It is suggested the Tobis people do not care to face the rivalry of a well made picture sounded on a competing system.

## SWEDISH COMEDIAN M. C.'S FOR TITLES

Stockholm, May 27. "Hollywood Revue" in a new form had a successful premiere with a prominent Swedish comedian as the confederate (m. c.) in default of any native dialog in the picture, and in preference to dubbed talk or titles.

Previously the original version had flopped, following the rule that original English dialog is resented by the native fans. Dubbed versions inspire even worse reactions.

The comedian, mentioned in the review refers to the dubbed versions as "freaks" and declares they are impossible for critical judgment.

## 'Godless Girl' Cleared by Dutch Censors—No Cuts

The Hague, May 27. The Dutch censor has lifted the ban on Pathe's "The Godless Girl" permitting its release without cuts.

A picture was put on late last week for the first time in Holland at the Passage theatre here.

## Marie Dressler in Person

London, May 27. "Caught Short" (M-G-M) opened Friday (23) at the Empire, with the personal appearance of Marie Dressler drawing capacity.

The comedienne, featured in the film with Polly Moran, received an ovation.

## American Will Plan Paris' 1st 'Atmospheric'

Paris, May 27. An American architect, Ibbotson, is due here June 4 to build the first real American "atmospheric" theatre in France.

Venture is backed by Jacques Haik.

New house will have 4,200 seats.

# Talker Shortage Abroad Forces Many Expedients in Studio Rush

Paris, May 27. Shortage of talkers is causing a mad rush to production, which taxes the capacity of all available studio space.

Many devices are being used to put over dubbed silents as talkers. "La Prix de Beauté," at the Linder cinema, is billed as a French talker, although first a Tobis silent which never went into release in that form.

It was later dubbed by the British composer, Horace Sheppard, in the Tobis studio at Epligny, near Paris. Sheppard is credited as adapter in order to conceal that sound has been dubbed into the picture.

Nero Films, German producer, has closed a deal with French backing involving \$720,000, calling for the rushed completion of six films in German and French, but the shortage of local studio space is so acute that four of the pictures will be made in Berlin and only two in Paris.

Pierre Braunberger, producer of "La Route est Belle," an outstanding success in occupying his three stages with recording apparatus, while the Tobis people are adding another sound stage to their available space, and the Gaumont people are building one more sound stage in their plant.

## GOV'T'S FILM CO. IN EGYPT A BUST

Cairo, May 27. Film producing under Government subsidy is a failure here.

Film production was proposed as a system of national advertising with the Government supporting the operation of Yusef Bey Wahby, noted Egyptian actor.

Whole business has been abandoned and the actor will engage in production under foreign companies. Move is made a necessity by the action of the Ministry in cutting off subsidies.

## UFA's Adding Stars to Staff for 18 Dialogs; Waiting for Otterson

Berlin, May 27. UFA has announced its intention of making 18 dialog pictures in its program the coming year, using the Klangfilm system.

To that end the company has added a new group of stars, including some prominent, such as Emil Jannings' talker, "Darling of the Gods," in German alone.

Ufa has given up its Ivan Mosjoukine contract, paying the star in demand of \$20,000 in settlement of claims.

## "Variety" For Summer

JUNE, JULY and AUGUST \$2  
Address "Variety," New York

# B'way Houses Had Similarity Last Week in Theme, Titles and Grosses—'Western,' Roxy, \$80,500

Quite a lot of similarity along the street last week, in themes, titles and relative box-office pace.

In theme were the Roxy and the Paramount, each landlocked to cowboy opera, and the Criterion with an Indian legend. Besides the Galety and Central with war pictures and Hollywood, Warners and Astor housing operetta of the swashbuckling species.

Title similarity in "Song of My Heart" and "Song of the Flame," and in "Bride of the Regiment" and "Runaway Bride."

Not a lot of difference between the Roxy at \$80,500, Paramount at \$74,500, and the Capitol at \$71,000. Among the 12 pictures, grosses kept to a common octave with the persistent exception of "All Quiet in the West." Business in general fairly good. George Bancroft's "Ladies Love Brutes" was a couple of weeks below normal at Rivoli. Just shy of \$50,000 instead of the several \$3's better than that common to the gateway weeks of the picture.

Business in general fairly good. Maurice Chevalier in the slightly smaller Riato ran somewhat stronger with "The Big Pond."

**The Indian Picture**  
Some surprise was clocked around Times Square when "The Silent Enemy" started off at a lively clip in the Criterion. This Indian picture of the Criterion which has a great social tie-up through the American Museum of Natural History and that many Park theatres contributed to the production ante. They are making it imperative for their friends to see the picture. Tiffany not electing to retain the Coloma beyond its two-week rental period, that haunted the picture long ago spooks is going dark at the end of this week. Universal is finally out from under the lease it prefers not to remember. In recent weeks grosses have been consistently under five figures.

Reports from the metropolitan neighborhoods indicate trade was generally good last week. A money sex picture, "Unguarded Girls," selling the "For Men Only" cinnick, has been scooped up some profit at \$1 in the Carroll, which house is due for remodeling almost any time. Universal is sitting on a flat rental of \$700 weekly.

"King of Jazz" got a big Saturday in the R-K-O house, which is soon Sunday generally, more damaging testimony on film revues.

**Estimates for Last Week**  
Astor—"Rogue Sue" (Metro) (1,120); \$1-\$25.00 (11th week). No reason for keeping this one going, out "Big House" premiere still going. Now figured to come in June 10.

Capitol—"Divorce" (Metro) (4,620); 35-50-75-115-60. (2d, 11th week). Well-colded fortnight, \$4,100 and \$72,800. Flaps slipped it up. (U.) Central—"Western Front" (Metro); \$1-\$25.00 (11th week). No statement in thunderous clamor for seats. Going well above capacity with midnight. "Big Pond" (U.) \$59,840 Sunday. Fourth week total \$22,832, again over capacity. Miles added of \$2 cents.

Colony—"Sunny Skies" (Tiff) (1,900); 35-50-75. Gross made sap out of optimistic title around \$4,500. Tiffany wanted house for two weeks and has "Border Romance" current.

Criterion—"Silent Enemy" (Borden-Par) (1864); \$1-\$2 (2d week). Opened (Monday) (19) and generally good. No reaction. Started off very nicely, getting \$11,300 on first six days (Mon-Sat). Big second week, which it reported 65-35 sharing terms with Public.

Embassy—"Newsreel House" (Fox-Hearst) (568); 25. Went to library for stuff on Lindbergh as "old story" and the picture on the third anniversary of Lindbergh flight. Around \$9,000.

44th Street—"The Girl of My Heart" (Fox) (1,400); \$1-\$25.00 (11th week). Going up; probably under \$7,000. Goes into Roxy in August.

Wheatley—"Journey" (Tiff) (808); \$1-\$25.00 (8th week). Figured under \$10,000 last week, against terrific opposition. "The Girl of My Heart" run started to slide.

Globe—"Runaway Bride" (Radio) (1,045); 35-50-75-115-60. Not so far, business yet done at this house under present policy was with "Rio Rita." Grosses running under \$10,000. Continues here and at Columbia across the street ready Nov. 1.

Hollywood—"Bride of the Regiment" (WB) (1,068); \$1-\$25.00. Opened Wednesday, First three days, \$7,700. Then closed.

## 'BLUES,' WASH., \$31,300; 'CUCKOOS,' 2d Wk., FAIR

Washington, May 27.  
(Draw. Pop. 500,000)  
Weather: Fair to rain

Everything last week was "High Society Blues" at the Fox. Figures of hold-over caliber, but management evidently satisfied to take the big gross and play safe.

Nobody else did much with exception of the Loew Palace, which always gets them. "Hell Harbor" got about normal on intake for this house.

Other Loew house, Columbia, didn't do any shouting with "Paramount on Parade."

John Barrymore didn't mean anything for the Earle, his "Man from Blankley's" getting much below the level.

After "Czar of Broadway," the Riato put up the two weeks' notice for about the tented closing. Two weeks' run somewhat stronger with "Cuckoos" did well on 2d week for R-K-O.

**Estimates for Last Week**  
Coloma (Loew)—"Paramount on Parade" (Par) (1,232); 35-50. Rather low gross for this first-run house; \$3,400 and not held over.

Earle (Warner)—"Man from Blankley's" (W. B.) (2,244); 35-50. Not a showmaker; \$10,500.  
Fox (Fox)—"High Society Blues" (Fox), stage show (3,434); 35-50-60-75. Excellent week and though first-run picture, "High Society Blues" just about that much less in advance advertising spent, thus balancing.

Met (Warner)—"Big Pond" (Par) (1,585); 35-50. Nice week for Frenchman's picture; \$11,600.  
Palace (Loew)—"Hell Harbor" (U. A.), stage show (2,663); 35-50-60. Lower than usual but no complaint at \$15,200.

Riatio (U.)—"Czar of Broadway" (U.) Liberal at \$4,000; bad.  
R-K-O—"Cuckoos" (Radio) (1,876); 35-50. Second week and good selling helped; \$7,500.

## BARRYMORE'S MAN 'NO HIT IN K. C.—\$3,700

Kansas City, May 27.  
Houses got real weather break for the Saturday and Sunday openings as it was too wet and cold for picnics and busy rides.

Palace had turnarounds and then flattened out for rest of week. Mainstreet with "Ladies of Leisure" (U. A.) coming in, and the Newman with "Big Pond" held fairly even.

Pictures opened Thursday with "Ingagi" after two weeks of sensational publicity. Prices tilted from 25-50 to 40-60.

**Estimates for Last Week**  
Loew's Midland—"Puttin' in the Ritz" (U. A.) (4,000); 25-35-50-60. Not strong for Harry Richman or picture. Just another backstage. Stage show; \$13,200.

Mainstreet—"Ladies of Leisure" (U. A.) (3,200); 25-35-50-60. Snappy picture and peppy stage show. Opened big and held up; \$13,000.

New man—"Big Pond" (Par) (1,480); 25-35-50-75. Chevrolet building following here. House suffered after first three days; \$13,800.

Royal—"Man from Blankley's" (WB) (890); 25-35-50-60. Those who like John Barrymore disappointed; \$3,700.

"Follies" (Fox) (1,380); 25-35-50-75. Another stage revue affairs; \$8,000, average.

Royal—"Man from Blankley's" (WB) (890); 25-35-50-60. Those who like John Barrymore disappointed; \$3,700.

Winters—"Man from Blankley's" (WB) (890); 25-35-50-60. Those who like John Barrymore disappointed; \$3,700.



### ALL FOR CHARITY

Employed with roses, peach and cherry blossoms; terraces and pools; unique lighting effects, and a stately procession of romantic figures of history and legend—two thousand participants—directed by Lily Agnew Stewart—in the most magnificent pageant yet held for charity.

And a famous MEYER DAVIS ORCHESTRA.

## 'Leisure' \$14,000 and H.O.; \$15,500 in Montreal Only Fair for Capitol's Best

Montreal, May 27.  
(Draw. Pop. 600,000)  
Weather: Fine

Another so-so week on the main stems, with summer weather keeping fans busy in amusement parks and motor and sports evenings.

"Dr. Fu Manchu" near flop at Palace here, while \$14,000 gross is pretty near average for the city. "The Girl Said No" at \$15,500, which put this theatre on top of the heap, did not amount to anything out of the ordinary.

"This Mad World," at Loew's, drew the literati as superior picture with best acting in town. Fair to middling vaude attracted sufficiently good crowds of the ho plod (U. A.).

Princess had the best results of the main stems, allowing for low admittance prices (2,800); "Leisure" at \$14,000. Held over. Imperial tried out "Murder on the Roof" and personal appearance of one of the "Oz Gang" divers. Fair at \$8,000.

Neighborhoods are feeling summer season, with about half a dozen doing good biz.

**Estimates for Last Week**  
Palace (F.P.) (2,700); 40-75—"Dr. Fu Manchu" (U. A.) (2,500); 35-50-60-75, with fans staying away from too much mystery-murders recently.  
Capitol (U. A.) (1,700); 40-75—"The Girl Said No" (M-G-M.) William Haines popular here and likely more so on this picture. Topped town at \$15,500, best business.

Loew's (F.P.) (3,200); 35-65—"This Mad World" (M-G-M.). Superior picture but somewhat over head of fans, who, however, couldn't stay away from vaude. Average at \$14,500.

Princess (Ct.) (2,800); 35-55—"Ladies of Leisure" (Col.). One of best grosses this year at \$14,000, big money for this small house and low admittance. Held over.

Imperial (F.P.) (1,800); 35-60—"Murder on the Roof" (Col.). Vaude saved theatre from nose-dive. Only fair at \$8,000.

U. A. (600); 50—"The Better Ole" (WB). Flop at \$2,200.

## RAIN AND HEAT KEPT DENVER WOBBLING

Denver, May 27.  
(Draw. Pop. 400,000)  
Weather: rain

With rain for the week and hot weather rest, grosses nothing to brag about.

**Estimates for Last Week**  
Riatio (Publix) (1,040); 25-40-50—"Rogue Sue" (Metro). Enough to hold over; \$7,500.

Hudsonland—(1,500); 35-50-75—"Mummy" kept 'em going all week; \$8,000.

## Odd "Saving Time" Situation on Between Balto's Picture Houses

### 'DEVIL'S HOLIDAY' AND STAGE CARD, \$25,300

Newark, N. J., May 27.  
(Drawing pop. 70,000)  
Weather: Fair

Hot weather struck Friday, walloping plenty. Branford and Mosque gross not affected, but Friday evening. Branford very good and "Cuckoos" at Proctor's big draw.

**Estimates for Last Week**  
Branford (WB) (2,261); 30-50-75—"Devil's Holiday" (Par). Excellent picture helped by Ann Pennington on stage; \$26,000.

Capitol (WB) (1,200); 15-25-35-50—"Girl Said No" (M-G-M.). Slippling still; \$600.

Little (Sure-Seater) (299); 35-50-60—"Love Line in Nature" (Ufa) (2d week); \$1,500.

Loew's State (2,800); 30-50-60—"Redemption" (M-G-M.). Weak at \$13,000.

Riatio (WB) (438); 30-50-75—"Lord Byron" (M-G-M.). Second best week house has had; \$3,400.

Mosque (WB) (2,261); 30-50-75—"The Texan" (Far). Little better; \$16,200.

Riatio (WB) (1,762); 50-65—"Second Floor Mystery" (WB). \$3,000.

R-K-O Proctor's (2,650); 25-60—"Cuckoos" (Radio). Heavily exploited laugh film; \$13,000, big.

Schubert (Schlesinger) (1,800); 35-50-75—"White Cargo. Flop at \$5,000.

### STAGE SHOW DREW ALBEE'S GOOD \$13,000

Providence, May 27.  
Weather: Mostly Fair

Despite strong outside competition flicker houses did pretty well considering no marting booking. In comparison with other houses, R-K-O Victory (1,600); 15-50—"Arizona Kid" (Fox). Feature so-so, but drew. Excellent at \$10,500.

R-K-O Victory (1,600); 15-50—"Texas Skies" (WB). No raves. Average at \$10,700.

Riatio (15-60). "Double Cross Roads" (Fox) and "Golf Fields" unit show. Stage show responded for excellent \$13,000.

### Brooklyn Likes 'Cuckoos'

Brooklyn, May 27.  
Paramount suffered with "Paramount on Parade" and stage show at first, but later on picture and stage show didn't plug much. Albee with "The Cuckoos" and vaude.

**Estimates for Last Week**  
Paramount—"Paramount on Parade" (Par) (4,000); 50-75. Slow week, stage show. Earl Abel at the organ now. Exploitation office full of energy and ideas; \$46,300.

Majestic—"Cuckoos" (Radio) (WB) (2,800); 25-35-50-60-75. Pleasing film at pop prices, but nothing extra.

Fox—"Arizona Kid" (Fox) (4,000); 35-40-75. Playing date and date with many means nothing here in way of business.

Met—"Redemption" (MGM) (3,577); 35-40-60-75. Vaude; \$13,800.

Albee—"Cuckoos" (Radio) (2,248); 35-50-60-75. Liked by audience. Vaude headed by Irene Franklin; \$23,162.

### (Draw Pop. 85,000) Weather: Fair

Rivoli, the first and only first-run house to adopt daylight saving time, turned up the clock two weeks. Metropolitan and Hippodrome were announced to follow but changed their minds. Rip audiences reported close to trailer announcing proposed change but Rivoli customers applauded it. Out-of-town press probably accounts for the Met change of heart.

Other houses re-state their determination to stick to standard time, although it's anybody's secret if their costing them plenty. Argument is that standard time has now than pay forever. They seem to feel confident of beating the new time when it comes a popular tie.

Last week revealed some ups and downs at the B. o. s. "Dr. Fu Manchu" clicked at the Century for a fair seasonal average, but "Song of the Flame" only fair at the Stanley.

"Follies of 1936" best week of month at the B. o. s. "Dr. Fu Manchu" good week with "Ingagi" despite (or perhaps because of) one newspaper editorial that set good second week at the Auditorium.

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Estimates for Last Week  
Century (Loew). "Dr. Fu Manchu" (2,200); 25-60. Warner Oland popular here. Best of the month. Stage show, "Russians" with Dave Apollon, clicked. Day-light time musical only fair, but house maintained very fair average at \$18,500.

Stanley (Loew-Stanley-Crandall). "Song of Flame" (3,500); 25-60. Big musical only fair, but house maintained very fair average at \$18,500.

Loew's State (2,800); 30-50-60—"Redemption" (M-G-M.). Feature so-so, but drew. Excellent at \$10,500.

R-K-O Victory (1,600); 15-50—"Texas Skies" (WB). No raves. Average at \$10,700.

Riatio (15-60). "Double Cross Roads" (Fox) and "Golf Fields" unit show. Stage show responded for excellent \$13,000.

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Estimates for Last Week  
Tivoli (1,600); 35-65—"Anna Christie" (M-G-M.). Second good week. Stage show at \$16,500, but picked up and doing well since, \$15,500.

Ujawa (3,000); 35-80—"Young Man of Manhattan." Toronto tint of newspaper office stories but Ujawa always does average biz. Lower, but not much. \$25,000.

Loew's (2,200); 30-60—"Redemption" (M-G-M.). Funk week. Only draw. Stage show at \$12,000.



### Chicago Theatre Hits \$59,000 and Loop Houses Generally Up Last Week

Chicago, May 27. Picture business in the loop on the up-grade for the second successive week, with some houses holding excellent statements. Cool weather again chiefly responsible for the break, with a couple of b. o. pictures also squeezing into the credits.

Town's ace spot, Chicago, had a big week, hitting its best figure in months, a glorious \$59,000, with "Caught Short." It led the loop by some 30 grand. The flicker itself was such a draw that Publicks moved it to the Roosevelt, run house, where it will stay at least two weeks. It marks the first time a picture was moved from a weekly change house to a run spot.

Runner-up was the Grand, which came back grand to \$28,000 with "Fu Manchu." Even at this figure house is touching the red, and has now been on the wrong side four weeks. Roosevelt bumped sharply in 2d week of "Texan," and switched flickers.

United Artists has apparently come down from a run spot to a weekly change house, its last five pictures remaining but one week only. "One Minute" had a total of \$17,500 and slipped. Hope for some semblance of a run with current "Bad One."

"Front" Starts Big "Western Front" opened midweek at McVickers' and started at a smashing pace, with only the length of the talker holding down the figure. In two days it got \$11,000, "tremendous." "Hold Everything," which was pulled, in its last five days did \$11,000.

Other sock was "Cuckoos" at the Woods, ending a run spot to a weekly change house. Doing consistently good trade. "Journey's End" quit as a road show at the Garrick and goes to a pop local run house next month. "Ingagi," gorilla film, returned to the Garrick, from which the war flicker had chased. "State-Lake, vaudein, picked up a trifle in the bull market, but nothing startling. "The Two Small Spots, Orpheum and Monroe, were so-so.

Estimates for Last Week Chicago (Publix-B. & K.), "Caught Short" (M-G), Stage show \$4,000; Best house has done in many months; \$59,000. "Cuckoos" (Publix-B. & K.), "All Quiet" (U), \$28,500; 50-85. Not a doubt about that of this one, with raves running wild. Tremendous draw for first week. "Front" (U). Only length of picture will hold down grosses; limit is six shows. "Everything" (WB) has broken for days at spot. Last five very poor at \$11,000.

Monroe (Fox), "Men Without Women" (Fox) (1,000; 50-75). Poor at \$2,900. Pictures having a tough time here. House needs extra exploitation because of out-of-the-way location.

Oriental (Publix-B. & K.), "Fu Manchu" (Par). Stage show \$3,200; 50-85. On upgrade to a run spot at \$28,400, but on wrong side.

Orpheum (Warner), "Second Fiddle Mystery" (WB) (2,700; 70-80). Nothing to have about at \$5,500.

Roosevelt (Publix-B. & K.), "Texan" (Par) (1,500; 50-85). Dropped sharply since it was yanked. Fair at \$18,200. "Caught Short" (M-G) current.

State-Lake (R-K-O), "French Currier" (Radio) (2,700; 70-80). Same pace at \$20,500. Bebe Daniels-Ben Lyon plugged as screen serial lovers. "The Two Small Spots" Draw remained from steady family trade.

United Artists (Publix-U), "One Romantic Night" (UA) (1,700; 50-85). Another one-walker. At \$17,500. "Front" so good. Picture had stiff support. "Bad One" (UA) current.

Woods (R-K-O), "Cuckoos" (Radio) (1,200; 50-85). Good all around in reports; \$20,000. Garrick (Shubert), "Journey's End" (M-G) (1,500; \$15,000). Up after three weeks of road showing. Goes to run house at pop prices three times next month, waiting until his "Western Front" is out. Up third week to \$13,000. "Hugues" Independent, which showed big draw at this house for seven weeks, returned Sunday on run at \$11,000.

### 'Leisure' Is Louisville's Hit; 'Cuckoos'-'Mummy' Held Over in That Town

Louisville, May 27. (Draw Pop, 500,000)

Heat failed to wither all the grosses last week. "The Cuckoos" and "Mummy" were held over, although takes not exceptional. "Cuckoos" is the first hold-over for the Brown, and "Mummy" is 2d in succession for Strand.

Louisville plenty of picture opposition and did well to get \$12,000 with "Ladies of Leisure," with plenty of advertising and displays. Warner Baxter maintained personal drawing power in "Arizona Kid," but Billie Dove in "The Other Town" was an unfortunate story and did poorly.

Estimates for Last Week Alamo (4th Ave.) (1,100; 40)-"Mummy" (Fox). Not as good as "In Old Arizona," and didn't repeat the latter's success, but fair at this house; \$4,100.

Mary Anderson (R-K-O) (1,387; 30-50)-"Our Tomorrow" (FN). Beautiful Billie Dove should panic them, but she didn't have a chance for it. Her husband, based wholly on a husband's jealousy and misunderstandings. Louisvillians would like to see playing in a neat part, with little more display of her attractive physique. \$3,400.

Brown (Broadway) (1,000; 30-50)-"The Cuckoos" (Radio) Hour's foolishness. Held over. Fine entertainment and plenty of laughs. \$5,100.

Rialto (R-K-O) (2,940; 30-50)-"The Big Pond" (Par). Just another flicker for French start. Fair entertainment, plus his personality and Claudette Colbert's "It." \$4,900.

State (Loew) (3,252; 35-50)-"Ladies of Leisure" (Col). Daring theme of Artie Gray in pretty clear terms. Youngsters "got it," but over the heads of many. Ought to firmly establish Eugene O'Neil as top-ranking. Very good at \$12,000.

Strand (4th Ave.) (1,785; 30-50)-"Mummy" (WB). Another sure-shot in Louisville. Probably not up to its others, but far better than average film. Steady throughout week. \$6,400. Held over.

### DETROIT B.O.'S PROSPER; FISHER STEPS TO \$25,100

Detroit, May 27. Fisher was up in the money last week (title) Young Man of Manhattan. Weather throughout the week was cooler, and non-cooled houses benefited accordingly. "Hold Everything" died in its third week, and "Big Pond" was taken out after two weeks.

Estimates for Last Week Michigan-"Devil's Holiday" (Par) (4,045; 35-50-75). This house is the leading money maker in territory; and it was a big play week \$22,000 last week out. Big stage show built around Stepin Fetchit in person. "Genie" (U) (1,700; 50-85).

Fox-"Lord Byron of Broadway" (Metro) (5,100; 35-50-75). Musical without any important box-office news. It is doing well in competition of the Michigan. House definitely needs good pictures to create big important money. But not bad at \$28,000.

Fisher-"Young Man of Manhattan" (Par) (2,800; 33-40-75). This picture is doing better than average at the box office. \$23,100.

United Artists-"The Big Pond" (Garrick) (3,300; 35-50-75-90). While the gross was fair, not enough to warrant holding over for third week. \$13,500.

Paramount-"Pharamont on Parade" (3,800; 35-50-75). Revue of the day. "Hold Everything" (WB) picture makes a total of four Paramount first-run pictures in at same time and better profit than either. State-"Hold Everything" (WB) (3,000; 35-50-75). This one started out very strong, but not holding up big draw at this house. Available. This one will stay another week. \$16,100.

### THE MEGANE ON CONTROL FIGHT

Appearance of Accumulation in Paramount, Up to 70 on Sizeable Lots—Others Quiet with No Initiative Either Way as Three-Day Holiday Approaches—Old Lows Tested on Drop

### LOEW PERFORMS WELL

By Al GLEASON Prices about held their own yesterday in the amusement stocks, with perhaps a shade of improvement among the more standard theatre issues. Paramount touched 70 on one trade of 1,000 shares, marking a new high on the recovery from last week's bottom, when the old lows all around were tested and held.

Only interesting development of the session was a sharp break in Pathe A to 12%, new bottom since JANUARY, due to news, coming out through newspaper advertisements, of what looks like a fight for control of the company. Holders of \$800,000 of P preferred stock have formed a protective committee, headed by Richard A. Rowland, which seeks to elect a majority of the board at a postponed meeting June 8. Pathe is nudged in by the outside trade understanding little of the inward situation. Understanding is that Jos. F. Kenner's retirement from company affairs was complete.

Warner was dull following its successful recovery from lows around 61. Yesterday it ruled close to 58, having worked out of the range around 60. Report is that there are supporting orders up to 100,000 shares underlying the market and

### Yesterday's Prices

| LEADING AMUSEMENTS |         |         |
|--------------------|---------|---------|
|                    | High    | Low     |
| 800 Gen. F.        | 90 1/2  | 89 3/4  |
| 5,000 East K.      | 243 3/8 | 238 3/4 |
| 1,000 East K.      | 243 3/8 | 238 3/4 |
| 500 Gen. F.        | 45 1/2  | 45 1/8  |
| 1,000 Gen. F.      | 45 1/2  | 45 1/8  |
| 12,500 Par.        | 112 1/2 | 112 1/4 |
| 12,500 Par.        | 112 1/2 | 112 1/4 |
| 10,000 RCA         | 22 1/2  | 22 1/4  |
| 10,000 RCA         | 22 1/2  | 22 1/4  |
| 1,000 Gen. F.      | 23 1/2  | 23 1/4  |
| 1,000 Gen. F.      | 23 1/2  | 23 1/4  |
| CURB               |         |         |
| 400 Col.           | 67 1/2  | 67 1/4  |
| 7,000 Gen. F.      | 90 1/2  | 90 1/4  |
| 5,000 Par.         | 72 1/2  | 72 1/4  |
| 300,000 WB         | 106 1/2 | 106 1/4 |

calling for execution at 60. On the early May break Warner went through a sharp decline. Radio-Keith was moving sluggishly although there was a brisk spurt in Radio with heavy turnover and a top above 52. Loew did well again, ruling high in the market. It was on and holding well during the alternating waves of bear pressure that ran through the session.

General market that most of last week's short lines had been taken in by yesterday afternoon and closing out of the bear account for the time being. Some few other elements of the whole market had for activity. Turnover was but slightly above the 2,000,000-share mark.

Scalping Market Strictly a scalping market among the professional downtown without a chance for an outsider to slip in and get a profit. The other element of the whole market had for activity. Turnover was but slightly above the 2,000,000-share mark.

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### Premiere of 'Hell's Angels' in Hollywood Set for Biggest Splurge in City of Ballyhoos

### Seattle Biz Snaps Back; 'Caught Short' \$21,500; 'Western Front' \$13,000

Seattle, May 27. (Draw pop, 450,000) Weather, heavy rains. Home towners given shock this week when U. S. census shows pop of the town around 365,000 and the county 450,000. So you can see figures at the head of this column. Showmen will not wonder where the mythical 100,000 have been going to show.

"Western Front" had big lines past week, showing folks never tire of war story if it's good. Across street was "King of Jazz" and good big there. But lines not nearly so good. "Front" runs over 2 1/2 hours and "Jazz" is fast. "Marie Dressler takes the spot at Fifth Avenue (Fox) (2,500; 25-60) "Caught Short" (MG). \$21,500, big.

Estimates for Last Week Paramount (Pub) (3,105; 25-60) "Texan" (Par), \$12,100. "Front" (U) (1,800; 30-50) "Caught Short" (MG), \$21,500, big.

Fox (Fox) (2,500; 25-60) (Movie-tone Follies) (Fox), \$6,000, very poor. "Blue Maes (Hamrick) (350; 25-60) "King of Jazz" (U) novel and liked. \$7,000.

Music Box (Hamrick) (1,000; 50-75) "Western Front" (U). Big \$13,000. Liberty (Jensen-Von Herberg) (2,000; 15-25-35) "Aviator" (WB) \$9,100.

Coliseum (Fox) (8,000; 25-35) "Winged Strangers" (U) \$3,200. Orpheum (RKO) (2,700; 25-35-50) "Cuckoos" (Rad) Heavy exploitation. Big week. \$15,500.

### 2d Run Double No Good for Topeka's House

(Draw. Pop. 80,000) Topeka, May 27. Novelty is to go on straight first-run policy as soon as possible. Reaction second runs never kept place out of red. First-run talkers had the place in the black three weeks straight, but last week, with two second runs, "Rio Rita" and "Cokeyed World," went back into the carnage. "Rogue Song" booked for opening of first-run policy at the Novelty about June 15.

Novelty, formerly vaude, was only place not to show on the right side of ledger last week despite bad breaks in weather.

Estimates for Last Week Grand-(1,400, 50, Fox) Barthelme's name held up "Son of Gods"; \$4,200. "Jayhawk"-(1,500, 50, Fox) "Spring is Here" held up big end of week. "Novelty and Women" other half, \$4,200.

Novelty-(1,200, 40, Fox) "Cokeyed World" (WB) (1,200; 50-85) (2d run) but, neither did much; \$950 and red.

### Agent After Hoffman For Unearned Commish

I Hollywood, May 27. Ivan Kahn, agent, has sued M. J. Hoffman, director, for \$17,000 damages, allegedly arising from the failure of Hoffman to independently produce six pictures starring Joe B. Brown.

Kahn was to share on commissions through delivery of Brown, \$4,500.

Los Angeles, May 27. (Drawing Population, 1,500,000) Fair Weather; Fair, Hot, Cool Not enough business done in any of the studios to edge tonight's opening of "Hell's Angels" into second place for prominence.

Metro's "Divorcee" remains queen-bee of the town in its 2d week, which if it reaches \$25,000 will be two weeks ahead of Garbo's last hold-over. Shearer film has very change to hang up this figure and remain in its sixtieth six weeks at the Criterion.

Meanwhile the gags and demand for opening night tickets run rampant on "Front" tonight no one expects to get out of the theatre before one o'clock in the morning. That's because of an airship bombardment of flares over the theatre scheduled for 8, the \$14,000 holding out for battles of snare and sundries and the presence of militia and marines as well as cops to keep the expected 50,000 pop inside the ropes on Hollywood boulevard. If bringing up at 8 they'll be lucky and with the prodigal of a four-hour picture the feature, heralded as doing 135 minutes on the screen, it doesn't take a prophet to say that it's going to be a long session.

Premiere night demand is terrific and the advance sale is good. The \$15,000 it stands McCormack picture finished six weak weeks at this house, the Chicago, ending a run of beating \$23,000. "All Quiet" is stubbornly going, week dropping about \$1,000. "Devil's Holiday" is prolonging the Paramount run coming in weakly, so that \$18,000 looks like the promise land and as hard to hold.

State is also feeling the pressure this week with "Born Reckless," which is doubling of beating \$23,000. Ted Healy goes on this stage Thursday and Ben Bernie's band follows a few weeks. In view of the general drop the boys will be watching this house to see if strengthening the stage and causing an upset if it comes there these three weeks are apt to prove the local convincer on stage shows being a sure bet if it comes there.

Estimates for Last Week Boulevard (Fox)-"Temple Tower" (RKO) (2,164; 25-50). Dipped around \$22,000. "Front" (U) (1,800; 30-50) "Caught Short" (U) (1,800; 75-150) (5th wk). Still okay at \$15,500. "Front" (U) (1,800; 30-50) "Song of W. Heart" (U) (2,028; 50-150) (6th final wk). Out after mid-week on a short.

Criterion (Fox)-"The Divorcee" (Metro) (1,600; 25-75) (2d wk) \$22,000 local lead by proverbs mile.

Egyptian (UA-Fox)-"Western Front" (Par) (1,800; 30-50). Will rate okay if reaching indicator \$12,000.

State (Loew-Fox)-"Born Reckless" (Fox) (2,028; 25-81). Pictorialization of "Luce Berrett" not so flashy. May have \$23,000 on fine to \$18,000.

Million Dollar-"Bernard Murdock" (Par) (2,300; 35-50). Norms at \$18,000.

Orpheum-"The Cuckoos" (Radio) (2,770; 50-75) (1st wk). Did \$15,000. "Front" (U) (1,800; 30-50) (5th wk). Will hit \$15,000 2d week. Only fair for hoke, but 3d week anyhow.

# Florodora Girl Below Average at Fox, Frisco, 1st Time Out, \$38,000

San Francisco, May 27. Right of San Francisco's 10 film parlor suffered a late picture office loss last week. "All Quiet" and "Swing High" were the sole exceptions. Pathe brought up a load of stars, nine, no less, to meet the latter picture off at a gallop.

**Estimates for Last Week**  
Fox (5,000; 50-65-75-11) "Florodora Girl" (Marion Davies) (Metro). Only got \$38,000 despite Hearst balcony. Below average.

Warfield (Fox) (2,872; 50-65-90) "Western Front" (U). About \$7,000 under first week but still generous profit in \$27,000.

Paramount (Public) (2,698; 35-50-65-11) "Merry Holiday" (Par). \$12,000. Under normal.

California (Public) (2,200; 35-50-65-90) "The Bad One" (U.A.). Very poor around \$9,000.

St. Francis (Public) (1,735; 35-50-65-90) "Farrington on Parade" (Par). Revue Crown to \$6,000 for final six days.

Orpheum (RKO) (2,270; 35-50-65) "Swing High" (Pathe). Profitable place around \$12,000 from Saturday-Thursday. Heavily exploited and nine stars in town for opening.

Golden Gate (RKO) (2,485; 30-40-50-65) "Spring is Here" (FN). Below average at \$14,000.

Emley (Warner) (1,438; 35-50-65-90) "Mammy" (WB). Box office poor. Second week \$6,000.

Wagon (Warner) (1,500; 35-50-65) "Second Floor Mystery" (WB). Barely ahead of red ink at \$5,500.

Casey (A. & C.) (2,400; 40-60) "Temple Tower" (Fox). Way off at \$8,000.

## Philly Grosses Mostly OK; 'Pond,' \$40,000, Mastbaum 'Arizona Kid,' \$27,500

Philadelphia, May 27. Hot weather break continued all last week, with corresponding general grosses. However, some grosses, though no actual spots were recorded, and in some cases business was instead in face of general conditions.

"The Cuckoos" held up to \$13,500 for its last week at the Exchange, enough to warrant holding, but anxiety to book in "Journey's End" forced it out. "The Arizona Kid" started off in great style on Friday and Saturday, with capacity business both days. Appears "set" for at least four weeks.

Mastbaum with Chevalier's "The Big Pond," held up to \$40,000, comparing well with last week's feature, "Courage," at the same figure, which had Fannie Brice as stage bill to bolster the film. The Arizona Kid raised the Fox gross to \$27,500, good business.

**Estimates for Last Week**  
Mastbaum (Fox) (35-50-75-11) "The Big Pond" (Par). Under average, but comparing well with last three weeks' business. \$40,000.

Sweetheart and Wives  
Erlanger (1,900; 25-35-50-10) "The Cuckoos" (Radio). Last week held up to \$13,500. Excellent in face of weather conditions and house's low sale. "Journey's End" off to a flying start on Friday.

Stanley (3,700; 35-50-75-11) "Song of the Flame" (WB). One week booking. Disappointing at \$14,000. Pulled to make room for "New Advertisements" of Dr. Fu Manchu.

Stanton (1,700; 35-50-75-11) "Benson Murder Case" (Par). \$10,000 for a second week. Good business. "Children of Pleasure" now.

Arizona Kid (Fox). Warner Baxter popular draw, and house hit \$27,500, the best of last three weeks. "Movie-Tone Follies of 1929" now.

Byrd (2,440; 35-50-75-11) "The Devil's Holiday" (Par). \$19,000 fair figure for first week. Film held over.

Earle (2,900; 50-75-11) "Show Girl in Hollywood" (Par). \$17,000.

Baker on stage held fair average at \$11,000. "Officer O'Brien" now.

Erwin (1,000; 50-75-11) "Tree and a Boy" (Metro). Buster Keaton film pulled good week's business here at \$5,500.

## 'MANHATTAN' SENT MET, BOSTON, TO \$42,100

Boston, May 27. (Drawing Population, 850,000)  
Weather: Warm

Plicker biz fairly good last week. Big Met mat things look like cold days at \$42,100 with "Young Man of Manhattan."

For 22 weeks in succession Keith-Memorial theatre bowed to Keith-Albee, sister house. K-A grossed \$16,700 and K-M only \$11,400.

Loew's State did \$17,000. Down at the Majestic where "Inglis" moved in after "Song of My Heart" completed as successful a run as any high-priced movie ever did here, business was not good. A gross of \$5,000 for the "missing link" film. Now in second week.

**Estimates for Last Week**  
Met (Public) (4,280; 50-75-11) "Young Man of Manhattan" (Par). Good at \$42,100.

Loew's State (4,000; 30-40-50) "Hell's Harbor" (U); \$13,700.

K with Al-bee (3,000; 50-60-10) "Princess" (Radio); \$11,400.

Keith-Memorial (4,000; 35-50-60) "Arizona Kid" (Fox); \$11,300.

## CLASS IN PORTLAND

Portland, Ore., May 27. (Drawing Population, 400,000)  
Primary election week here, but failed to make much difference. Grosses improved all round due to Oregon bookings in general for the week.

Fox-Broadway led the parade as usual, although many attractions were held in the appendix. Broadway had "Caught Short" and F. & M. stage show. The chief local draw was "Arizona Kid" at United Artists and "King of Jazz" at Music Box, both good for short runs; also "Cluck" at Orpheum, which failed to get going early due to poor exploitation.

Paramount had a better week with "True to the Navy," which drew well in certain classes for a better gross than recent weeks. Cloudy weather with light rains proved bill for spring film biz, but was bear market for amusement park openings this week.

**Estimates for Last Week**  
Broadway (Fox) (2,000; 25-60-10) "Caught Short" (MG.M). Program committee did okay. Stage show for F. & M.'s "Gypsy." Good week for Paramount (Public) (3,500; 25-50-50) "True to Navy" (Par). Registered okay and better biz than lately. \$6,300.

Orpheum (RKO) (2,000; 25-60-10) "Cluck" (U.A.). Little but nothing spectacular. Exploitation ordinary. RKO vaude. \$15,000 gross.

United Artists (Parker-Fox) (1,200; 25-60) "Arizona Kid" (Fox). Good week. \$15,000.

Radio (Public) (2,000; 25-60-10) "Alder" (Parker-Fox) (1,200; 25-60) "Misraha." Second local showing of this film classic brought good returns. \$4,000.

Music Box (Hamrick) (2,000; 25-60-10) "Song of the Flame" (WB). Only stage program comedy got over and fair week. \$3,000.

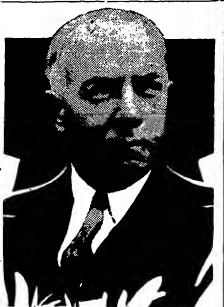
Radio (Public) (2,000; 25-60-10) "Young Man of Manhattan" (Par). Dramatic and registered fair. About average.

Duffy (Duffy) (1,400; 25-41) "Two Gun Grandma." Offering of "Duo Gun" and Leona Powers and the late E. F. Albee on time having helped slipping biz. Got around \$4,000.

## R-K-O and Shanberger Fail to Agree on Buy

Baltimore, May 27. R-K-O and the Shanbergers failed to agree upon a proposed buy by R-K-O of the local Keith's theatre, and auditorium.

Both are now operated with pictures, Keith's also playing R-K-O booked vaudeville in conjunction. Shanbergers have been booking through Keith's (R-K-O) for years. It had been believed the former Keith's held a piece of the vaude house, Fred Shanberger and the late E. F. Albee on time having been extremely friendly.



TOM BARRY

Seldom does an author enjoy the distinction of having two plays showing simultaneously on Broadway.

Mr. Barry is represented currently with "Song of My Heart" and "Courage," which opened at the Winter Garden, to an unanimously favorable press.

Mr. Tom Barry, Fox Film Corp. Personal Management  
SIDNEY PHILLIPS  
234 West 44th Street

## MAKING MOVE TO STOP REVIEWS OF PREVIEWS

Hollywood, May 27. Because the studios are once more steamed up over the reviewing of previews, plans are again being laid to stop the practice.

The film men are going after it politely enough in trying to induce the film critics of trade and fan publications to lay off until a joint screening is held for them after the picture has received its final cut and is ready for release.

The present means to this end is a letter sent out by the Studio Publicity Directors' Committee, of the AMP.P., to all such publications.

Epistle refers to the matter as "a rather serious situation" and "harmful" and asks that in return for holding the round-robin showing that the reviewers' papers drop the habit of catching the early worm.

## U'S B'WAY MONEY SIEVE, COLONY, OUT

Bowing out of the Colony, New York, at the end of the week (June 1), two years and three months before expiration of a costly five-year lease, U played the round-robin showing the "white elephant" roughly and lowly at between \$135,000 and \$150,000.

Figure would be higher through the \$250,000 yearly figure on the lease had not U charged the house on film rentals, that applying to their books against the net loss on operation of the theatre. U also went into the hole booked in the pictures of Pathe, Warner, First National and others, getting a reported good break on the product.

The five-year lease with B. S. Moss for the Colony was one of the "mistakes" a former general manager of U, who went out of the organization two years ago. At approximately \$50,000 a week U had difficulty in keeping the house out of the red weekly. Though making several attempts to sublet the house, it never was able to get the lease.

The average gross at the Moss-built first-run has been around \$9,000 and \$9,000 weekly. Business has gone as high as \$16,000, but also as low as \$1,500.

**\$11,000 to Break**  
Figuring rental and overhead, U has had to do \$11,000, according to reliable inside information, to break even.

Lease for U dated Sept. 4, 1927, to expire Sept. 4, 1932. It was mutually cancelled at the request of Moss, who has had various offers from musical comedy producers desiring to go to the house.

Moss asked to get the house back

# 2 Minn. Houses Kept Out of Red Last Week—Some Feat at Present

## 'JOURNEY'S' AT \$11,000; P.T.S.B.G. SENSATION-H.O.

Pittsburgh, May 27. (Draw. Pop. 1,000,000)  
Weather: Cold

Needed the return of an m. c. to put Penn. town's ace house, back in the big dough again after a succession of lean weeks. Wesley Eddy, who approached house record on first night around Loew circuit, came close to doing it again last week. At \$35,500, in face of weak picture, it was a feat.

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Minneapolis, May 27. (Drawing Pop. 500,000)  
Weather—Favorable

Depression still on and that suffering continues. As a result affairs could be worse. This slump is much worse than seasonal. Grosses are running far behind those of the corresponding period last year.

Showhouses got one good break last week. A touch of warm weather vanished almost as quickly as it came. The contest, of course, was conducive to theatre attendance.

To "The Big Pond" and "Dr. Fu Manchu" the credit for making the relatively best box-office showings. These two kept their theatres, primarily in the red, from the red. In these gloomy days that's some accomplishment.

Had local surprise in "Hold Everything" at the Century. This riot of fun was expected to run four weeks. It drew raves from critics and patrons. After seven days it bowed out.

Had local conditions had a great deal to do with this flop. The 75c scale at the Century also is a handicap, inasmuch as the house offers no seating in the corners, of course, and its same picture may be seen a few weeks later up town or in the loop.

It is also possible that the picture, a smashing laugh hit for males, apparently did not and the expected appeal for the feminine fans.

**Estimates for Last Week**  
Minnesota (Public) (4,200; 75) "The Big Pond" (Par) and Public (2,000; 75) "Tip Toppers Revue." Cheaper than usual with feminine trade. Rest of program also pleased. Around \$24,000.

House has been working in single novelty attraction on stage each week but plan hasn't been in. Hourly return has been vaude presentations until expiration of Harris' tenures. Warners take over the circuit, including this site, shortly.

**Estimates for Last Week**  
Ladies (Loew's) (1,900; 35-50-10) "Ladies Love Brutes" (Par). At \$10,000 considerably better than recent average but not up to usual \$12,000.

Enright (WB) (3,700; 25-35-40-60) "The Texan" (Par). Nice at \$13,000, which means good since house's dropped off stage presentations. Good trade all week.

Harris (Harris) (1,800; 10-20-30-40) "Lady to Love" (M-G). Okay at \$5,000. Fifth Metro picture to do well in house.

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## Tiffany Places Beck In Charge of Specials

Hollywood, May 27. Arthur Beck has been engaged to supervise all special productions for His Majesty's assignment is "The Third Alarm."

Beck has been an independent producer for the past five years and previously made a number of specials for Universal.

## 'PAR'S 2 ST. L. CLICKS'

St. Louis, May 27. (Drawing Population, 1,000,000)  
Weather: Cool

Ambassador last week, with "Young Man of Manhattan," lacked \$1,800 of record.

At the Missouri gross showed a gain of \$2,000 over previous week. This was a 20% increase in receipts, which is remarkable for any show on Grand avenue.

On the home front fairly well.

**Estimates for Last Week**  
Ambassador (3,000; 35-50-65-75) "Young Man of Manhattan" (Par). Best of the week; stage show with Harry Rose on bill besides Ed Wynn. \$22,000.

Fox (6,000; 35-75) "Around the Corner" (Col). Pleasing; stage show.

Loew's State (3,300; 25-35-60-10) "The Cuckoos" (Radio). \$17,000. Will add John Gilbert's home in comeback. Shorts.

Missouri (8,800; 35-50-65-75) "Devil's Holiday" (Par). \$25,500. Will add John Gilbert's home in comeback. Shorts.

# B. L. VES LOSE EFFECT

## P.-P.-F. P.-Canada Deal Looks Set; But Plenty of Opposers in Toronto

Toronto, May 27. Paramount-Public has been assured of control of Famous Players-Canada by Arthur Cohen, managing director of P. P. Can. The five of four Paramount shares for five of the local stock has been accepted, but announcements by the holders of more than 250,000 shares. This was the smallest number that had to be deposited before the deal was in the bag.

Can. shareholders now have until June 5 to turn over their stock and receive the P.-P. shares in return.

Meantime, minority shareholders, strongly opposing the deal, are expected to "take some steps." Just what these will be nobody seems to know. It now seems impossible to block the deal.

Court action was decided upon by the minority shareholders at a special meeting May 15, but it is deemed unlikely they will be able to do anything.

Paramount-Public shares were able to rise in the Montreal stock exchange Monday. Nothing said as to whether they will be listed on the Toronto Stock Exchange.

F. P. Can. stock broke on the local exchange for the past three weeks, strengthened from 53 to 55 1/2 following the announcement Monday the deal was practically done. Its rise was limited to a rise of 1/2. The P.-P. offer was first made May 25, in New York, Monday, closed at 63.

**Katz Looking Round**

The U. S. offer expired Sunday. All the big P.-P. directors were solidly behind it everything seemed o. k.

Sam Katz, of Public, who is on a U. S. tour of inspection, is going into Canada to look the situation over. He wants to have a look at some of 280 theatres P-P will have under control shortly on that side of the border. With Katz up and it is understood will be J. J. Fitzgibbon, who will probably operate the Can. circuit for P.-P. Fitzgibbon is a P.-P. divisional director.

Headquarters of P. P. Can. have been Toronto. Toronto indications are the houses may be operated from Montreal.

Late last week the directors of P. P. Can. sent another letter to the shareholders advising them to accept the U. S. offer and trade in their shares.

That carried a great deal of weight.

Friday, the last day before the formal offer expired, the Can. directors announced a quarterly dividend of 50 cents a share. This dividend would have been held early this month but action was deferred pending the deposit of F. P. Can. stock held by those intending to exchange for Paramount. Shareholders going into the deal will receive the quarterly dividend of \$1 from Paramount. Others who hold on to P. P. Can. shares will only get the 50 cents per share.

## R-K-O Takes Over 9 Brater & Pollak's

R-K-O has closed its deal for the leases of the nine Brater & Pollak theatres in New Jersey, Connecticut and New York. Final consummation July 5.

Theatres, all straight pictures, with capacity, are Pickwick (2,000) and Playhouse (200), Greenwich Conn.; Embassy (1,000), Dobbs Ferry, N. Y.; Ritz (1,400) Lyndhurst, N. J.; Lincoln (1,000), Kearny, N. J.; West, 11,000, Irvington, N. J.; Jersey, 11,000, and Empire (1,000), Rahway, N. J.

**Filming Erskine's Bible**

Culver City, May 27. Pathé will buy "Adam and Eve" on the screen with five reels in the Garden of Eden and two reels of modern womanly. Sada Cowan has written a screen story based on John Erskine's "John."

Constance Bennett may play Eve.

## 1st Runs on Broadway (Subject to Change)

Week May 30  
 Capitol — "Florodora Girl" (Metro)  
 Paramount — "Safety in Numbers" (Par)  
 RKO — "Born Reckless" (Fox)  
 Strand — "Mammy" (WB)  
 Week June 6  
 Capitol — "In Gay Madrid" (Metro)  
 Paramount — "The Social Lion" (Par)  
 RKO — "What Men Want" (U)  
 Strand — "Back Pay" (FN)  
 Other Openings  
 June 12 — "Big House" (Metro) (Astor)  
 June 12 — "Bad One" (UA) (Rialto)  
 June 13 — "One Romantic Night" (UA) (Rivoli)

## INSPIRATION TELLS HOW IT'S LIMITED

That a booking and financial arrangement with Public and Loew is responsible for limiting number of releases through United Artists and thus prohibits expansion and development of the independent producing units is alleged by inspiration as the primary reason for curtailing its own production activities.

Because United Artists could not release one of inspiration's two 30 films until June, 1931, on account of this arrangement, the company has postponed indefinitely work on "They Still Fall in Love." Meantime it is learned inspiration will market this production through any reliable distributor.

Inspiration, it is said, is one of the units which plans to increase its production schedule. Conferences among its executives are now taking place for this purpose, and, it is stated, the matter will be taken up with Jos. Schenck by William Camp, Jr., who is also one of the largest stockholders in Schenck's Art Cinema Finance Corp.

Inspiration's contract with U. A. is off in December. The company will make efforts for a renewal along lines that will permit broader production scope.

Reports from the West Coast show that inspiration was terminating its activities in New York were dispersed with the plans underfoot.

"Eyes of the World," now being cut and edited, is among U. A.'s releases for fall.

Under its arrangement with Public and Loew, U. A. gains from those organizations a guarantee on certain items, it is conceded by inspiration. U. A.'s intake would be cut. As many as 15 features can be included in the agreement for one season, it is stated.

## Educational and Christie Combine; Details Given

Denver, May 27. Details of the proposed merger of Educational and Christie Companies were discussed here at the convention of the sales representatives of the Educational firm.

E. W. Hammons, of New York, told of the project as being operating in the company and new production company, both of which he said he would head, with Christie as vice-president of the operating unit and Al Christie as vice-president and general manager of the producing firm.

Properties which will be affected by the merger will include those of Metropolitan studios, as well as those of the Harmonis and Christie Enterprises.

## BEING OVERDONE BY SAY OPERATORS

Too Many on Theatre End, Especially — Cash Prices Cause Some House Managers to Figure Against, Instead of for Theatre

### INCREASE UNKNOWN

Although officially in most circuit headquarters, as well as in sales circles, it is contended drives for business, whether with or without prizes, stimulates grosses and keeps men out of ruts that they might otherwise remain in 12 months out of the year, unofficially it is admitted that drives, especially from the theatre operating end, are being overdone.

No one in any of the larger circuits fostering drives can or will estimate the approximate percentage increase in business over what ordinarily would be normal, claiming they can't tell because of changing conditions, business depression, last fall's "Wall Street crash," increase or decline of talker popularity, etc.

Another reason why it is difficult to gauge what might have been the case if a drive hadn't been conducted is that circuit heads have no way of figuring out just how far the organization is laying down when drives are not on or how pepped up, in comparison, men are when prizes, cash or honorary mention, are involved.

Presumption is that business is increased from 10 to 25%, possibly more, but it is claimed whatever it is, if any, it is a guess.

If we don't have a drive on at Christmas time, and one of the big circuit execs, "the business may actually fall below what it was the previous year when no drive was conducted. In that case the percentage increase would be double. If we didn't have a drive, conditions may have been such that we would have showed an increase anyway, and in such an instance the percentage would be less."

Circuits are unwilling to figure drive increases in comparison to other months, because drives are very often held when it is supposed possibilities on business are slack.

**Product or Drive?**

Another thing is that circuits can't approximate with any nearness the percentage of increase because of the claim it is never definitely known whether it was the product, instead of the drive, that was mainly responsible.

In the Paramount Public drives, contestants down the line are warned not to make a drive secondary to the product that is being sold, because the opposite would mean undue exaggeration of product not deserving.

But the Public way of thinking is what more quickly than anything else ruins drives from the public viewpoint, circuit heads cognizant of the fact that drives (Continued on page 35)

## Ship Co. Figures Plug Film Too Good for Giveaway

Hollywood, May 27. The Matsun Line, trans-Pacific steamship company, has completed a feature length picture of a trip to Australia. When aboard, the staff had photographed the interior of Australia and New Zealand.

The picture originally was made as a rally for Matsun steamships, but with it completed, the company figures the picture is being put for general release.

Sound and a picture probably will be dubbed in.

## Trenton's 'Open Sunday' No B.O. Rush; Causes Fuss; Philly Maybe Next

### That Way, Eh?

Hollywood, May 27. Solly Violinsky got a vice from his wife saying: "We can't go on living apart like this. You had better send for me."  
 "Violinsky wired back: "You had better send for me."

### REDUCED SURE-SEATER CLIPS PATRONS' CLASS

Since some of the arty houses knocked a quarter of admissions they are doing better business but at the sacrifice of many "intellectual" fans.

The first line at an arty box office was conspicuous on 8th street before last Saturday's show opened. It was such an unusual line, with men in overalls, in collarless shirts, unshaven and wild-haired and eyed, that passers-by stopped and looked, figuring that either a Communist meeting was about to start or a brawl within the theatre.

It was nothing more than one of the reduced-price arties gone laborer with the change.

This house, formerly the comparatively expensive Film Cinema, has been re-christened. Joe Fleischer, vet in the sure seat field, and recently placed in command of the parlor emporium, evidences every indication of being converted from idea which he affected upon.

With the change in name, although all of the old fittings and cushions are retained, the audience has taken on a strange east side complexion. Out of place, some of the grimest ones were noticed, as even grovel before the colored doorman, who is the same one trained to open car doors.

Maybe half-buck houses right on the Bowery with all of the trimmings, would get some of those boys away from smoke joints and into the theatre.

Possibly some arty bug may materialize that idea of feeding the slums hi-hat picture vegetation.

### R-K-O's 5-DAY WEEK OVER THE SUMMER

A five-day week is being created in the R-K-O organization for all employees, lesser help finally getting the break that has been given the exact who in the past has taken Saturdays off on their own initiative.

Because some departments, including bookkeeping, could not work well close down altogether with shows opening on that day, a skeleton force will be on hand, with personnel rotated so that all get the week-end off at some time or other.

R-K-O will be the only circuit or picture company in the business to give the help all day Saturday off.

### "SNOWBOUND" SHELVED

Hollywood, May 27. "Snowbound," slated to go into production at Tiffany next week, has been shelved. Frank Strayer, the director, has been assigned to "Wily Mary," an original by Scott Darling.

### \$55,000 Default Judgment

The Beacon Holding Corp. filed a default judgment for \$55,540 in the Supreme Court Monday against the Biograph Company on notes given in 1927 to the latter company.

The papers were served on Biograph by C. Clipp, publisher of the defendant, at 129 Broadway, for an answer was filed.

Trenton, N. J., May 27.

This town is in the throes of a six-zing battle over Sunday shows. Dictum issued by the police said they would not interfere if the theatre managers saw fit to open their doors and sneak in Sunday performances. That resulted in the first regular Open Sunday Trenton ever experienced. Immediately the pastors aligned themselves with the Blue-Law policy. Ministerial union called a special meeting, demanded Commissioner LaBarre reverse his decision and further instructed the Sheriff of Mercer County, Charles H. Reichert, to intervene in the churches' behalf and give the matter Grand Jury action. Commissioner LaBarre reverse his decision and further instructed the Sheriff of Mercer County, Charles H. Reichert, to intervene in the churches' behalf and give the matter Grand Jury action. Commissioner LaBarre stood firm. He could see no reason why the pictures should play on Sunday. Sheriff Reichert issued a statement in which he adopted a hands-off policy. The ministers then got after County Prosecutor, Charles H. Engler, who stepped in and begged cooperation in presenting any complaints against "Sunday Blue Law" violators to the Grand Jury for action. He indicated he did not consider it within the functions of the Prosecutor's office to send detectives to bar the doors of theatres against Sabbath performances.

General criticism of the declaration by Sheriff Reichert that he will not intervene is being voiced by pastors not only throughout Mercer County, which includes Trenton, but from various sections of the State. The W. C. T. U. has protested and, together with members of the Ministerial Union, will hold a special mass meeting within a few days to take the requisite measures.

### No Sunday Rush

The funny part of it all is that the attendances at the approximate dozen picture houses were so slim as to make the venture anything but unprofitable. General opinion is that the managers could close the doors on their own initiative, due to lack of patronage. But with the general notoriety given the "Blue Law" violation, it is estimated that the "Open Sunday" has become an issue and the public will support the movement by heavy patronage.

Of chief significance, is that Philadelphia, 30 miles away, is paying considerable heed to Commissioner LaBarre's dictum concerning "Open Sunday" violation. It is estimated daily through the medium of a newspaper lighting the "Blue Law" that every possible effort will be made to open Philadelphia movie houses within a few weeks—if not sooner. If that materializes, it will be the first time Philadelphia has had an "Open Sunday."

Last Sunday the reformers out in bunches. Finched everything and everybody that a Sunday selling charge could be entered against.

## FRANKLIN TURNS LOSER OVER TO FOX, EAST

Fox, Atlanta, which opened last Christmas on Fox West Coast division of houses, has been transferred to the jurisdiction of Harry Arthur in the Fox eastern territory. With the house inconvenient to the theatregoers of downtown, Atlanta it has not been on a winning basis since opening.

Harry A. Franklin last week requested that it be taken over by New York, as the territory was more accessible to New York than to Los Angeles for supervision, he said.

"Variety" For Summer  
 JUNE, JULY and AUGUST  
 \$2  
 Address "Variety," New York

Amusement Stocks Hold Gains

(Continued from page 9)  
the covering of remaining short contracts.

That and unburied casual investment buying seems to comprise the entire activity of the market at the moment. Business has been at a minimum for a week, with the Saturday turnover of 1,000,000 shares for the first time in more than a year and several full sessions last week below the 2,000,000-share level.

All the initiative seems to be on the bear side. They sell short when prices go up and then cover when resistance appears. The bull party feels bullish, but it doesn't do anything about it.

In spite of general sluggishness over the past 10 days, however, one rather definite situation appears to have been established. That is, the lows on the break of May 7 now are accepted as a fixed resistance point for the immediate future.

Below is a little table of prices reflecting the situation of the active amusement stocks which as a group is fairly typical of the rest of the market with respect to the general. It shows the bottoms brought out in the May 7 recovery, a decline that marked the disintegration of the general business recovery failing to keep pace with the market's upward trend. There was a minor recovery from these lows, followed by the customary secondary decline, which reached its climax on Wednesday, May 23, when the action threatened the earlier lows closely, but in only one case went through the former bottom point thereafter the group went into a fairly substantial improvement as represented by the closing on Mondays close over lows of the Wednesday secondary decline.

| Stock                | High | Low | Close | % Chg. |
|----------------------|------|-----|-------|--------|
| Consol. Film (2)     | 109  | 92  | 92    | -13    |
| Paramount (1)        | 109  | 92  | 92    | -13    |
| Exhibition (3)       | 109  | 92  | 92    | -13    |
| Radio-Keith (4)      | 109  | 92  | 92    | -13    |
| Warner Bros. (5)     | 109  | 92  | 92    | -13    |
| General Theatres (6) | 109  | 92  | 92    | -13    |
| Metropolitan (7)     | 109  | 92  | 92    | -13    |
| United Artists (8)   | 109  | 92  | 92    | -13    |
| First National (9)   | 109  | 92  | 92    | -13    |
| Public Service (10)  | 109  | 92  | 92    | -13    |
| Warner Bros. (11)    | 109  | 92  | 92    | -13    |

Probably the instance of Warner Bros. best illustrates the logic of the situation, an index by which chart players are guided. Soon after the early May decline got going reports spread that RKO was liquidating its position and the bears concentrated on that point. Prices were hammered down until they met resistance at 92. On the secondary reaction the bears could do was to get the price level to 93, leaving a margin (chart fans call it "tail") of 14.

If the break had carried through the first bottom point, it would have argued weakened support for the issue and accordingly the stock's prospects would have been dim. Defense of the old low is assumed to reflect the readiness of a stock's sponsors to maintain the issue against attack. Incidentally pretty much all Wall Street gives some measure of credit to such indices on the secondary reaction. Loss of definition as that of early May are held to be inconclusive until they have been tested.

Nearly all the active amusements followed somewhat the course traced by Warner, although in a less conspicuous way. The entire list went through a similar price course, as indicated by the column of Jones industrial average, which stood at 263.83 for May 7, recovered to 272.41 May 23 and moved down on the secondary dip to 265.62 or about 1.80 short of the May 7 figure. Recovery Monday went to 274.44.

General Theatres Breaks Through  
The single exception to a defense of the earlier low which General Theatre Equipment, which went down through its earlier bottom, touching 44 1/2, compared to a May 7 low of 45 1/2. Presumably this was because that instead of defending its last bottom, General Theatres clique had fallen back to the secondary low of early April around 41, which would then become its resistance point for the remainder of the year. This is confusing, however. In the May 7 break General Theatres stood off an original attack, recovering as high as 125,000 in a session. On the secondary setback the volume was trifling in comparison, less than 30,000 shares at the highest. On the contrary, Warner Bros. had a larger turnover on the secondary test than on the original break.

Feeling among the brokers is that the picture stocks are in need of a "Public" reaction. The volume advance with enthusiasm seems to have gone stale, and the group would be better for a period of quiet while some new development within the industry could be brought to the

fore to instill new stimulus. It may come in the form of new grouping around Radio-Keith, which has been showing more speed and staying power than any of the others.

Or it may come from a new hook-up of Paramount-Public, in which there is said to be good scale handling on dips, perhaps, as has been suggested here before, due to the preliminary operations of the Radio-Keith group in splendid position to take the initiative in any general market improvement. It has a strong outside following which is prone to act on the theory that if any of the amusements starts to reflect prosperity in its ticker performance, Paramount as the most seasoned of the theatre issues is bound to play a leading part in any group move.

R-K-O Pacemaker  
Radio-Keith has held the market stable levels, turning over in volume on the advance whenever the market rallies and fighting off pressure with a good deal of determination. During Monday's narrow and unproductive price movements its sponsors were aggressive for stock on the way up in the latter half of the turnover, in spite of surrounding weakness, was close to the 50,000-share mark.

Fox has been doing little either way, apparently under the same influence as the other theatres, although held to a more nearly level course. Payment of the dividend, which occurred in the latter half of the week, coincided with the collapse of the synthetic spring rally. The issue identified with this coterie is Loew, which has been performing brilliantly on the advance. It is regarded a bit of a "chase" market operation, however, as those market operations have not done so well as the public following who stayed too long.

Ballyhoo for Autumn  
Still little sign of ballyhoo business recovery in the fall, with a probable upswing in the market being indicated by way of forecasting commercial revival. The Administration could use a bull market at this time. Also, that by the time the public gets into speculation may be sharpened up and the people may have saved enough money to take a whirl. Until they do there isn't much incentive for bull pools to bid up prices and take on stock to carry, even at low money rates. The market was quiet and stationary, except that the General Theatre issue eased to 95, a fraction under the subscription price, and Warner Bros obligations were inclined to soften.

Columbia Pictures slipped sharply below 50, a natural occurrence after its swift recovery from a familiar selling upon the declaration of an interim dividend. Now the stock has to defend a high price level. The enthusiasm that attends a minor issue comes up from behind. Radio-Keith was inclined to sell in the middle 50's after its tail split that above 80 to 51, another stock that is sliding from the over-

Summary for week ending Saturday, May 24.

| High |    | Low |    | Sales |       | Issue and rate.      |     | High |       | Low   |     | Last |       | Net Chge. |     |
|------|----|-----|----|-------|-------|----------------------|-----|------|-------|-------|-----|------|-------|-----------|-----|
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Consol. Film (2)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Paramount (1)        | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Exhibition (3)       | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Radio-Keith (4)      | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Warner Bros. (5)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | General Theatres (6) | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Metropolitan (7)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | United Artists (8)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | First National (9)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Public Service (10)  | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Warner Bros. (11)    | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |

| High |    | Low |    | Sales |       | Issue and rate.       |     | High |       | Low   |     | Last |       | Net Chge. |     |
|------|----|-----|----|-------|-------|-----------------------|-----|------|-------|-------|-----|------|-------|-----------|-----|
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Loew (12)             | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Radio-Keith (13)      | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Warner Bros. (14)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | General Theatres (15) | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Metropolitan (16)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | United Artists (17)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | First National (18)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Public Service (19)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Warner Bros. (20)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |

| High |    | Low |    | Sales |       | Issue and rate.       |     | High |       | Low   |     | Last |       | Net Chge. |     |
|------|----|-----|----|-------|-------|-----------------------|-----|------|-------|-------|-----|------|-------|-----------|-----|
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Loew (21)             | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Radio-Keith (22)      | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Warner Bros. (23)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | General Theatres (24) | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Metropolitan (25)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | United Artists (26)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | First National (27)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Public Service (28)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Warner Bros. (29)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |

Chaplin's Credits

Price number of credits to a single person goes to Charlie Chaplin on his next picture, "City Lights," scheduled for release between now and the fall.

His credits, according to listing now made, includes star, producer, director, author, scenarist and title writer.

STAGE TALENT AT BEACON, N.Y., AS TRY-OUT

Another move supporting change in trend to something in flesh as prop for all-sound programs is the decision of Warner Bros. to try engagements on stage at Beacon, New York, on Sundays. With a view to building up business, some factions in WB have long contended house should have vaude.

Sunday, June 8, the Vitaphone Orchestra from the WB Brooklyn studio, 45-piece outfit under direction of Harold Levey, goes on the Beacon stage, with Douglas Stanbury, baritone, Maximilian Pizer, violinist, as stage talent.

If that program shows results wanted, it will become a regular Sunday feature, with possibility of added attractions later on for every day in the week, whether called vaude or not.

The Beacon is a deluxer neighborhood at Broadway and 76th street, with nearest opposition R-K-O's 81st Street, vaudeville.

N. P.'s 12 Westerns

Hollywood, May 27. National Players will produce 12 westerns to be released through Fox Four. The pictures will be made at Alvin Knight and Harry Webb have been signed to direct. Disney sound equipment will be used.

bulling of prospects still some distance ahead. Last week's bird's-eye view of the amusement group showed 15 active stocks down an aggregate of 32 points and three up a total of 5. Radio-Keith led in volume, with turnover of 305,000 shares, finishing at 92 1/2, up 2 1/2. Warner Bros. followed with 244,000 shares, net off 4 at 53 1/2. Widest range was Eastman Kodak, about which there is again much talk of imminent split-up. It sold 40,000 shares, finishing down 8 1/2 at 238 1/2.

| High |    | Low |    | Sales |       | Issue and rate.       |     | High |       | Low   |     | Last |       | Net Chge. |     |
|------|----|-----|----|-------|-------|-----------------------|-----|------|-------|-------|-----|------|-------|-----------|-----|
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Loew (30)             | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Radio-Keith (31)      | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Warner Bros. (32)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | General Theatres (33) | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Metropolitan (34)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | United Artists (35)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | First National (36)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Public Service (37)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Warner Bros. (38)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |

| High |    | Low |    | Sales |       | Issue and rate.       |     | High |       | Low   |     | Last |       | Net Chge. |     |
|------|----|-----|----|-------|-------|-----------------------|-----|------|-------|-------|-----|------|-------|-----------|-----|
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Loew (39)             | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Radio-Keith (40)      | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Warner Bros. (41)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | General Theatres (42) | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Metropolitan (43)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | United Artists (44)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | First National (45)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Public Service (46)   | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500 | 2,500 | Warner Bros. (47)     | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |

| High |    | Low |    | Sales   |       | Issue and rate. |     | High |       | Low   |     | Last |       | Net Chge. |     |
|------|----|-----|----|---------|-------|-----------------|-----|------|-------|-------|-----|------|-------|-----------|-----|
| 109  | 92 | 109 | 92 | 2,500   | 2,500 | Loew (48)       | 109 | 92   | 2,500 | 2,500 | 109 | 92   | 2,500 | 2,500     | -13 |
| 109  | 92 | 109 | 92 | 2,500</ |       |                 |     |      |       |       |     |      |       |           |     |

# Wholesale Demand for Cartoon Shorts—Nearly All Cos. Listening

Exhibitor demand for cartoon shorts has increased to the point during the past year, with these preferred by many accounts to other shorts product, that every company in the industry next season except the Warner Bros., Fox and United Artists will include cartoon comedies on programs.

There is some probability that Warners, making more shorts than any other producer, will do a series of cartoons, but nothing, so far as can be learned, has been decided except its "Looney Tunes."

United Artists sticking to its comparatively small program of "Features," but none will be done in the cartoon manner. Fox is making no shorts at all.

Metro, which recently decided on several new series, increasing shorts program for 1930-31 to 60 one- and two-reelers, has approved plans to do more. The new series will be cartoons.

There will be several different animal brands represented next season in the cartoon series. Features will include songs, comedies and other series with animated characters. That company was so astounded with the demand early last season that it took on a new series from Max Fleischer and half-way through the film year trebled the output.

Among other companies that went for cartoons in preparing new programs is Radio with a series of 12. Columbia thinks so much of cartoon product it has tied up three different series for the shorts end.

## ROWLAND'S PLAN FOR NEW PATHE BOARD

Richard A. Rowland, as chairman of a Pathe "Preferred Stockholders Protective Committee," addressed an advertisement in the dailies to other holders of the 8% preference stock asking for proxies to be cast at a postponed annual stockholders meeting June 9, at which the preference stock is entitled to elect a majority (eight members) of a new board.

There was outstanding in 1929 \$304,300 of this Pathe preferred stock which has since its power under eight quarterly dividends have been in default. No payments have been made for that period, and now the stock is entitled to a majority of directors.

Idea in the trade is that Rowland seeks to force a showdown on the state of the company.

Published statements pointed out that Jos. F. Kennedy resigned as chairman of the board after describing the condition and prospects of the company as being unpropitious, at which time J. J. Murdoch also stepped down from the presidency. Now, says the statement, "it is the utmost importance that immediate action be taken to provide new and able leadership and to obtain the management and financing necessary to the successful operation of the company."

Committee, besides Rowland, has Robert W. Daniels, chairman of the Liberty National Bank board; Frederick R. Ryan, ex-McComb & Ryan, and W. Y. A. Waters, ex-Pratt, ex-Herman, Bonn & Co., stock brokers.

The \$304,000 of preference stock mentioned comes after outstanding 7% bonds amounting to \$1,875,000 and due in 1937. Following both these obligations, there are 251,760 shares of preference A stock and finally \$50,800 shares of common.

Pathe's last financial statement as of Dec. 28, 1929, shed little light on the company's condition. Disregarding transfer of the \$1,875,000 of the bonds, last year's operations showed a deficit of about \$500,000. Company's principal assets are its newsreel service, oldest in the field, an interest of 49% in the Du Pont Pathe Film Manufacturing Co., makers of raw stock (earnings of this company applicable to the Pathe interest less \$100,000 paid to have been more than \$300,000); Pathe's contract on product with RKO and a number of star contracts, including the rights to the Boyd, Constance Bennett and Ann Harding.

Determination of Pathe's liability in respect to claims arising from the Pathe Studio fire has not been reached, and this complicates the concern's status.

## Runaround

Hollywood, May 27. A film executive who has been known to give his directors and writers the run-around received a round robin in the form of a miniature merry-go-round.

Each horse carried the name of a staff director or writer.

## Academy's One-Reel Educational from Feature Leftovers

Hollywood, May 27. Academy of Motion Picture Arts and Sciences' experiment in making an educational film from cutouts of "Robin Hood" has proved so satisfactory that additional films for schools and colleges will be made by the same process.

Experiment was assembling a one reel subject, "In the Days of Chivalry." Suit actor Fred Tolson was started several years ago, with Exclusive asking for an accounting on all pictures disposed of by Selig-Polycorp in the manner, among which were a number of Hoyt comedies, amounting to about 35 films.

Suit actor Fred Tolson was started several years ago, with Exclusive asking for an accounting on all pictures disposed of by Selig-Polycorp in the manner, among which were a number of Hoyt comedies, amounting to about 35 films.

Supplementary Court of Los Angeles gave Exclusive the judgment.

## Extra Calls Up 25%

Hollywood, May 27. Extra calls were 25% above average last week. A total of \$238 placements were made by Central Casting Bureau with the major studios. Irregularly spotted, however, a thousand and over at work on only two days and the week ending with two 600 days.

Week's outstanding set was a crowd of 272 French soldiers for Buster Keaton's picture at M-G.

D. W. Griffith is personally supervising original score and soundings of "Birth of a Nation." Starts work this week at Metropolitan studio. Music job will cost around \$25,000.

## DeForest-W. E. Hearing Ended in Wilmington—No Date for Decision

Wilmington, Del., May 27. First phase of the patent suit in which Dr. Leo DeForest is suing Western Electric through the Stanley Company for control of practically all sound apparatus wound up here Thursday. Lawyers will now submit briefs or appeal in court for arguments on the testimony.

DeForest laid down all his cards Thursday afternoon when he spent several hours expatiating on the talkers, smearing William Fox and other executives who turned down his ideas, and praising Warner Brothers, who first went for the talks in a big way. Ignored Warners' connection with Stanley on the plaintiff's side.

All concerned with the case witnessed a talker demonstration in the duPont-Hiltmore after court adjourned. Except for current pictures illustrating technical difficulties were shown for the benefit of Judge Morris, presiding.

While on the stand, DeForest gave his version of talker history, describing his earliest experiences and his progress to date.

Dr. DeForest, giving his occupation as inventor and research engineer, was the only witness whose qualifications were accepted without question by the plaintiffs.

DeForest's attorney earlier put Frank L. Dyer, patent expert and consulting engineer, on the stand. Mr. Dyer was at one time associated with Thomas A. Edison. He re-

## OLD EXCLUSIVE SUIT GOES AGAINST SELIG

Exclusive Pictures, Inc., indie company distributing pictures on state rights, secured a judgment for \$13,821 against the Selig-Polycorp Corporation, former picture producing company, which Col. William S. Selig, president, for breach of contract. Judgment was secured in Los Angeles through the representative of Alfred Beckmann House, Grossman & Vorhaus of New York.

Exclusive Pictures, in which Joseph Goldstein and Jacob Weinberg are the principal parties interested, alleged that during May, 1919, they made a contract with Selig-Polycorp whereby they would have the exclusive right to reissue several hundred pictures, including one-reelers to features, made by Selig-Polycorp, for which they alleged they paid Selig-Polycorp \$10,000. The pictures were to be released on a 50-50 basis with Selig-Polycorp.

Exclusive claims it spent money on advertising, exploitation, etc., and that Selig-Polycorp had disposed of other companies pictures Exclusive was supposed to release under the arrangement.

Exclusive claims this was done without Selig-Polycorp's knowledge and that Selig-Polycorp disposed of many films in this manner, among which were a number of Hoyt comedies, amounting to about 35 films.

## Trade Symbol Changes

Three amusement stocks are included in new symbols on the Stock Exchange starting Monday.

Paramount-Public is changed from FP to PX; Fox is changed from FOXA to F, and Warner Bros. is changed from WHPA to WB.

The old and later Fox symbol becomes cumbersome with the frequency of that active issue in the day's trading. Same is true of Warners.

"F" merely was the symbol for Fleischmann, which disappeared in one of those food mergers and no longer is traced in.

Del Andrews Leaves U Hollywood, May 27.

Del Andrews credited with the scenario for "Western Front" has left Universal for Fox.

First Fox will be "Yellow Ticket," to be released as "Painted Lady."

Del Andrews credited with the scenario for "Western Front" has left Universal for Fox.

Edward C. Wentz, electrical expert of New York, was the chief witness for Stanley and General Talking Pictures. His testimony was to the effect that the first man to invent and assemble a complete recording machine.

Other witnesses were George E. Folk, scientific expert of A. T. T., and Dr. R. W. Wood, professor of experimental physics at Johns Hopkins University, Baltimore.

No date has yet been set for arguments.

Despite denials from both sides, reports of a settlement involving duPont and Raskob persisted. Such a settlement, it should be noted, would not have been until after arguments had been heard. Judge Morris, however, says there is no possibility of a settlement until suit before having down a decision.

The duPont-Raskob angle is declared preposterous by people close to Pierre duPont. Raskob is in Paris.

# Television May Blank Wide Film Screen for Long Time; Another Novelty Money-Maker

## Interviews by Mood

Hollywood, May 27. There is one picture star in Hollywood who takes her interviews seriously. Proceeding each meeting the girl demands a full history of the interviewer's background: What he or she looks like, age and the exact circulation count.

With this all set she dresses and adjusts herself to meet the mood of the writer.

Attention given the interviewer is based on the interviewer's his chatter.

## Mich. Exhibs Asking for N. Y. Conference June 9; Conditions Very Bad

Distributors are frankly concerned over the situation in the Detroit and Michigan territory, where it is claimed at least 100 theaters and possibly scores of others are certain to close down this summer unless relief of some kind is provided.

H. M. Richey, president of the M. P. T. O. of Michigan, who called a convention of exhibs lately in his territory to reveal actual conditions, goes further in letters to all exhibitors and managers. He calls the situation disastrous and asks that distributors arrange to attend a meeting at the Warwick Hotel, New York, June 9, at 11 a. m., arrangements for which he has tentatively completed, to take steps of a protective nature for both themselves and the exhibs.

Richey asks that the June 9 meeting not be postponed to a later date because of the gravity of present conditions.

## HOLLYWOOD CHATTER

Charles Miller could double for Roosevelt, and has.

Sam Cohen, p. a., has moved his office to the Roosevelt hotel.

James B. Leong, Chinese film director, a member of the Catholic MP Guild.

Paul Whittemore's revenge on Vancouver, B. C., when he was prohibited from playing there, was to stay in bed three days.

Walter J. Moore, big litho and social man from New York, arrived here with R. Sheehan, a house guest at the El Comodoro.

Fred Newmyer, Pat director, is spending a two-week vacation here before returning to the Long Island shore to start work on "Best People."

Ben Bernie and his band worked at the Montmartre cafe for two weeks before it went broke. When asked what he was doing now, he said: "I'm guest critic at the Montmartre."

Posting as the makeup man with Gary Cooper for Norman Rockwell's cover design on current "Sally, Lady" John McCallum, bit actor, announces that he "recently co-starred with Gary Cooper in 'The Post'."

## Sixth Adaptor

Culver City, May 27. Five writers already are credited with adaptation of Pathe's "Beyond Victory," but there's always room for one more. Jimmy Gleason, who plays in it, is adding some touches that makes him sixth on the credit list.

Robert Armstrong, Russell Gleason, Jennell Pratt and Bert Roach have joined the cast.

## Industrial Co.

Hollywood, May 27. A company to be known as the International Industrial Film Corp. will now in process of organization with Charles W. McCann, local film man, at the head.

Company expects to produce in duplicate sales talkers in any language.

Schenectady, N. Y., May 27. With Television proving itself the greatest novelty since the history of the theatre and the biggest potential money maker, even in its present comparatively crude state, little thought here is being given the wide screen.

By comparison, it is revealed, Television for the picture industry is shaping up cheaper than the giant film.

Reservation of the projection booth in the rear of the theatre, since film is now officially declared to be beyond fear of substitution, our chief concern is the phases of economy is that it hedges no change in physical structure and can be exhibited in any type of house.

Thus these points in comparison with the giant screen are that the only material cost is in the purchasing of the equipment. This in turn creates the conviction that despite the present bulk of the model the same can be shifted around backstage quicker than a change of props in any vaude house.

Attention for the public assistance of economy is that it hedges no change in physical structure and can be exhibited in any type of house.

Probably the greatest cost in Television for the public are the servicing the equipment. Like in its operation, no mere electrician can be called on the street and breathe over it like so many do on other gadgets in different parts of the country.

The materialization of Television is also seen here as providing sufficient stimulus to put wide film on the shift for a long time to come and then not to take it off unless the economical problem to producers and the third dimension illusion for the public are somewhat nearer to solution.

The GE plant here, specializing in experimental work as well as manufacturing, is admittedly at a standstill on all thoughts for wide screen.

By comparison with sound equipment, considered such a mystery when it first came out, the tele talker is no more. Even a lecture by one of the inventors, Dr. Alexanderson, only added to lay confusion.

The best definition of what it is all about is the comparison with radio. In a paragraph this is: "In radio broadcasting the frequencies of speech and music modulate the air waves that come from the antenna. In Television the antenna radiation is modulated by a succession of light impulses." Add to this the simple medium of "electric static controlling, polarization" and the theory is complete.

Mechanically, tubes and a certain chemical are features. Those tubes cost from \$10.000 to \$2,500 each. That means that tele can come on the blink in just that time.

## Sound Cancels Low's Increase in Revenue

Toronto, May 27. Lowe's Lumber & Theatres, Ltd., shows increase in gross receipts and operating profits for year but decrease in net income, according to statement. After writing off considerable cost of sound equipment, company shows a deficit of \$4,000 balance, in that year there was a \$4,000 balance.

Gross revenue of \$278,735 is up from \$235,315 in 1929. Gross profits were \$36,536 compared with \$39,862 the year previous.

Operating profits of \$360,937 are down slightly from \$364,114. Goodwill is carried at \$15,227, fixed assets, less depreciation, at \$10,000. Dividend established in 1929, \$24,125, of which \$3,621 has been paid off.

Robt. Harris With Col Hollywood, May 27.

Robert Harris, head of Metro's sound and picture departments, talks with exhibitors.

Swish nets June 2.

**IS THE FOREIGN MARKET SLIPPING?  
WILL EVERY NATION DEMAND  
NATIVE-MADE TALKERS?  
CAN THE U. S. RETAIN  
ITS PICTURE HOLD ABROAD?**

---

**A RESUME OF THAT AND MUCH ELSE AFFECTING  
THE SHOW BUSINESS OF ALL LANDS  
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# Scale Cut Against Neighborhoods By Downtown Houses in Frisco

San Francisco, May 27. First of the major downtown picture houses to put in a price slash as a step toward the neighborhooders is R-K-O's Orpheum. Starting last Saturday it reduced scale from 35c to 25c up to 1 p. m.; from 50c to 35c between 1 and 5 p. m., and from 65c to 50c for evening.

Resumption of stage shows by Public Paramount, act house, here is believed to have been partially responsible for cut.

Practically all of the downtown theatres, excluding those such as the Fox with pretentious stage offerings, have felt the pull of the neighborhooders. In most instances the outlying houses have found that equals their downtown competitors and might have been able to get second runs within a few weeks of their first showings.

Add to this that neighborhood prices are nearly 50% less than downtown.

Wagon's tiny downtown Davies theatre here put in a price slash about a month ago and business picked up.

## Dismissed as Organist Returns as Manager

Pittsburgh, May 27. About three months ago, Frank Roberts was let out as organist at the Enright, Warner de luxe site in East Liberty. This led Roberts to conclude that the organ racket, as it is called, is completely washed up so he enrolled in the Warner school for student managers.

Last week he was named manager of this old house, the Enright, succeeding Dick Brown, who was appointed divisional head for three theatres in central West Virginia.

## Radio's Mellers

(Continued from page 1)

melodrama and increasing its entertainment.

Highly specialized continuity writing is required. In the space of 30 minutes—maximum time allotment—the radio playwright must lay his scene, establish his characters, have a series of scenes—frequently covering long time jumps—and must manage a single dull moment. Otherwise the listeners-in will grow impatient and tune out.

**No Offense**

Theme, plot and dialog, to simplify, cannot offend anyone and must be acceptable in any family parlor. There was some criticism of many Judson Radio Program Company handling "True Detective" series had the Diamond Brothers' murder and electrocution with the original names of all the characters. This was a typical example of radio melodrama, what it's up against and what it accomplishes.

Murders had to be traced, captured, brought to trial, convicted, sentenced and executed within 30 minutes. To cover the transitions the minimum of logical explanations, the new technique is to use musical backgrounds which suggest the change of scene without really saying so.

In casting for radio melodrama each player must not only have a voice different from anyone else in the cast, but the voices must all be distinctive, so that listeners-in can immediately recognize and identify any character, once introduced, the moment he or she speaks again.

Reverse Young and Old

Age and type of the quality in legit mean almost nothing on the radio. Seth Parker, elderly former character that is a Sunday young actor, is played by a 30-year-old actor. Reverse, many "young voices" are possessed by elderly actors.

Sound effects are important, but with the latest technique to simplify using suggestion rather than actual reproduction which is frequently very expensive if not actually impossible or unsatisfactory.

Charles Schlessinger, an expert devising means and methods of achieving radio effects with a minimum of complication. He supervised the "True Detective" series which went off the air last week after over a year.

## PASSES OUT THIS WEEK

B & K Wants All Gross Possible in Two Loop Houses

Chicago, May 27. For the first time B & K this week is enforcing a no-pass edict on two loop houses, Oriental and Met-Vickers.

Reason given is that both houses expect strong business, and since the pair have fallen on grosses lately, every dollar possible should be raked in.

Oriental is double featuring, with Paul Ash on the stage and "Young Man Manhattan" at the Met, and Met-Vickers just beginning its run with "Western Front."

## "INGAGI" A FIND FOR THE INDIES

"At last the Hays office has done something for the independent exhibitor," shouted one of the indies after reading "Variety" last week, which stated the Hays office members had agreed not to book the gorilla film.

The indie wanted the address of the picture's distributor. He contracted the same day for the animal film to play four of his houses.

"Another of the advantages for the 'Ingagi' distrib is that he has been given by the indie that has been given it by the principal circuit hand-drier, the R-K-O houses, which after the Hays office conference declared it out.

Two R-K-O booked houses outside New York playing 'Ingagi,' at the time of the Hays office order to air it, refused to discontinue running the picture. They answered local queries by stating that R-K-O booked the houses but had no part in the operation otherwise.

## More Screens

Picture people in figuring the Hays edict that set forth the purpose, if the Hays members' objective was to keep the faked film off the screens. Since there are indies wherever there are circuits, 'Ingagi' will probably play, more indie houses than it would have been contracted for by the large circuits.

The picture has not as yet been censoriously passed for New York State. It has in many other states and in notoriously three of the toughest ones, Ohio, Illinois and Massachusetts. The truck was passed without a cut for Sunday exhibition, called remarkable there for almost any picture against which a censor attitude had been assumed, even from within the trade.

"Ingagi" is one of those accidents every five years in the show business. It is the greatest kind of a shoe-stringing, put up with about 30c behind it. Some of the state righters getting the picture didn't have enough money to buy other than the print they received before first showing it.

The picture has beaten or neared every house record it has played against on the R-K-O circuit.

## WB PAY \$1,500,000 FOR SCHINE'S 17—U'S 31

Warner Bros. out to increase their hold on the New York holdings one week added about 50 theatres to their string with plans and negotiations now in order for an additional 100 before another week is over.

Deals closed this week are with Universal for 31 houses and with the Schine circuit of Ohio theatres numbering 17. Universal also has 16 houses in the Schine.

Combined total value of the two sales is put at about \$5,000,000. Of which \$1,500,000 is for the Schine houses.

The Universal houses bought by Warners are in Virginia, West Virginia and Wisconsin with delivery set for June 16. Date of delivery of the Schine houses not known.

Other deals are shrouded with mystery although it is figured that with one part of the Schine houses sold, that another deal is on for the Schine, New York, holdings which runs to about 25 houses in upper New York State and figured at an approximate sale term of \$2,500,000.

## ALL-DOG SHORT GETS CITY EXPLOITATION

Memphis, May 23. Probably first time a short subject got city wide exploitation came about here when "Hot Dog," Metro's first all dog cast, was played at Loew's State.

Town holds annual mut parade and Cecil R. Vogel, manager of the house, stuck in a float for the parade with all dog cast, was playing all kinds of mongrels and hounds. In addition Vogel tied in with a newspaper offering prizes to winners of the parade.

## Des Moines Par. Likes Vaude Policy to Date

Des Moines, May 27. Paramount here displays on its call board the story in the April 30 issue of "Variety" on the subject of vaude in Paramount Public houses, stressing types of "flesh" acts to be featured.

The truck was loaded with vaude policy continues to do well with vaude policy adopted since dropping units.

## 3 for R-K-O in Madison

Madison, Wis., May 27. Deal for purchase of Capitol by R-K-O has been closed. Money involved not revealed. Former owners were Milwaukee group headed by Walter Schroeder, Oscar Baumann and Tom Saxe. Seats about 217. House opened in January, 1928.

Acquiring this house gives R-K-O three houses here. Others are Orpheum and Garrick. Latter has been dark since the Jackson stock group folded this spring.

R-K-O policy not yet announced but Len Brown sticks as manager.

# Miniature Golf Courses Indoor And at Night May Hurt Theatres

Chicago, May 27. Miniature golf courses on every corner have socked theatre business. There are now more than 20 practice links spread through town, all in neighborhoods and in excellent spots.

Theatre business is feeling the competition, especially at night, with the golf fields now using flood lights for after dark traffic. Effect reacted immediately on neighborhood grosses. This was seen on the southside, where the Avalon, Stratford, DuSable and smaller houses, all closed on the opening of a course last week at Diversy and Sheridan Road, the grosses of the neighborhood houses, Century Court, Parkway and Belmont, fell to less than half of the figures of the previous night. With warm

weather coming, and the outdoor appeal of the courses drawing, the exhibits are plenty worried.

In spite of reported efforts of the theatres and exhibitors associations, requests to have the courses removed from the city property to golf courses, the local officials were persuaded by the fact rentals these miniature golf courses were willing to pay.

But the operators of the courses are surfer, because of all-around appeal and the low overhead. Appeal from the original supply of putters and balls, there's practically no upkeep.

Park is also going in for golf games. Riverview Park has just installed a practice ground for driving. Traffic is 40c for a bucket of balls and a shot. Average gross for this activity is \$2,000 weekly, with the season just beginning.

# Either Way De Forest-Western Decided, Wire Field Looks to Be Wide Open Henceforth

## ALL SHORTS HOUSE FOR W. B. ON B'WAY?

All-shorts house on Broadway with a program similar in length to all-newer show at Embassy, is a possibility.

Warner Bros have been considering such a policy, with its own Vitaphone shorts exclusively used, but are stated as not settled.

With WB producing more shorts than any others, an all-shorts house of their own would, it is maintained, provide a snappy show window for that product, same as Embassy does for Fox-Movietone newsreels.

## Sewing Up Muncie

Muncie, Ind., May 27. Publix is to take over the Wysox town for a while. It virtually sews up the town for good.

W. B. Grant is the oldest local theatre, giving Publix control of three houses here, including Rivoli and Strand.

Publix under millions owned by George Chellis owns the Wysox town.

## Comerford's 80 Publix Division by Itself

A new division in Paramount Public's operating system will probably be created, to cover the 80 Comerford houses in Pennsylvania, recently taken over.

Through its purchase, Par-Public enters the Pennsylvania territory for the first time, having stayed out through a working agreement with the old Stanley Company, now Warner property.

P-P takes control of the Comerford string July 7.

The Walter Reads group in New Jersey is not a separate division through its inclusion in the string under direction of Milton H. Frank.

## Dumb Beauts Dumber

(Continued from page 1)

hopes with which they start off are dashed in what does not make a beauty winner can stand the comedown and the disappointment and heartaches that follow.

The newspapers which start most beauty contests only want subscriptions. By the time the contest is over they have practically washed up on all beauts. They have promised to give a picture test weekly, and that she gets. It's a payoff gag. For after getting the test, she gets air. The paper has paid some picture covering.

Picture people aren't interested in her. Better looking girls pass in and out of the studios hourly with no one noticing them.

The beauty never realizes all this until it is too late. Having won the win a picture test weekly, she's dumb. She wakes up to find herself Miss Nobody.

Not only is she bitterly disillusioned but she still looked upon as a dumb hair home.

As one crushed beauty expressed it when asked why she didn't go home and forget the struggle, "When I left home a blond saw me off and I can't go back unless a blond meets me."

She just can't go back to the old life and would rather do anything else. Most of the beauts have started off with a real ambition and think they can succeed. Most of them are ignorant girls, made money out of a market, and they can't stand the gag.

Mostly those who know say they become "more tober for wokers."

In most cases they are a pitiful spectacle, some have almost starving or even worse in their predicament.

Alternative or negative, the decision in the De Forest-Western electric suit will establish a question of proportion and influence unprecedented by any mandate which has ever swept the film industry.

Since the electric's main defense was that time has invalidated all talker patents, with the admission that because of this, it has been utilizing the plaintiff's inventive ideas, De Forest-Western's favor will make available to all manufacturers and independents the formula which is now regarded as the heart of a G. W.

In the event of De Forest winning, M. A. Schlesinger stated Monday that he will need the rights in the film industry as a monument to himself, his ideals, and particularly for the permanent safeguard of the "little exhibitor."

Advisers of the South African trust, which took a groovy and jumbleman, augment Schlesinger's potential gesture at philanthropy with the details that such a deed is a striking looking at De Forest's trusteeship, from which Western Electric will be barred, and which will dispense De Forest licenses at yearly gratuitous fees of five to 10 cents.

De Forest's trusteeship could well afford such a move in that the decision for him would exact tribute from Western, running into millions of dollars.

Judge Morris' decision will be handed down after he returns from a summer vacation, or in the fall. After that they just as certain that either side will go to the U. S. Supreme Court, so that the finalities will not get on the record of execution until from the next two to five years.

One Shock

As to all of those "Schlessinger high deals," especially the one for making General Talking Pictures the pivot of the new picture industry, faith in Al Smith et al, was shattered in the S. A. man when Al's lawyer, Mr. Rich, appeared at Wilmington, and took a seat with the W. B. group of attorneys.

De Forest's lawyers, who vehemently declare that the Rasbok-Al Smith purchase possessed more of the aspects of a gag to find out whether or not cover than to produce spot cash.

The skill with which this angle was handled by Schlesinger before trial was revealed in the post-war declaration that although De Forest patents were pre-viewed, the Smith-banker-electric lawyers were deliberately duped. They, it is now charged, framed the understanding that De Forest's case would be premised upon his position of pioneerism.

Warners are now looked upon as the victors in the case from the Schlesinger camp. Early this week they hadn't signed the paper for that non-theatrical license at \$25,000 a year and the 40% buy-in has just gone by the board, they admit.

## 'Whoopee' Will Release in Key Cities Simultaneously

Hollywood, May 27. United Artists intends to release "Whoopee" in the same manner as "Parade" handled "Love Parade" with one exception, that although De Forest patents were pre-viewed, the Smith-banker-electric lawyers were deliberately duped. They, it is now charged, framed the understanding that De Forest's case would be premised upon his position of pioneerism.

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## Johnny Harris, Div. Mgr.

Johnny Harris, now assistant to Spyros Skouras in Warners' headquarters in New York, has been assigned to his home territory, Pittsburgh, as division manager. At the present time Reeves Espy is in that section for Warners.

Harris joined the Warners organization shortly after the letter's writing of the United Artists interests.

# "Variety's" Bulletin Condensed

Briefly rewritten extracts from "Variety's Hollywood Bulletin, printed each Saturday in Hollywood, and placed as a wrapper upon 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 in this issue, and hereafter.

Number of changes in the Henry Duffey houses since the latter's re-captivity. George T. Hood succeeds Ira Lamont as manager of the President. Hood comes over from the Hollywood Playhouse, which reopened Saturday (24) with a return in this town of "June Moon." Edward A. Rowland is operating the house for the Hollywood Playhouse Realty Corp., and Walter Chenoweth is managing. Maxey Elliott Horton has his eye on the Playhouse. He will be in New York this week to line up plays.

Principal Theatres, West Coast subsidiary, has decided not to take the President as a newsreel house.

Al Johnson copped a cup in a golf tournament at Hilcrest by shooting an 82 in the finals.

Leo Morrison files east in June for a month's look at New York.

Tom Patricia loaned by Fox to Paramount for "The Better Wife." Dorothy Arzner will direct.

Beatrice Lillie finishes "Are You There?" for Fox next week, and will vacation in Europe. Fox has an option on the comedienne.

Warner is negotiating for Granada, Mission, California and Rose theatres in Santa Barbara. All independent.

Alex Moss remains as p. a. at Columbia after reconsidering his resignation. Lon Young continues as his assistant.

After speaking before the National Foreign Trade Council here, Will Hays left for the east.

City of Pasadena (Cal.) is backing the first action film tournament out here. Held at Brookside Park May 26-27, with 36 holes for gross and net scores.

M. H. Hoffman is back in the picture business with the Liberty Productions Co. With Hoffman are Edward and Victor Halperin, formerly with Fox. Hoffman Pictures. H. M. Gumbin of Chicago is v. p. Hoffman is seeking to line up state rights to support his product. Company is announcing 20 pictures for next season. Hoffman will be in New York this week.

William LeBaron is en route to New York for a month's session of confabs.

Fox is importing Cherry Lawson, nine-year-old daughter of Warden Lawson, of Sing Sing, to play a part in "Up the River."

Jim Plunkett has postponed opening of a branch office here. Returns early the latter part of the week.

Charles Irwin leaves here in two weeks to open a branch as n. c. with a Public unit.

Ab Meyer has returned here to open a recording and synchronizing service for independent producers.

"Ladies Must Play," Columbia, directed by Ray Cannon.

George Moran, in the Angeles Hospital, underwent a second operation for abdominal trouble.

Lupe Valdez is expected to be placed under a term contract at U.

Radio has acquired the rights to film the G. B. Shaw plays with the understanding that the author is expected to return to the picture as being made.

Productions will be made abroad by R-K-O's Theatricals, Associated Radio Pictures.

Adele Buffington promoted to story supervisor at Tiffany.

Brook Pemberton, here producing "Strictly Dishonorable," engaged by U to return and sit in on the film version.

Leonora Cori, Masters and George, Rae Samuels and the Sun-Hi Beauties, go to F. & M.'s "Country Club" unit. Opens at the Colorado, Pasadena, June 5.

Universal wants Richard Wallace (Tut) to direct "East Is West."

Tiffany will produce a rare track drama on its current program titled "The Last Race." Its an original by Jack Natoff.

Winnie Lightner and Joe E. Brown will be teamed again in "Sit Tight," WB.

Warners has purchased eight of

The Ince estate for talkers. Grant Wheeler is to play the Ray Davis. First for production is "The Egg Crate Wallion," Arthur Caesar adapting.

Leo Fitzgerald has gone to New York. Will return in July.

Leon Errol will do "Easy Come, Easy Go" for Paramount. Errol played this in stock as a musical. ("Lad Fingers") in St. Louis last summer.

Joe Howard Lawson, playwright, left the Metro lot as a dialog writer. Returns to New York.

M. S. Epstein elected to succeed M. C. Levee as president of United Studios.

John Barrymore, Dolores Costello and the baby are off on a salmon fishing trip. Not due back until August.

Radio plans to team Bert Wheeler and Dorothy Lee in future pictures. New deal is not likely to go into effect before January 1.

Fox is giving its own color process a tryout in two sequences of "Our Back."

Under an individual petition, Adolfo C. Mastriani, president of the company operating the Montmartre (safe) and the Embassy Club, has adjudged bankrupt last week, with Wm. H. Moore, Jr., appointed as receiver for the two cafes.

Henry Armetta, Italian comedian, engaged by Radio to star in a series of short comedies. Armetta was a protégé of the late Raymond Hitchcock.

Radio will produce a talker based on cadet life at West Point. Probably that Richard Dix will top the cast.

"The Dancers," adapted from the play of that name, is Chandler Sprague's next directorial job for Fox. Made up to be made in New York. Working with the studio looking for a female opposite.

Differences between George Bancroft and Paramount are said to be smoothed out and the star's next picture, "The Sign of the Cross," production July 28.

James Ryan, who established the testing department at Fox, has been succeeded by Herman Paley, resigned here from New York. Ryan has been made business manager of the DeSiva, Brown and Henderson unit.

Ray Knight will direct Winnie Brown next for Warners, "Red Hot Cinders."

Elliott Mankus, former secretary to Vic Shahan, and Glenn Allvine, is W. R. Sheehan's new secretary.

Tiffany will star Anita Louise, 15, placed under contract for five years. Studio is looking for a suitable story.

Moss Freeman, one of the largest music jobbers on the Coast, has turned publisher.

Radio has bought the picture rights to Ralph Spock's stage play, "Pursuit," from Paul Schottfeld, who goes into the studio to do the adaptation.

Preparations are being made by Warners for 25 Vitaphone Varieties in French, Spanish and German. Henry Blanke is in charge, assisted by Baltasar Fernandez Cue (Spanish), Heinrich Fraenkel (German), and Paul Maudslayi (French). Headquarters is at First National.

Around \$14,000 was spent for the opening of "Hell's Angels" at the Chinese Tuesday. Expenditure was mainly for batteries of sun-rays spotted all over Hollywood, with night maneuvers of an aeroplane over the theatre. Expectations were for 50,000 people behind the police lines.

Waiving property and alimony, Helen Hamilton, singer, was granted a divorce in Superior Court, here, over the theatre. Expectations were for 50,000 people behind the police lines.

Laura Lee, from New York, who came here to do one picture for First National, "Tom Speed," has been in the contract with the company, covering three years, with options.

Outlook for local musicians is

# Billboarding and Sniping Over N. Y. for Big Films

Old time bill sniping and billboard layouts have been much sought after of late by nearly all the big talker makers. And this appears all the more unusual in 1930, when the radio, theatre trailers and newspapers were understood to be more than sufficient in advertising the coming of a new film.

So several crews under Phil De Angeles' direction have been working from the depots to the farms and the suburbs to the country lanes, every nook, rock and cranny from the Battery to West Farms road have been covered by signs and bills of every hue and description. One sheet, two, three, eight and 24's with streamers, tack cards and window layouts included.

Among the talkers getting the biggest billboards in the city are "The Sign of the Cross" (Tiffany), John McCormack (UA), "Western Front" (U) and "Ladies of Leisure" (Col).

## W. B. Alone in Utica

With straight pictures replacing vauffid at Fox's Gayety, the Avon, also Fox, goes into straight pictures to presentation and films in two weeks. Fanchon & Marco "Ideas" will be the policy.

Gayety's drop-out gives the Stanley Leizer the vaude "Field in Utica" itself. Colonial has been playing R-K-O-booked vaude, but passed over to Warners in the Nate Robinson deal. Will return down for a new 2,200-seat theatre.

Getting brighter with stage shows coming back in Coast picture houses. About 13 theatres locally are using music of one kind or another. With 4,000 musicians in the local union, things have been tough for the past year.

Henry Meyers and William H. Post, writers, under contracts to Paramount.

Reported that Joseph Schildkraut will do two pictures for Al Rogell at Tiffany. He may also do a play here later.

Abe Lyman's band stays at the Liberty. Charles Jones, Spanish singer, Lyman was given a new contract by Fox W-C at \$325 a week.

Going into the L. A. State for two weeks, starting June 5, Ben Bernie's band will be preceded at that house by "Healy" week of May 9. George Stoll, present leader at the State, goes to Fox's Portland. If Bernie's band is to see the place, they also will be at the Fox in San Diego.

Mike Marco will return east again after the opening of the new Pantheas house here June 4.

Exchange between Warners and United Artists. Charles Jones, Spanish singer, to opposite Bebe Daniels in Irving Berlin's "Reaching for the Moon" while Joan Bennett goes to Warners for a picture.

Metro is negotiating with Fox for one more office. Spanish singer, whose first Fox picture was not released.

First National is setting a studio precedent this year by giving its picture companies "vacations with pay." This applies to its salaried force.

Henry Carey, who now lives in the late Rudolph Valentino's home, is going frantic answering the doorbell to spiritual devotees who flock from everywhere to see the place. They also want to hold communion with the departed actor at all hours of the night.

"Arthur" casting directory, operated by J. D. Rockefeller, Charles Jones, "Ellis," suspended publication after six months.

A version of the fight biz is taking root in pictures, with agents reverting to the same manner as some fight managers in disposing of palookas while putting over a big one. Agents with a strong picture know how to put over a favoring producer who will take care of a few unknowns. Producers are preparing for a showdown.

Clarence Brown, Metro director, left here in his own plane for New York.

T. A. will not make "The Shyest" with Charles Green, until next November, when Green's contract at Paramount expires. Arrangement will be made for the picture. But Green reserves his option on the actor.

Robert Woolsey will do five features for Radio on next year's program. "Training of Bert Wheeler" with Dorothy Lee leaves Woolsey by himself.

# No System Yet Developed to Stop Percentage Chiseling. Audit Co. or Private Dicks?

## "JUNE JOY MONTH" LATEST FOR R-K-O

Another drive in R-K-O is being planned for next month under the heading of June Joy Month.

This circuit has had more different months as incentive for business drives than any other during the past year.

In the operating end circuit is figuring on special medals for honor students at colleges and universities; wedding on stages, ties with jewelry on silver, gold and other wedding anniversaries, etc.

May has been a month of competition among managers for best business, with prize prizes totaling \$1,000 the reward.

## Bowery Stick Ups

(Continued from page 1)

You know if you went in some place with a lot of money you were coming out with all you hadn't spent on drugs. But you don't know anything like that now. Not only on the Bowery, but any place in New York.

### All Tougher

Old Boverities, it seems, consider any place in the city tougher today than the Bowery was in its heyday. A man for a ride hadn't come in then. The toughs kept their places were known and could be avoided. Now no one knows what he is walking into. The underworld has gone high hat and scattered. You can think you are putting on the dog for an evening and be dealing with tougher customers than you ever would have run into on the Bowery at its best.

The Bowery might give a visitor a black eye, but it gave itself one, too, and any one who didn't want to get into trouble could stay away from it.

Black eyes are still heard of on Times Square. They aren't utterly unfamiliar as yet. A good many barber shops keep their customers' repair. But there is hardly a drug store in the city that will sell a leech. Leeches used to be 25c apiece and were very good for shiners. It is said. But now the drug stores have all gone feminine and wouldn't think of keeping the nasty things.

## Machine Mysteries

(Continued from page 1)

lionaire's estates and country clubs. At the plant it was demonstrated how the bulb studies can wrought a white background into a garden of multicolored flowers, forest, etc. Drapes and drops proved themselves as superfluous with such a lighting achievement. Conventions, reception stage were also done by the GE lights, a single button replacing all of the heavy switches now guarded by unionists.

Another where it is also a vast departure. Where eight tubes are considered maximum, with the average set today having four, General next will announce a 10 tube set, with many improvements in reception and adjustment, selling for \$150. Experimental sets already have been compared with a \$2,000 special light set. The set of 100 feet, ready for the scientists claim the reception over the new \$150 apparatus far exceeds the 15-tubed Rockefeller set.

Another step in the sound on film is a book-lighting project. Twelve sound tracks are on a single strip of standard size (35 millimeter) film. These dovetail so that five hours in reading time are taken up before the reel of 300 feet reaches film. Idea is not yet set for commercialization and is being considered especially for cripples and blind. The project comes through a phonograph-like device.

Plus these are phosphorescent signs for display in dark corners of theatres. Most effective half-hour ever seen. Blue light tube in haloscope of case adds to value.

Trial of Burns' detectives to check engagements; thought of setting up division checking supervisors who would be responsible, and retaining of certified public accountants through a nationally known circuit are among the steps that have been taken or discussed in the offensive of distributors to curb percentage cheating.

Whether any of these mediums will be of use in protecting the distributor's share on percentage engagements is a moot question, distributor bosses refusing to go any further than to say that this or that might work.

All openly admit that the problem is a very serious one, calling for a remedy that does not yet seem to present itself as anywhere near perfect. Distributors say they have been meeting with each other and that they are still more or less in the same boat, but are amazed at the same time with the cheating that is taking place.

One distributor leader stated that the revelations of a recent report to the Hays office on exhibitor conditions and practices, including percentage steals and bicycling, were shocking. This report the Hays office has steadfastly refused to give out and stalled on at the last. A 2-2 conference when it was brought up there before newspaper men.

### Burns Wants to Try

Two of the large distributors were approached by the William J. Burns Detective Agency several weeks ago to present a case on exhibitor conditions, with arrangements made to give the flatfee a trial in a few eastern spots. Decision has not yet been reached by those companies as to whether that plan would be used on a national scale, distributors wanting to thoroughly study and check results first.

William J. Burns has seen the possibilities of using Burns men to check percentage engagements, but while three companies are known to feel certain advantages accrue out of that system, others are determinedly opposed to it.

It is reported Zan-Public is trying to work out a checking system for exhibitors. The checking company and will soon give a trial. Bonding of theatre owners as a condition of good faith is also a part of the plan. Fox is trying to work out a similar system through its own auditing department.

Regardless of the methods under trial or proposed by the various companies, exhibitors are pooled in each by those who don't want the system figured on by their competitors.

### Necessity

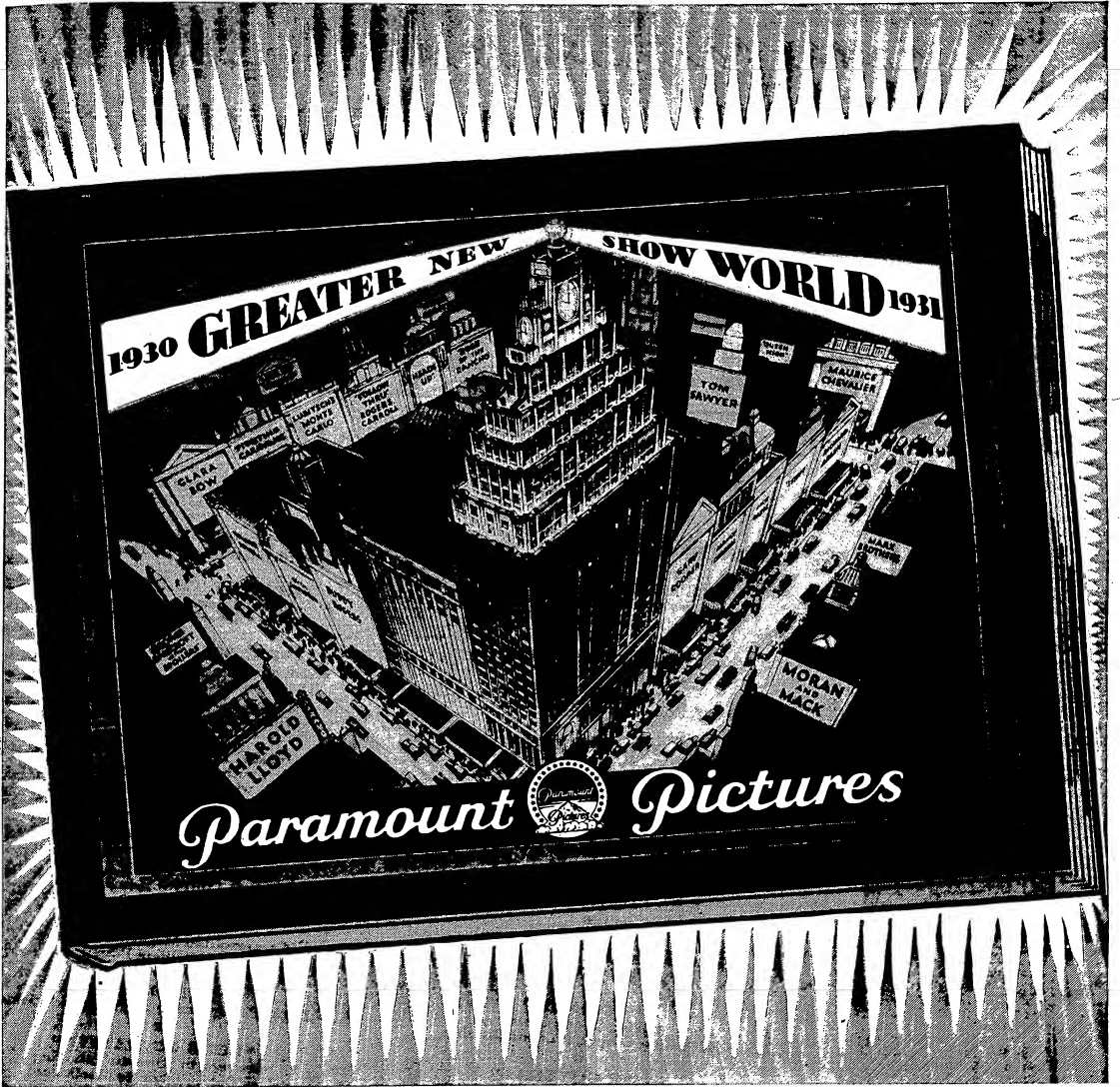
Most significant item in honest and careful checking of percentage engagements, pictures who are the necessity of trained men who are auditors, cops and showmen all rolled into one.

Arrangements have been made by Lou B. Metzger, general manager for U, under which the Burns men are currently checking percentage engagements in Cleveland, Washington and other cities with a view of service on a nation-wide scale dependent on results to be closely scrutinized. U is giving the dicks 60 to 90 days' trial.

One of the difficulties of the detective checker is the increased cost, distributors resisting as much as possible any system that will set up too much dough. Burns men are getting \$12 a day and expenses from \$15. This is \$2 a day above what is usually paid the "hangers-on" companies and checkers who have formerly done the checking, working for one distributor today and another tomorrow, thus not having any sense of loyalty toward any particular company and checkers have worked entirely on a piece-meal basis, and in most cases are salesmen out of work or friends of men around branch offices.

While the juggling up of a checker department by itself with division heads to supervise from branches has been discussed, it is claimed that the cost would get too fat for the profits from percentage selling to be practical.





**THE BOOK OF THE YEAR!**

**THE BUY OF THE YEAR!**

# SUMMARY PARAMOUNT'S GREATER

**HAROLD LLOYD**  
in "Feet First"  
Produced by Harold Lloyd Corp.  
Paramount Release

**GARY COOPER**  
in "THE SPOILERS" with Betty Compson

**THE MARX BROTHERS**  
(Stars of "The Cocoanuts")  
in "Animal Crackers"

**ERNST LUBITSCH'S**  
"MONTE CARLO"  
Jeanette MacDonald,  
Jack Buchanan, ZaSu Pitts

"FOLLOW THRU"  
with Nancy Carroll, Buddy Rogers  
All-Technicolor

"FIGHTING CARAVANS"  
Zane Grey's "Covered Wagon"  
Gary Cooper, Ernest Torrence

**TOM SAWYER**  
Jackie Coogan, Junior Durkin

"HEADS UP!"  
Famous Musical with Buddy Rogers,  
Helen Kane, others

"MOROCCO"  
talking "Beau Geste"  
with Gary Cooper, Marlene Dietrich

"THE GENERAL"  
mighty drama with  
Walter Huston, Kay Francis

"THE SEA GOD"  
undersea thriller with  
Richard Arlen, Fay Wray

"HUCKLEBERRY FINN"  
All-star kid cast

"LAUGHTER"  
mighty melodrama with  
Nancy Carroll, Fredric March

"WITH BYRD at the SOUTH POLE"  
Greatest natural drama ever produced

"GRUMPY"  
stage hit with Cyril Maude,  
Phillips Holmes, others

**THE TWO BLACK CROWS**  
**MORAN AND MACK**  
in "Anybody's War"

**MAURICE CHEVALIER**  
in "The Little Cafe"

"MANSLAUGHTER"  
with Claudette Colbert, Fredric March

"ROSE OF THE RANCHO"  
famous Belasco success with  
Gary Cooper All-Technicolor

"DANCING MOTHERS"  
from creator of "The Devil's Holiday"

"SCARAB MURDER CASE"  
William Powell as "Philo Vance"

"THE RIGHT TO LOVE"  
another "Sarah and Son"  
with Ruth Chatterton

"SKIPPY"  
famous kid classic

**MAURICE CHEVALIER**  
**ERNST LUBITSCH** masterpiece

"LADIES' MAN"  
Cosmopolitan Magazine sensation  
with William Powell

"KID BOOTS"  
Ziegfeld's popular smash with Jack Oakie

"LET'S GO NATIVE"  
successor to "Sweetie" starring  
Jack Oakie, Jeanette MacDonald

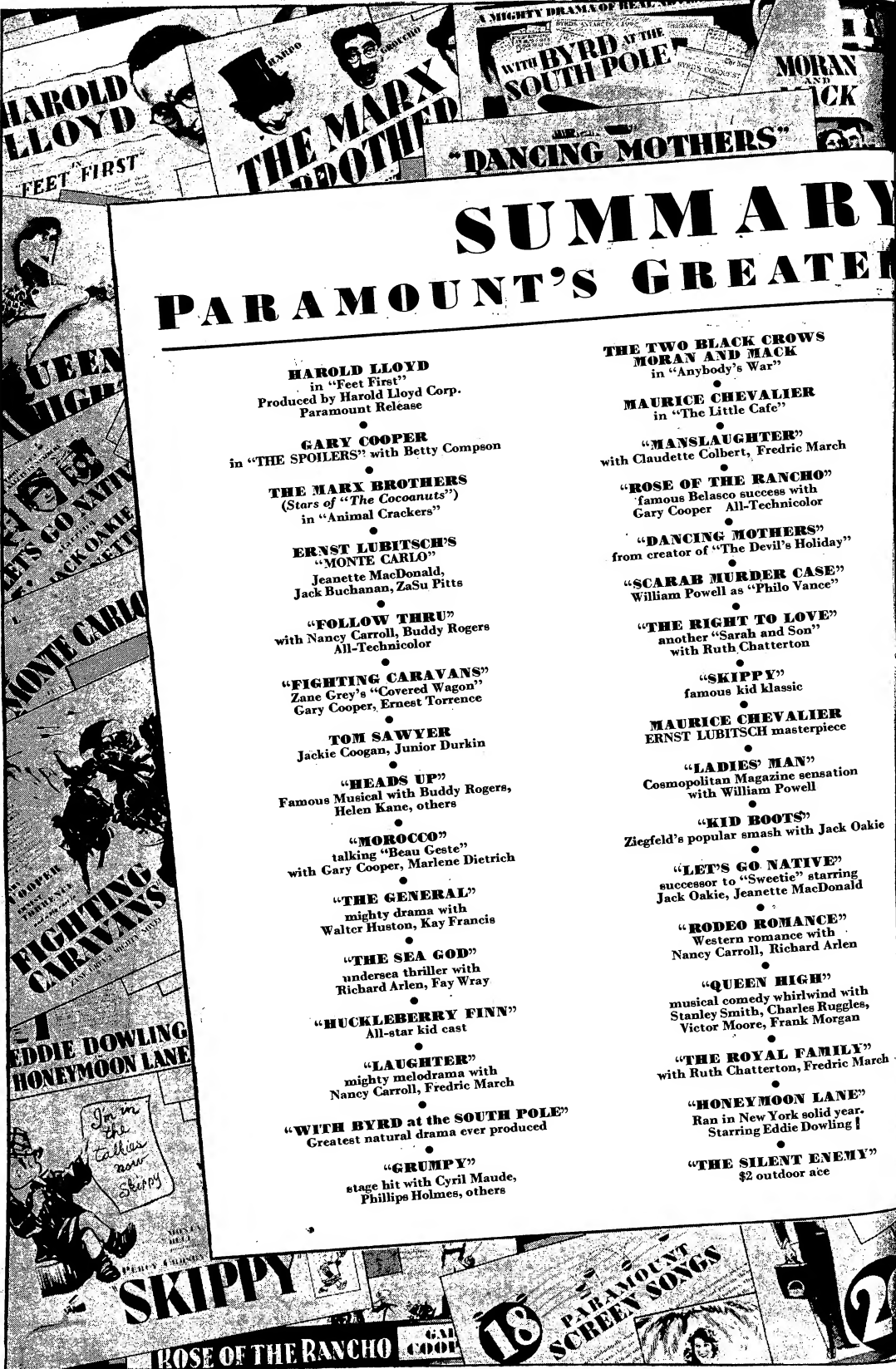
"RODEO ROMANCE"  
Western romance with  
Nancy Carroll, Richard Arlen

"QUEEN HIGH"  
musical comedy whirlwind with  
Stanley Smith, Charles Ruggles,  
Victor Moore, Frank Morgan

"THE ROYAL FAMILY"  
with Ruth Chatterton, Fredric March

"HONEY MOON LANE"  
Ran in New York solid year.  
Starring Eddie Dowling!

"THE SILENT ENEMY"  
\$2 outdoor ace





# NEW SHOW WORLD 1930-31

## STAR HITS

- 4  
RICHARD ARLEN
- 
- 2  
GEORGE BANCROFT
- 
- 4  
CLARA BOW
- 
- 2  
NANCY CARROLL
- 
- 3  
RUTH CHATTERTON  
CLIVE BROOK
- 
- 3  
JACK OAKIE
- 
- 2  
WILLIAM POWELL
- 
- 3  
CHARLES "BUDDY" ROGERS

## SHORT FEATURES

- 104  
PARAMOUNT SOUND NEWS
- 
- 12  
PARAMOUNT PICTORIALS
- 
- 104  
PARAMOUNT ACTS  
(1 reel each)
- 
- 26  
PARAMOUNT COMEDIES  
(2 reels each)
- 
- 18  
PARAMOUNT SCREEN SONGS  
(1 reel)
- 
- 18  
PARAMOUNT TALKARTOONS  
(1 reel)

**Additional productions,** meeting the audience demands of the day, will be announced and released during the season. Watch for them. A minimum of 70 Paramount feature pictures will be released in the Greater New Show World of 1930-31.

HEADS UP

FOLLOW THRU  
CHARLES HUBBY NANCY CARROLL  
ROGERS

GRUMPY  
BY CYRIL MAUDE



RODEO



ROMANCE

TOM SAWYER  
JACKIE COOGAN



IS A MILLION



THE LITTLE CAVE

PARAMOUNT COMEDIES

PARAMOUNT TALKING ACTS

GARY COOPER  
THE SPY

18

MAURICE CHEVALIER  
PARAMOUNT TALKARTOONS  
IN THE LITTLE CAVE

From Entertainment Age that Gives Variety  
the New Series Has Won Big Popularity!

# PARAMOUNT PRESENTS

- 1.** A mighty line-up of super-specials, proclaiming and proving the perfection of the greater talking picture.
- 2.** The cream of the popular stars of the day and the largest list of box office supporting players in the business.
- 3.** A complete, diversified program of quality shorts, changing your shorts problem to a pleasure.
- 4.** A record of 18 years of unchallenged leadership. A trade mark which is a living symbol of quality and fair dealing to exhibitors and the public. A showmanlike grasp of the ultra-modern talking picture, and the brains and resources to put it on the screen, without a peer in the show business!

**THE SIGN OF A SMART SHOWMAN**



**PARAMOUNT**  
**GREATER NEW SHOW WORLD**  
1930 - 1931



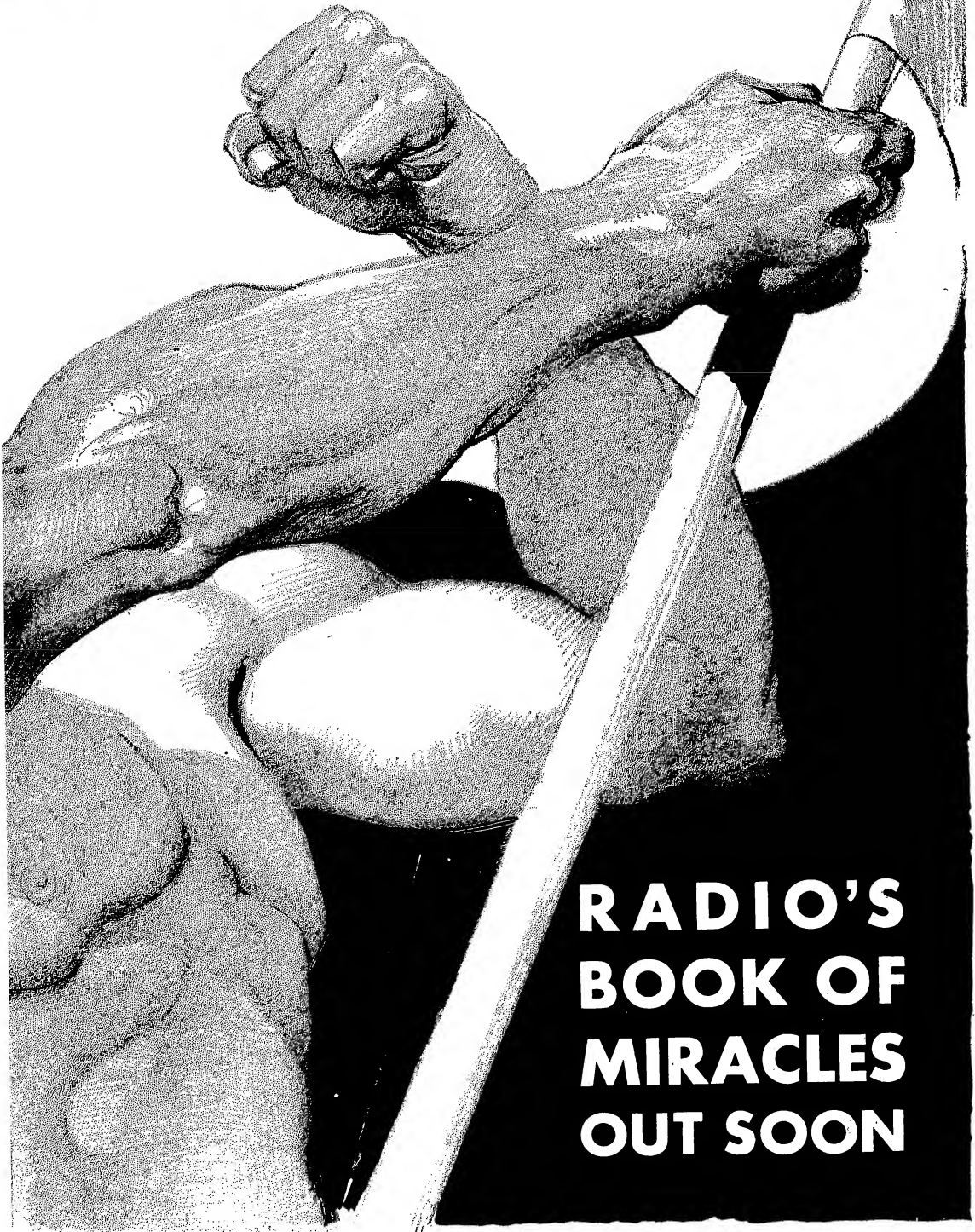
# LEADERS

## ...THE TITAN GOAL



# RSHIP...

FREDRIC C.  
MADAN.



**RADIO'S  
BOOK OF  
MIRACLES  
OUT SOON**

CHICAGO

TOMORROW

The Supreme story of youth, yearning, toiling, laughing through the World War!



The Whole World Is Hailing This Living Picture as Even More Inspiring Than the Book— And the Book Rocked Every Nation

"ALL QUIET ON THE WESTERN FRONT"

Universal's All-Talking production of Remarque's Story, with a glorious cast. Louis Wolheim, Lewis, John Wray, Rex Alexander, Betty Moore, Owen Danz, Jr., Slim Summerville and 2,000 others.



Public Relations Co. Katz

M. VICKERS

HARTFORD

SUCKERS! SINNERS! SAINTS!

She TOYED With Them She LAUGHED At Them She SCOFFED At Them Until She Was Caught in a Web of Her Own Making

Never before have you seen NANCY give such a grand performance... Reach such emotional heights as in "THE DEVILS HOLIDAY"...

FRIDAY

YOU WILL SEE THE GREATEST PRODUCTION OF NANCY CARROLL IN HER GREAT CAREER

NANCY CARROLL in "THE DEVILS HOLIDAY"

Made by the man who wrote and directed "THE TRAMP" and "Judy Morning Star"

STRAND

Monday Night 12:59

PITTSBURGH

SHERIDAN

A MONTH ahead of downtown! No. Five... Ever Had Such Pittsburgh Has Created Such "Freakish" Comedies...

Doors Open at 12 Noon... Attend the Entertainment and Avoid the Crowds...

WEND

BOSTON RKO KETTS

Arizona Flip... with MARY MARIN... "KING OF JAZZ"...

SEATTLE

All Seattle is Laughing



The Greatest Comedy Hit of All Time... Kellie Pictures Present "CUCKOOS" with Bert Wheeler and Robert Woolsey...

Orpheum

Reproductions of Theatre Ads in Various Cities as Indicated

ATLANTIC CITY WARNER THEATRES

A Kiss That Rocked Society!

THE HE-MAN LOVER WHO HAD A TECHNIQUE ALL HIS OWN!

GEORGE BANCROFT 'Ladies Love Brutes'



MARY ASTOR, FREDRIC MARCH... Here is He-Man Romance At Its Best!

Wanted—By Two Women—FOR LOVE!

Gary Cooper as 'The TEXAN' with Fay Wray... Meet the "LLANO KID"

Sensational Exposure of Night Revelry!

The most thrilling action-romance of 1930! The low-down on the underworld and night life!

"Roadhouse Nights"

Speed! Suspense! Romance! Laughs!

Today! First Atlantic City Showing... KEN MAYNARD in "The Fighting Legion"

Monday! May Today! "The Fighting Legion"

Sundays! JOE E. BROWN—WINNIE LIGHTNER in "HOLD EVERYTHING"

NEWARK

R-K-O-PROCTOR'S STARTING SATURDAY—ONE WEEK ONLY

FRAMED



- 1 Robert Emmet O'Connor... 2 RALF HAROLDE... 3 EVELYN BRENT... 4 REGIS TOOMEY... 5 WILLIAM HOLDEN... 6 Maurice Black

Lighting casts the curtain blackness of gangland... THE GREATEST OF ALL UNDERWORLD PICTURES—A RADIO PICTURE

NEW HAVEN

FOX-POLI The Laugh Comic of the Year!



MARIE Dressler & POLLY Moran THESE HILARIOUS COMEDY QUEENS, IN 'CAUGHT SHORT'

"SOLDIERS and WOMEN" A Dramatic Romance with APINE PRINGLE and GRANT WINTERS

HOT DOMINGOS LESS KLICKS

Monday—On the Star "HOT DOMINGOS" Harry Berman and Fox-Poli Band

HARTFORD



A Terror To Men Who Cheat! —but to Women?

THE COMPANION PICTURE TO "THE VINDICATOR" GARY COOPER in "THE TEXAN"

COMING NEXT FRIDAY! NANCY CARROLL in "THE DEVIL'S HOLIDAY"

NEW YORK

New York! get ready to receive the ambassador of meriment

WILL ROGERS in "SO THIS IS LONDON"

is a role that's perfect for his scintillating personality... ROXY

BEGINS FRIDAY

Ledova... RAY MULING SEAL... Orpheum 25-35-50

ROXY... BEGINS FRIDAY





# RIGHT NOW FIRST NA



RICHARD  
**BARTHELMLESS**  
 IN THE **DAWN PATROL**

With

**Douglas Fairbanks, Jr.**  
**Neil Hamilton**

From the story "The Flight Commander" by John Monk Saunders, author of "Wings" and "Legion Of Condemned". Directed by Howard Hawks. Already the talk of Hollywood. Soon the talk of the world. Mightiest air epic ever filmed.

# 4 OF THE MIGHTIEST



## SONG OF THE FLAME

With

**Alexander Gray, Alice Gentle,**  
**Noah Beery, Bernice Claire**

Exceptional business in Los Angeles and New York at \$2.00. Directed by Alan Crosland. All in Technicolor. Hailed by critics as one of the year's outstanding screen contributions.

# TIONS THIS INDUST



# TIONAL IS DELIVERING



## BRIDE OF THE REGIMENT

Record business at Warner Brothers Hollywood Theatre on Broadway at \$2.00. Roadshow bigness in every scene. A John Francis Dillon Production entirely in Technicolor. One of the most stupendous productions that has ever graced a screen!

With Vivienne Segal, Allan Prior, Walter Pidgeon, Ford Sterling, Louise Fazenda, Myrna Loy and Lupino Lane

# BOX-OFFICE ATTRAC-



## BILLIE DOVE in SWEETHEARTS and WIVES

with

Clive Brook, Sidney Blackmer, Leila Hyams, John Loder, Albert Gran

Capacity business in every single spot it has played. Mystery, romance and strange doings in a lonely hotel. Billie Dove's greatest role with a double-draw box-office cast. A showman's picture!

Directed by Clarence Badger

# RY HAS EVER SEEN!



# "BEFORE I TALK ABOUT NEXT SEASON—"



AS FAR as the public is concerned there's no such thing as "this season" or "next season."

Our great showmen-producers in California aren't concerned with the seasonal arrangements for distribution but they are concerned with making each of their pictures a complete and splendid entertainment.

Again Metro-Goldwyn-Mayer Tells the World!

## LON CHANEY TALKS!

You know how M-G-M electrified the amusement world with "GRETA GARBO TALKS in ANNA CHRISTIE". Box office history will repeat when you tell them "LON CHANEY TALKS in THE UNHOLY THREE."

concerned with the seasonal arrangements for distribution but they are concerned with making each of their pictures a complete and splendid entertainment.

THAT accounts for the fact that while many other companies are concerned only with presenting an ambitious front for next year M-G-M goes merrily on giving you great product right now:

AT THE moment of going to press "Caught Short" is making America forget its troubles. And in gratitude America has proclaimed Marie Dressler-Polly Moran the greatest comedy team of many years. You'll hear more of those two gals. Meanwhile they've played three weeks in Detroit; two marvelous weeks in Los Angeles, breaking the all-time record of the State Theatre. In Chicago they played two first run houses in the loop—the Chicago and the Roosevelt—in succession, an unprecedented thing. Same story everywhere.

NORMA SHEARER in "The Divorcee" continues its amazing career, coming back to Frisco for a two-week stand after doing so marvelously in its initial first run there.

In Boston it took the house record held for a long time by "The Big Parade." In Oklahoma City it broke all records and Midnight shows were added! In Los Angeles it's breaking all records at Criterion. Every engagement adds new laurels.

In Boston it took the house record held for a long time by "The Big Parade." In Oklahoma City it broke all records and Midnight shows were added! In Los Angeles it's breaking all records at Criterion. Every engagement adds new laurels.

### CAUGHT SHORT

A MILLION IN LAUGHS!

5 starring the perfect comedy team!

THE FILM BEGINS TODAY at the CAPITOL

### THE BIG HOUSE

Thrills and romance combine to bring you the supreme thrill of your motion picture days!

MISS SHEARER follows through with another winner "Let Us Be Gay" of which Motion Picture News says: From an audience standpoint it will be rated one of the best talker screen farces to date! It will enhance the popularity of Norma Shearer as a big name bet.

"THE BIG HOUSE" has set the West Coast on fire! M-G-M's thrilling romantic drama opens soon for an extended run at the Criterion, Los Angeles; the Warfield, San Francisco, and elsewhere. Backed by strong national

campaign in the Hearst papers with a 30-day serial paving the way, "The Big House" comes opportunely as a real life-saver of the warmer days.

### The LADY OF SCANDAL

With Ruth CHATTERTON

THE MOST SENSATIONAL AND SENSITIVE

LON CHANEY Talks in "The Unholy Three." That's something to look forward to just as you enjoyed the excitement of Greta Garbo's first Talkie! Chanev has made a magnificent, dramatic entertainment and will be a positive sensation in Talking pictures.

MOTION PICTURE NEWS describes "The Sea Bat" as a "corking adventure picture" comparing it to "White Shadows in the South Seas" and "The Pagan." As in the case of those two, M-G-M sent a complete company and Talking equipment to a distant locale in Mazatlan, Mexico, to film the story. The result was worth it!



Greta Garbo in "Romance"

"OUR BLUSHING BRIDES" brings Joan Crawford in yet another peppy picture of youth aflame! "Our Dancing Daughters" great! "Our Modern Maidens" swell! "Blushing Brides" does it again!



Joan Crawford in "Our Blushing Brides"

THEN COMES GRETA GARBO! That's music to a showman's ears. Her second Talkie is "Romance" the famed stage love-drama.

MARION DAVIES sweeps in on a cyclone of national advertising and promotion with a grand comedy, "The Florodora Girl."

### MARION DAVIES

Presenting "THE FLORODORA GIRL"

Starts TODAY at CAPITOL

Ruth Chatterton heads a distinguished cast in "The Lady of Scandal" based on that most successful Broadway hit, "The High Road."

ALL of the foregoing—and more to be announced—means that between now and the new season M-G-M is crashing through with pictures of power!

AND THEN 1930-31 looms ahead with M-G-M geared for the most ambitious program of its entire history!

# Warners 1,000 Houses Spread Over 35 States—Latest Buy, Coston's 8

Warner Brothers will have theatres in 35 states by the time their house buying drive is concluded in August. The tip-off is that the brothers are paying the way by nine certificates in 10 states they are entering and intend to invade.

Of 18 certificates filed to date five are admitted in southern and mid-western states where the brothers right now are not yet represented by a single theatre. Latest to be recorded was a few days ago in Montgomery, Ala.

Warners executives are keeping secret the plans for the filing of certificates in other states, figuring that it would tip-off the opposition and delay many of the underways. They reveal, however, that their four theatre acquirers in the field have been instructed to conduct deals with utmost speed so that all buying and dealing in the Warner National chain of 1,000 houses will be concluded by next fall.

Among theatres taken over during the past week are the Schine circuit of 17 houses. Before this week is up the home office expects the eight theatres comprising the National Playhouse circuit, operated by James E. Coston and the Coston Booking circuit in Chicago, will be closed.

Other houses in upper New York contacted by Warners include: Uta Robbins' Uptown and Colonial, Uta. Plans have been filed for erecting a new 2,200 seater on the Colonial's site in that city.

Negotiations are reported also near closing for Bernstein's theatres in Dunkirk and Elmira.

The Schine theatres and their locations are: Ohio, Sandusky; Kenton, Kenton; Regent, Springfield; State, Springfield; Fairbanks, Springfield; Massillon, Massillon; Strand Alliance, Lincoln, Massillon; Leroy, Portsmouth; Columbia, Portsmouth; Lyric, Portsmouth; Garden, Portsmouth; Ohio, Sidney; Walthe, Sidney; Scotia, Scotia; Vacant Lot, Springfield. All of the towns are in Ohio.

**In Chicago**  
Chicago, May 27.  
Warners' deal for the Federal theatres and Coston Booking Circuit. The consideration is approximately \$2,000,000 in cash and securities, and obligations in bonds totalling \$4,000,000.

The Federal theatres in the deal are eight on the south side, of which three are of the deluxe type.

Originally they were known as the National Playhouses, operated by James E. Coston, president of Warner Brothers' handling was followed by a receivership. The other 40 houses are mostly in Indiana and are owned or controlled by Coston, president of Coston. It is understood it will remain with the Warners as operator of the theatres.

The deal was negotiated by Dan McGraw, assistant to Spyros Skouras, under the eyes of Radio-Keith-Orpheum. Only two weeks ago it was reported Coston had promised E. B. Kahane, president of Warners, to buy Coston will be in the Warner New York office to close the deal with the brothers before the end of this week.

## PRESS STUNTS

(Continued from page 25)  
Sensorg, had broadcast letters to the graduates concerning the advisability of having theatre parties at the playhouse.

**Brooklyn, N. Y.**  
On a tieup with the department store, the Albee theatre here stages a Fashion Show for a week starting Tuesday. The show will be displayed by femme models.

**New York**  
When an SOS around 7 o'clock last Saturday shut off the local power, Andy, a member of an SOS, Amos' or Andy, a member of an SOS. The comics had just started when the New York sea call for help snapped it off.

The result was thousands of wires and telephone calls wanting to know what was going to be done about it. President decided the comics should repeat what was lost at its subsequent parties. The result was cutting off the comedy broadcast and a special story in the New York Daily Mirror. At the broadcast from the NBC station in Chi the radio team kept on and had the pe-

rod radloed to the midwest and nee associated stations.

**Hollywood**  
An attempt is now being made by a Philadelphia novelty concern to promote a version of the postage stamp collecting hobby among picture fans. The plan is to select certain personalities and historical data of the picture industry.

Present plan is to print a series of these covering the highlights of motion picture history from its inception. These will be issued with serial numbers to correspond with a special stamp album, and when placed in their respective order will have continuity.

Besides placing the stamps on sale, an effort will be made to get theatre exhibitors to pass them out to patrons.

## British Film Field

(Continued from page 6)  
action by Associate British Cinemas is in prospect, a question by a stockholder having drawn the answer there had been an offer from the company that "who financial stability is questionable." As the only other offer, came from Associated British Cinemas, the financial position is it paid 8% dividend with a big carry-forward, a 10% bonus and a 10% share in the mark, which was printed in a leading financial daily's report of the meeting.

**Very Liquid**  
May 14 Justice Eve in the Chancery Division made a compulsory winding-up order (S. 12) against International Talking Screen Productions, the company which has been in nominal existence through merging British Screen Productions, Argosy, Derussa and the Staaken Studios of Germany. The merger was a flop, little or no money coming from the public on the issue and most of the sub-upting of the company was a ruse. The russia blew up, and Staaken was found to be double-mortgaged and was winding-up petition came from judgment creditors, Schweisheimers and the bank.

For a meeting held July 13 to vote on a merger with British Filmmat and other similar concerns. This messes out and the meeting arranged new meetings of International Talking Screen and British Screen Productions for June 2, but meantime Schweisheimers put their bankruptcy petition into court. The meeting was adjourned for adjournment till after June 2, the judge said every scheme had to be approved by the court, and put difficulties in the way of the court, and the concern ought to be wound up.

At the same time a petition by Geyerwerkies of Berlin for the winding-up of British Screen Productions was dismissed, but on terms having been arranged. Geyerwerkies were judgment creditors on a remainder bill.

**Backchat**  
Personal relations of each other by directors and stockholders are a feature of recent meetings. At the United Electric picture meeting there were accusations of canine origin, illegitimacy and similar pleasantries. At the British Screen meeting this was the proposed merger with International Talking Screen was effectively blocked by the action of the court, controlling 72,000 shares, George Pearson and Ernest Botbol, latter a member of stockholders.

Investigating the accounts, three mud at each other vigorously. Future of this concern is in the air. One of the directors, Daniel O'Connor, who runs French, British and Foreign Trust, told a meeting that the company had a \$100,000 program laid down. Neither statement from the present position, was carried out.

It should be again noted, in view of any further attempts to promote the public, the fact that the "United Electric" French, British & Foreign Trust issued both British & American stock for \$39,510 for formation expenses on the former and \$89,000 for the same from the latter.

Then we kill ourselves America's home of blue sky!

**Commuting**  
If it were a New York department store, it would be the "United Gang's All Here." This 14th number lunch slot on the "Hudson," so now the company is to be sold to the Wolf and Isador (Orestes) managing director of the British, went abroad, as did Reggie Smith and Tom Dehanty. Already over are Simon

Rosow, of Ideal Co., Gaumont subsidiary; William Gell and Maurice Ostrer; Sally Newman, Jimmy Bryson, and Eckman, Chief, Walter Hutchinson.

When Sam and Walter get together with Clarkie Clarkie with Woolf and a couple of the Ostrers listening in, there ought to be some news breaking.

**Wilcox's Move**  
Following success of the "Embarrassing Night" ("Rookery Nook") to M-G-M. British and Dominions company, Wilcox has been tied up with the Tom Walls theatre interests here to make some more money. Wilcox has been tied up with Tom Walls, Aldwych Theatre, Ltd., and Frederick Lonsdale for three years on an exclusive contract, first production to be "Approved" going into production around July 1 or a bit earlier.

Wilcox's new figures production profit on "Rookery Nook" around \$300,000. To date credit to \$400,000. He has been paid \$100,000 and they claim 130 prints working in America through M-G-M.

**Oddments**  
Wardour Co. quitting guarantees on percentage basis as from this writing. Arthur Dent says they aren't fair. Maybe he figures general manager of the Kingsway theatre, Levenshulge, Manchester, pays 20% to stockholders. The company has been in a losing company, that shows where the dough is earned.

Ellis Stewart is appointed general manager of Universal's theatres in this field. Formerly with Karma and lately manager of Rialto, London.

Ashtons at British Photophone theatres were the same. The \$175,045 were disclosed by the official receiver, bore the motto, "Where should the Asles go?" "Where should the Asles go?" "Where should the Asles go?" "Where should the Asles go?"

**Wanted Gold**  
"For one of their news reel shorts First National-Pathé slapped a 'Wanted Gold' on the show. Dominion theatre during the show. Got all set, when orchestra said 'not to be done' and got paid anything, are \$15 to \$25 a week for a free talker." Chorus said much the same. So was the film.

**Golf Growing**  
(Continued from page 5)  
around any town now no longer mean the beaches for all. This is a peculiar angle to the theatre, which may or may not be affected by sports and golf. The quality of the show. In the long run, 2,000,000 people playing golf, more or less weekly, means many a dollar a week for the golf clubs. Churches have been having plenty trouble keeping their flocks within roll call distance. Plenty of golfers are deliberate church absentees.

An idea of how the churches are afflicted with Sunday attendance on the run, especially in decent weather, got to open about 10.30 or 11 a.m. The churches put the college eye on the Hays organization about Sunday shows recently.

Said the churches their attendance marks on Sunday would be much higher if the Broadway theatres would succumb to a later opening hour. It had been their wont to open about 10.30 or 11 a.m. during which time an appropriate program of special music would be handed, keeping within Sunday discipline in compliance with church running time. Suburban and neighbors opened later anyway.

Now the Broadway theatres, too, begin their shows Sunday at noon in compliance with church request to concede to the churches. And each Broadway theatre is keeping a watchful check on the other houses to see the church.

It may be the golf links, though, where the church-goers can be found. Week-end golfers are not getting away potential customers that would otherwise attend a show. Saturdays, for some time now have been the theatre's worst day of the summertime week for patronage.

# Highly Competitive Theatre Buying Making It Easier for Indies Who Keep on Buying

In 1916 there were only 743 clubs for golfers, and in 1928 nearly 6,500. They're growing rapidly.

Public links are like the grubs. Customers keep coming in all the time and on Sunday is the grand parade. For these the average annual fee is about \$10, and in some spots, where the links are much used or abused, a bit higher. Non-members pay a green fee of a buck every time they want to play and \$8 on Sundays and holidays.

**Fees**  
In cities up to 10,000, on private links, the average annual fee will be about \$25. From 10,000 to 100,000 \$50 and up. In cities above 100,000 most anything is feasible as a fee but not less than \$100 with stock sharing plans going in on some running from \$25 to \$350. The average green fee is \$1 for the smaller cities, \$2 for the larger cities.

In a way it's an inverted psychology. Golf can boast of more than 2,000 professionals who live off and at the sport not to mention the innumerable amateurs who employ groundskeepers and other club maintenance help. Some earn as high as \$50,000 and \$100,000 a year that they put into the game.

Golf is good for 8 months of the outdoor season, which is just about all that is left. On the weekdays are negligible and that the weekends are important there's approximately 32 or 33 week-ends to figure on. The average golfer trades this way. In New York alone within a radius of 100 miles, which is only a faint to a rabid golfer, there are more than 200 golf clubs. Altogether 473 in New York State.

Taking about 30% for rain will leave approximately 22 week-ends or 44 days of the best draw which the theatre has to consider—and how is a question. Besides, with men going to the links, women and children who otherwise might be taken to the theatre by them, are left at home.

## TALKER PANICS JEWS

(Continued from page 7)  
on foreign language talkers as a menace to the nation's tongue and have tried by legislation and otherwise to limit their number, the language there has been little or no action in New York and is the most natural mode of expression for the populace. Here, on the other hand, the experiment is being carried on of transplanting Jews from the city to the suburbs and under the revived common tongue of Hebrew.

Getting a footing with a new language when one has been brought up with another, is a bull.

**W. E. Bull**  
Efforts of the society are for the present being confined to Tel-Aviv, the only city here of all-Jewish population. First talker house here opened this week and two more are billed to go sound soon, making three in all in a town of some 40,000.

Management of the theatre tried to take some of the edge off the opposition on the first night by having the Western Electric office building erected in Hebrew, which translated into Hebrew, in which he admitted that hearing foreign talkers was not the most fun in the world. The theatre was getting around it for the present when the mechanical end was that much ahead of the cultural. Speaker concluded with the statement that "Hebrew Electric is maintaining a studio in Paris in which many versions of a picture are being made and that he hoped that it would be long before there would be talkers in Hebrew." A Jewish, of course, but served its purpose for the opening.

Another sidelight is that Mrs. Fox, less than a week ago, returned from the complimentary tickets sent her by the management for the opening night, this being her way of protesting Elster's new venture.

Management also made some sort of trace with the society by promising to use more sound than dialect features.

No demonstrations or interruptions of the opening night. Manage-

ment's circuit owners are playing chumps to independent theatre owners for the sake of trying up to the fact that the most hectic theatre gobbling contest, featuring Paramount, Warners and R-K-O, is in the finals, many Indies are not only joining up the asking price 75 and 100% but, after selling out, go in the market themselves for more bait for the big fellows.

That they can get more from a circuit than from the town blacksmith because, as some of them who have sold, boast, "he knows the town," is being substantiated every week. While he will not talk about it, he knows that Pete Woodhull, former head of an indie organization, MPTOA, got just \$50,000 more from a circuit than he had expected on the hottest days of his house in Dover, N. J.

Joe Seider, who never owned a house when he was business manager for the same organization, is now buying the town and on Long Island, it is stated, with the same speculative viewpoint, as reported by his associates. Seider has a lot of money and is admittedly standing by for an offer.

The indie psychology now is that "nuisance value" is strengthened by number; therefore the need of a circuit is no longer so much as long as it exceeds one house.

**Another Angle**  
At the same time some of the big buyers confronted by a situation which in less highly competitive times they could combat with "slow kindness" are getting into their own buying organizations, exhibitors who have already cashed in.

Illustrative of this in a large way is the signing of Al Gottesman by the Warners. Immediately disposing of his 11 New England theatres, he has now cashed in over \$300,000 Al announced his intention of acquiring another circuit. Before this materialized Gottesman had been in the market for some time, offering the same kind of deals by which he profited originally.

With the stampede among the big circuits for theatre corralling, the theatre owners are being changing in the tiny towns. Invasion has not yet struck principalities of 5,000 seats and under. Theatre owners in such places are realizing that they can meet not only the nut but a nice profit if they do things right.

**Small Place Example**

In towns like Tekamah, Neb., and several other places, the seats and the townfolk number around 2,000, entreprising managers with sound are going beyond their boundaries, visiting the neighborhood theatre, making a name for themselves, shaking acquaintances with politicians which enable them to bootleg posters and patronage. Tekamah, Neb., boasts such a house, which more than one Sunday during the past year turned away as many as 200 fans.

In adjoining towns and villages the picture has not been so impetuous in the form of new paint is asserting itself. One marquee which hadn't had a coat in 16 years was touched up.

Thus it is pointed out by film men who have recently canvassed these parts, the hinterland is becoming progressive and is far from being a backwater.

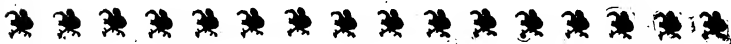
Jerusalem, a city of mixed population, the theatre there has not been so much worried as Tel-Aviv. It will not be ready for sound for another six weeks or so. Population there is 3-6 mixed. But the show of the film houses all over

## THE PATHÉ BOOK OF 1930-1931

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*the creative contributors*

WRITERS  
DIRECTORS

*the productions*

BEYOND VICTORY  
THE SIREN SONG  
NIGHT WORK  
I TAKE THIS WOMAN  
THE LAST FRONTIER

HER MAN  
IN DEEP  
TAKING THE RAP  
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HOLIDAY  
NORTH OF THE YUKON  
ADAM & EVE  
LOOKIN' FOR TROUBLE  
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# 100% ENTERTAINMENT FOR ALL AUDIENCES

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## LILLIAN GISH "ONE ROMANTIC NIGHT" with

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Directed by PAUL L. STEIN

Her speech is a model for all American actresses. A personal triumph for Lillian Gish, her playing is a model for high comedienne. Lillian Gish's first talkie performance is truly distinguished.  
—Photoplay Magazine

Amusing romantic comedy drama produced with names for the marquee light. Lillian Gish comes through okay in her first talker.  
—Film Daily

Lillian Gish's performance quite captivating. I liked her immensely. "One Romantic Night" is, I must say, a pleasant picture.  
—Exhibitors' Herald

One of the year's most satisfying photoplays.  
—Montreal Daily Star

Excellent little comedy.  
—Montreal Gazette

Rates among the substantial contributions of the talking screen.  
—Detroit Evening Times

Del Rio retains all the "What Price Glory" fire without its vulgarity. Fitzmaurice has directed delightfully. A treat.  
—Photoplay Magazine

Robust love drama with all kinds of "it". Full of action, skilfully directed and acted with zest.  
—Film Daily

Miss Del Rio is more glamorous than ever. Thoroughly entertaining. Good for the deluxers and the neighborhood houses.  
—Billboard

"The Bad One" is entertaining. A spontaneous comedy.  
—San Francisco Examiner

"The Bad One" scores hit. Enjoyable Talkie.  
—San Francisco News

Abounds in lively comedy, romance and moments of vivid drama.  
—San Francisco Call Bulletin

Joseph M. Schenck presents

## DOLORES DEL RIO in "THE BAD ONE" with EDMUND LOWE

A GEORGE FITZMAURICE Production

Supervising Producer, John W. Considine, Jr.



# UNITED ARTISTS PICTURES

WHERE THE BIG ONES COME FROM





# Congrats for Mgrs. Who Can Escape From Twin Cities—Tough Spots

Minneapolis, May 27. With Minneapolis and St. Paul regarded as just about the toughest spots anywhere in the country from a theatrical business standpoint, R-K-O and Publick head officials who get transferred away from here are always the recipients of many congratulations from fellow theatrical folks while their successors find sympathy extended to them.

In recent years, the Twin Cities never have been any too good show towns, but now they're deemed the seemingly bottom level of ratings. R-K-O and Publick apparently have been leaving no stone unturned in their efforts to stimulate trade, but still the public won't buy in anything like satisfactory numbers. Theatregoers lose demand and get more for their money in the way of entertainment than those anywhere else. But the box-office showings still size-up as rotten from a comparative standpoint. It is realized here that business generally lags throughout the country, but probably nowhere else as anything like the extent here. Considering the population, the in-takes are unbelievably small.

### Summer Closings?

One suggestion being made in theatrical circles is that all theatres in the two cities close up for the summer in order to save appetites heretofore for amusements.

Among those officials who recently have been lucky enough to escape from here are J. L. McCurdy, R-K-O district manager, and M. J. Mullin and Ed Smith, Publick divisional and district managers, respectively. McCurdy has been transferred to the circuit of R-K-O in Ohio. Mullin went to the Publick in New England circuit as divisional head, and Smith has been promoted to Publick West Coast divisional manager.

McCurdy's successor is Morgan Ames, former R-K-O Des Moines division manager. The Des Moines division has been altered so that Des Moines now included with Minneapolis, St. Paul, Omaha and Sioux City in the division having its headquarters here. Herbert Elising, formerly publicity and exploitation manager for the R-K-O Twin City houses, has been advertising manager for the entire division and given an assistant, Ann Smiler. Russel E. Beal has been elevated from treasurer to manager of the R-K-O Seventh Street theatre here, succeeding Emil Franke, transferred to the R-K-O Orpheum as manager.

J. L. Ludwig is the new Publick division head here and Hal Daicler, formerly city manager in St. Paul, has succeeded Smith as Twin City district manager. H. Kelly, formerly publicity man at the Minnesota, has been promoted into a new post, publicity and exploitation head for the Twin City Publick theatres. Ray Thomc, former asst. to Kelly, succeeds him at the Minnesota.

### "Looney Tunes" Delivery

Hollywood, May 27. Leon Schlesinger, title man and producer of short subjects, is on his way to New York with prints of the first series of "Looney Tunes" and Milton Charles' musical shorts to be distributed by R-K-O.

The producer may then sail for Europe with his wife for a four weeks' vacation.

### Talking Trailer

ON UNIVERSAL'S STUPENDOUS MASTERPIECE "ALL QUIET ON THE WESTERN FRONT" IS A KNOCKOUT NOW AVAILABLE

### National Screen Service

New York—125 W. 46th St.  
Chicago—519 S. Wabash  
Los Angeles—1922 S. Vermont

# HIRSCH ARNOLD

DANCERS  
Featured in F. & M. "Brunette" Idea  
School Address, 545 Sutter St., San Francisco

### Television Startling

(Continued from page 3) and bulky mechanical device used as the model for the Schenectady public's first look-in.

For the long run, however, there is considerable speculation among G. E.'s electrical wizards. Frank and strictly for the facts, leaders in the development of television admitted that physically and scientifically other transmission will never reach the point where it will be eliminated. E. J. Hollister's output. The camera is in a class by itself, they say, and added canned programs are decreed out by nature for the air waves.

### Spot News

News reels will suffer to the point where they will either concentrate on magazine events or else will be eliminated. Television is essentially for spot news. A long look behind the scenes both at Schenectady's Proctor's and G. E.'s big mystery house, plus much conversation with the experts who are doing the thinking, revealed multiple minute details among obvious phases that the learned men will have to account for before the average theatre personnel can be declared competent in the handling. In its present state, scientists admit that no scientist could stage the show. All of them, plus the finest equipment and on-the-ground conveniences that G. E. has at its command were in service at the local house today.

But the show was there, and any amateurishness was the fault of some of the performers. In the little broadcasting room a mile away, where blue lights were used to kill the static emanating from white bulbs, the single movement of an elbow or a tap on the floor jangled things back on the theatre screen so that there were rainy stretches and the kind of blotches found in old-fashioned peep-show machines.

### Difference

Compared to telephone television, was demonstrated by A. and T. in New York two months ago. General Electric's ether method does an eclipse. By comparison the Schenectady affair was conspicuously better. Where Dr. J. J. Lee was inclined to look askance at the ether method, Dr. Alexander was more charitable. "They know their way around," he said.

Theatrical, television's biggest bogey word will be vaudeville.

Red-suited and shirred Slim Timblin, although the system prohibited blackface, was the first to comment on this after his broadcast. Film was even for telling General how to improve its amplifying system.

A significant point is that the two methods of transmission have to concentrate on the bust. Though the Schenectady area was many times the size occupied by the wire system, broadcasters had to take about the same positions. The focus indicated little range, despite the vastly increased screen dimension. In fact performers had to get so close to the studio lamp that even John Gamble, who conducted the orchestra over the air, had to substitute a short length pencil for his baton.

Range, it was admitted, was such that no protrusion, in the form of an instrument, could be exhibited. Even extremely long-nosed demonstration using the proscenium could be curtailed via favorite green grease of tele workers who would change their countenances.

### Entertainers

The sensitivity of the broadcasting chamber will, until many things are introduced, prohibiting the use of any violent antics, including those of tappers even though the feet are not seen. Singers, comics and all others who can entertain with face and throat will have the edge when

television makes its national debut. Devising a hand-icap plus the fact with comparative clarity of features and definition the Schenectady show has poorer lighting and more rickety than even the earliest and worst of pioneer films, either television declared itself in as a thrill entertainer.

In its present state the two-way method makes a splendid entertainment, plus the novelty. Vaude teams have the preference. One member doing the broadcasting and the other conducting. News stands by the stage. Rex Weber and Joe Wilton proved that. Here Joe used the stage telephone running back to the studio where Rex was standing before the light mite. As soon as he put the question, Rex would broadcast the answer. Incidentally, radio reception proved itself 100% better for the theatre than the best of sound equipment. Gags that ordinarily flop on the boards drew great hilarity, from even critical audiences who had never seen the play.

The two-way split-up of teams also has its disadvantages. A singer can't tell whether the notes are slipping or flinging at him. Mrs. Little Helen Keys demonstrated that. She was a couple of notes below and bars behind the orchestra in the pit. Strictly nervousness, most likely.

### Apply "Radio Idea"

(Continued from page 2) tres they will make, the company is actually setting up circulation for the advertiser the same as on the radio. The advertiser is to be far more definite and, it is stated, cheaper.

### Disguised Advertising

The advertiser, under the P-P plan, to produce the story, or a story, written by professional scenarists and gag-men. These shorts are to be carefully prepared under supervision of Par-Publick, which is to have complete distribution in the company's own theatre becomes a part of the contract with the advertiser.

Latter who has been taught through radio that advertising can be disguised or handled indirectly and still have the desired effect, will incidentally get the benefit of the plug play.

In a picture of a well known oil company, a single shot of a comedian getting off a truck marked (for example) Standard Oil Co., or a gag of some kind worked up (again for example) around a Socony filling station would not, in the opinion of Par-Publick, make that picture a pure and simple ad that would hurt the theatres.

A clever gagster or story writer can always work in a single shot or two of the product. The advertiser, with chances claimed 10 to 1 that the public would either not notice it as advertising and would not care. The advertiser in the present era of high class advertising has been won around through radio and modern advances to advantages of getting the advertiser's name in type of advertising that laid it on as thick as molasses.

### Radio Advertising

That is why radio advertising, plus its circulation and draw, has built up that entertainment medium again to billions and why the modern advertiser wants all the white space in ads he can get. Formerly the advertiser was to do everything possible into ads. Now large national advertisers are merely using a product's name and suggesting it in various clever ways, picturing a cigaret smoker, for example, on a golf links with nothing about the cigaret except the name on the package, or a woman somewhere in the ad.

Cost to advertiser of one and two reel pictures which in reality will be talking shorts with the ad angle stuck in somewhere will run from \$5,000 to \$25,000 for two reels of wanted and talent.

P-P's plan is to get the advertiser to prepare a script along the same lines as those of any long talking shorts and then hire the same kind of talent as P-P does for company product.

The cost of \$7,000 up to the advertiser covers everything except talent, lights, etc., this figure including production, writers, etc. Eventually, Par-Publick may be able to make deals with other theatre chains to use the ad. shorts on the same basis as it does, others also paying so much per 1,000 tickets. This is pointed out as one of the possibilities of the future in the mixture of sound and advertising for the creation at the

# Line-Up in Texas Presages Fight Between Publick and R-K-O in State

### U. SENDS 'FRONT' INTO PITT, PTSBG, AT \$2 TOP

Pittsburgh, May 27. "Universal will road-show "All Quiet on the Western Front" at the Pitt, Shubert house, beginning June 2. House, insisted on \$2 top and U. agreed, but \$2 will be only for boxes with lower floor sealed at \$1 and \$1.00.

U. has pencilled "All Quiet" for eight weeks. It's the first road show picture for this town since "Wings" played the Nixon at \$1.50 over two years ago. Stanley, Warner house, gets picture at pop prices following \$2 Pitt run.

### Texas Expects Musicians And Organists Back

Dallas, May 27. Predictions that Publick will call back musicians in Texas keys are more than idle speculation since W. B. Palmer, handling Texas maintenance, received orders to have organ set, ready to use, in 10 minute notices.

New Plaza, El Paso, one of Dent acquisitions just completed in El Paso, is equipped with a Wurlitzer. With Billy Math stationed at Worth, Fort Worth, after organists for 18 months, Dwight Brown has gone to Texas at San Antonio. Johnny Winans stays in Dallas, giving Publick three organists in state.

No announcements made yet about pit orchestras and stage bands, likely pending on what wage arrangements can be worked out. Most of musicians let are hanging around, confident of being called back.

### Earle After Names

Washington, May 27. Warner's Earle theatre, straight pictures, will play occasional movie "name" acts on the stage when available as a departure from the regular straight films for extra biz. New policy this week with Joe Frisco as the "name" and playing alone with no other acts on the stage. Will Osborne and band booked for next week.

Frisco was considered in the "name" class here by Earle management due to success of his talking short cut to the Earle a little ago.

Virginia Hammond, Huntley Gordon, Juliette Compton and Cecil Cunningham, "The Better Wife," same time of entertainment that the public will pay for.

Further mechanical steps in entertainment with the advertising angle involved is lent by talk of the possibility of a company like Publick making shorts of radio hours over Columbia (its own broadcasting company) for showing in theatres with the ad angles toned down for screen.

### Cans For Air

In the radio field itself the mechanization of entertainment is taking a further step through the development of canned programs for screen.

Warner Bros. and the Affiliated Sound Recording Company are both laying innumerable plans for the making of radio programs in the wax, but only air shorts of radio mikes, same as Vitaphone records are in theatres.

Records are being made in such a way that any long talking "dubbed" in wherever wanted, this including ad features. These records, similar to talking picture, can be shipped to all parts of the country and simultaneously sent out over the air.

Through that development the human element is reduced to the making of a single record which may be played over as long a period as desired and sent over in its every part of the world.

This, the "commercial picture" type, and other developments are getting showmen and show people both worried and anxious.

Dallas, May 27. Following the 11-K-O Interstate deal, Dallas is hot with rumors that, if halfway right, will change the theatre situation here. There's talk of a new Interstate house to supplement present Majestic for handling new R-K-O output, along with the old East End, but it comes out of a new Interstate house to supplement Publick four here and, chiefly, give Interstate first class opposah.

Rumors of the new houses have been frequent for couple years. Then E. E. Bowley, of Robb & Rowley, hops off with that circuit's lawyer for New York, leaving reports behind of a probable R-K-O-R&R with Karl Hobbitzelle, acting for R-K-O. R&R has about 75 houses in Texas, mostly smaller towns. At the least it would give R-K-O an ace against Publick's hold-ups in similar Texas towns through Dent's.

Another report is that Ray Stinnett, "last of Mohicans" as far as Texas Indies are concerned due to an R-K-O franchise, will likely fall in line and also come under Hobbitzelle supervision. Stinnett, with Eph Charininski, operates the Capitol, largest indie house in the state, and has successfully fought next door opposah so far. Universal owns a small interest in the house.

Indications are that the R-K-O-Interstate deal will affect much more than the Interstate circuit proper in Texas and chances good that theatre biz in Lone Star state will be driven to Publick-R-K-O war. If R&R sells to R-K-O, only indie circuit left will be Griffith's in west Texas, whose fight against Publick opposah probably will be merged with Publick or R-K-O.

### Two Indie Circuits

By purchase of Lindsey Theatres, of Lubbock, Tex., new circuit of some 75 houses is linked throughout Texas, New Mex., and Oklahoma by the Griffith Amusement Co., Oklahoma City. Griffith is operating his Texas holdings under the Consolidated Theatres.

Griffith's new vies with the Robb & Rowley chain, also about 75 houses, but the Griffith holdings are mostly in west Texas, where most money is now spent on construction of first class houses. This giving rise to rumor that Griffith interests intend to gradually eat up majority of indie houses in the southwest.

Griffith has launched plans for a new house in Lubbock, of about 25-30, with Lubbock short of key for west Texas operations.

With Dent leaving fallen to the Publick banner, Griffith and R&R remains as only major Publick opposah in this state.

### 25c All Day for Kids

Washington, May 27. Fox's deluxe here has made a set price of 25c at all times for children.

# FANCHON & MARCO'S



Fox West Coast Theatres Unit

## Convulses Even The Critics . . .

"Audience almost hysterical  
with laughter."  
—N. Y. World

"Packs Roxy with laughs . . .  
There's a laugh a minute . . .

Will Rogers is irresistible . . . Audience  
thoroughly enthusiastic" . . . —N. Y. Daily News

"Rogers rings the bell again . . . Audience  
in high state of glee. Picture filled with  
bright lines . . . Rogers' humor wonder-  
fully successful . . . Ends in hurricane of  
laughter."  
—N. Y. Times

"Merriment starts in initial sequences  
and rolls along throughout the film."  
—N. Y. American

"Highly diverting entertainment  
The finish is a lulu and worth the whole  
price of admission."  
—N. Y. Mirror



A hurricane  
of laughter  
at the Roxy

# WILL ROGERS

*in*

# SO THIS IS LONDON

George M. Cohan's international success

*with*

IRENE RICH

FRANK ALBERTSON

MAUREN O'SULLIVAN

LUMSDEN HARE

BRAMWELL FLETCHER

*Directed by*

JOHN BLYSTONE

**FOX**

*From the play by* Arthur Goodrich

*Adaptation and dialog by* Owen Davis, Sr.

SO THIS IS LONDON

(Continued from page 21)

Current topics are all sharp, comprehensible and amusing. As for the situation, it is neither brilliant nor original, basic theme. The Rogers presence and cross-fire holds it up always. Rogers is the father, Irene Rich the mother, Frank Albertson the son of the wealthy but plain Draper family of America. Father hates all Americans and the trip to the British Isles is for business purposes only. On the boat, junior meets and falls in love with Elinor, daughter of a British peer, Lord Worthing, no less. And Lord Worthing, in his own mind, dislikes Americans as heartily as old man Draper returns the compliment.

Love's part is to keep the romance going while the hostile parents change their prejudices and get together, which eventually they do. It happens after the Draper has tried to bust up their son's match with the English girl by crowning a vulgar way at a class English house party—trying to get the boy back by subterfuge and performing the usual act of getting the Americans to behave themselves, which they don't. In "They Had to Be Parties" is the last of the house party and with just as many laughs in it.

At the finish, with feet afloat, Draper and Lord Worthing are singing "My Country 'Tis of Thee" and "God Save the King," respectively, to the same tune. It lasts about two minutes and is a two-minute laughing finish for a picture of laughs.

Rogers is himself. Miss Rich a youthful looking mother for such a big boy, but ever a believable person. Frank Albertson, in his smiling and okay son. Maureen O'Sullivan, in her second start since "Song of My Heart," is a pretty and good opposite in the love match. Lumsden Hare's monocled Lord Worthing a peach characterization. Casting as good rest of way.

Overdrawing of both sides and no edge for either should pass this one for England, with the jokes of the type when London can set.

Complete cast for "Why Marry?" Tit: Glen Hunter, Charles Selby, Sam Hardy, Paul Hurst, Nita Martin and Arthur Hoyt. Frank Strayer directing.

Cast for "Worldly Goods." Contains including: E. Kirtland, Merna Kennedy, F. Schumann, Helene Shannon Day and Eddie Patterson.

FAMOUS MEGLIN KODIES NEW HOME 2203 Venice Blvd., Los Angeles

JOE LAROSE FOX THEATRES

GEORGE PRIZE And His Famous "PUNCH and JUDY" Featured in F. M. Gyp, Gyp, Gyp's "Fry's" Idea

AINSLY LAMBERT DANCEZ Now at Public Gardens & Katz Oriental—GRANADA—MARBRO CHICAGO, ILL.

YOUNG EXECUTIVE AVAILABLE

A young man, 34, married, and with both feet on the ground, seeks connection with any branch of show business—theatres, studios, dramatic enterprises. This man has ability backed by valuable experience in theatres, banking, purchasing, employment and accounting. He has an enviable record as auditor, purchasing agent, business manager and public relations man. His varied experience is due mainly to promotions for he was with past employer for over six years. Now making good as public accountant, but desires re-employment in show business. Remuneration entirely secondary to opportunity for advancement. Further details and references—excellent, of course—will be given at a personal interview which must be arranged confidentially by addressing P. O. Box 83, Grand Central Station, New York.

LADIES OF LEISURE

(All Dialog)

Columbia production and release. Directed by A. F. Powell. From the stage play of the same name by David Belasco. Starring: Barbara Stanwyck, Ralph Graves, Fredric March, Fredric March, Fredric March, Fredric March. Photographed by Joseph Walker. Released by Columbia Pictures, New York, May 23.

Proving David Belasco the grand dame of the stage looks like a picture that will do well. It is still a grand box office, although the Belasco original has been sadly mistreated. It has serious misdirecting defects and suffers from a variety of other errors, chief among them being its lack of compact adaptation, but still it retains its original punch in sufficient force to carry it through.

The desirable result probably is largely due to the emotional scenes toward the end of the picture, in which Miss Stanwyck, aided by the heavy dramatic delivery of the really sympathetic wail of the footage. These passages, particularly the one in the large measure, between the repentant god digging Kate and the hero's mother, compensate in a large measure for the good deal of pretty awful acting that has gone ahead and plenty of the same. Subject is better put in less pretentious stands, but it ought to measure up as moderate for the time.

In the first place, the choice of Ralph Graves for the leading man was poor judgment. The part calls for a more dramatic actor, because it isn't any to convincing a role for just any leading man. Graves is a carefully chosen, inflexible player with a rather limited range of plausibility, and this is a heavy dramatic role. A more persuasive young actor could have been in the way of art to charm them into a way of seeing this. This is the knack for such a characterization.

Something of the same situation confronted the adapter in translating the story to the very literal screen. The heavy swelting of the story to suit within the stage dialog and situations, and that was not enough. In spite of device and in spite of the heavy swelting of the story to suit within the stage dialog and situations, and that was not enough. In spite of device and in spite of the heavy swelting of the story to suit within the stage dialog and situations, and that was not enough.

The flash cleverness of the play, however, has been retained in all its amusing vigor. Justly added to the playing of Lowell Sherman in one of those parts for which he was especially designed. The cocktail drinking, wild party school of screen humor that is always relished by the regular customers.

"Another 10 pounds," says the heroine in her overplump Party Girl room mate, and they won't be plumping you any more. "You can't weigh sex appeal," reports that worthy.

Plump gold digger is neatly played by Marie Prevost, who has a number of good scenes, which she does not overplay. Her frenzied and frenzied climb of 18 flights of stairs, for example, had this audience in an uproar, and she played it all the more legitimately than most of the rest of the picture, whether of comedy or dramatic sort. A subplot involving business with a reducing vibrator also was funny.

Miss Stanwyck, although she saves this particular picture with her ability to convince in heavy emotional scenes, has small gifts for

graceful comedy. Her shortcomings may not have been so apparent here because her lighter moments were helped by the heavy swelting of the stage play which won their laughs. Independent of the actress' handling, the picture is a disappointment. Miss Stanwyck and Nance O'Neill—a grand bit of sentimental blushing over—really carried the picture. The story by force of actual acting.

TRUE TO THE NAVY

(All Dialog)

Paramount production and release. Starring: Lew Hoad, Directed by Frank Tuttle. With: Lew Hoad, Fredric March, and Herman Mankiewicz. Paramount Pictures, New York, May 23. Running time, 70 minutes.

Hardly better than fair. Slow tempo, sappy in story, and bearing the stamp of perfunctory production, it's the type of picture that is apt to be bigger for the distributor than the exhibitor, and no help to the state.

There are laughs, quite a few of them, but it is the laugh that comes from mugging rather than naturally infectious lines or situations. Plot is the sort which writers recognize as "lumpy." Smoothness and unity is a weakness and there is little of the anecdotal or sustained characterization. In toto, there are few evidences of smartness in directing or putting the picture together.

Not an expensive picture. Most of the time, the picture is set in a store and dance hall, with only three or four sets of any size. Library stuff for the most part, and this etc. Not a bad shot on board a battleship and navy atmosphere negligible.

Clara gets jammed when her numerous sailor sweateaters finally meet with her. Fredric March is a little of her. Later she gets serious about a gunner (Fredric March). Misunderstanding is not the only subplot about crooked gamblers, and the molasses. It's a long time in the picture, with the story being ways seven jumps ahead of the director.

Director Tuttle has all his sailors constantly pulling at the nape of their necks, with the exception of a mamerism for able-bodied seamen.

THE FALL GUY

(All Dialog)

Radio production and release. Associate producer and writer, Lew Hoad. Story of same name by George Abbott and James M. Fennell. Directed by Lew Hoad. Photographed by Joseph Walker. Released by Columbia Pictures, New York, May 23. Running time, 65 minutes.

Mild entertainment displaying only moderate strength as a programmer for general run of houses. Will not do outstanding business in spots, particularly neighborhoods where wise-cracking is gone for good. The picture is a good one in need good stage or shorts bill in support. Due to comparatively low running time, the picture is a pretty run for surrounding material. Where double-feature programs are shown, "Fall Guy" looks like a fair selection.

Picture couldn't have cost top dollar, with only 65 minutes, there is a chance on it through right rental or percentage arrangements.

Easy to see why the same name produced several seasons back on Broadway, much of the dialog from the original has been borrowed. Nearly all the action centers around the modest apartment of the Quinlan. Her life is not all beer and skittles. Jack Mulhall plays the wise-cracking Johnnie, a man who is a friend of the Quinlan's, who is a man who is a friend of the Quinlan's, who is a man who is a friend of the Quinlan's.

played several slangy roles but here apparently he has tried to top former efforts. In scenes bearing on nagging at home and nuisance of the sister's jobless brother there as a free boarder, Mulhall does his best work. Lately the former F. N. player has started to frown so much on occasion it is very noticeable. Also, those wrinkles are getting more pronounced. Frowning probably has done.

Although there is some good talent in the cast, it fails to stand out as sharply as might have been expected. Weakest of all Mae Clarke as the fall guy's wife, who proves lightweight support opposite Mulhall.

Ned Sparks, as the wise-cracking boarder trying to play the saxophone, has as effective as in other pictures he has had, and Tom Jackson, the suave detective "Bronx" as the drug racketeer, Impression plays his role with that same tough but not too much of a heavy weight, both on stage and screen, but here he fails to stand out.

There are many laughs in "The Fall Guy," and few of those have any punch. Picture, however, picks up interest about the middle and in the last two reels approaches the exciting stage. Mulhall is in a trap for the recovery of the mysterious suitcase containing drugs. When found in a trap, Mulhall is in a trap for the recovery of the mysterious suitcase containing drugs.

Recording excellent and photography up to average. Char.

BORDER ROMANCE

(All Dialog)

Tiffany production and release. Directed by Richard Thorpe from a story by W. Burton. Principal roles by Irene and Don Terry. Wesley Barry. At the Colony, New York, May 23. Running time, 70 minutes.

Atmospheric sets and artistic locale. Disjointed story, choppy and very realistic quality. One of the caballero code, where the artificiality is emphasized by the director. The picture is a little better than a few neat sequences and good bits of comedy make this the kind of picture that will do well in the neighborhood trade will patronize.

Armda, a dainty little Mexican mermaid, shows a big and delicate office woman of "Border Romance" with her cute personality, particularly in her scenes with the American. Her scenes with the American, particularly in her scenes with the American, particularly in her scenes with the American.

Director Tuttle has all his sailors constantly pulling at the nape of their necks, with the exception of a mamerism for able-bodied seamen.

There is hard riding and much shooting, but attempts at drama are weakened to a pleasingly negative state by the story of a pal of Terry bathing in a river during women's day, showing five or six semi-nude females get the heartiest bug.

Rustlers, a murder, stampede and other things are woven into this conglomeration. A battle between two horses is interestingly photographed.

Alberta Naldi, Louise Caselotti, Henri Balthus, Irene Falgout, Gusta Galli, Meno Domini and Luigi Colanno, "Georgette & Co." Italian.

Production Credits: Directed by W. Morris Office

SOUTH SEAS

(Lecture Travelog)

Produced by Mr. and Mrs. Gifford Pinchot. Released by Talking Pictures Corp., New York, May 23. Running time, 30 minutes.

Purely a question of graciousness here. This film is not for commercial marts. Spotted with some keen scenic shots of the open sea and the natural beauty of the South Sea Islands, but has nothing in real action to recommend it even for the party.

Difficult to analyze the purpose of showing this film in a theatre, where a trip and done silent. It lacks the principal ingredients of any stirring adventure film. Cleaves, the photographer, does some well shots above and under the sea, if he did them all.

A Throw of the Dice

(SILENT)

(Disc Orchestration)

Pro Patria and British International production, with release over here not credited. Directed by F. Oates with scenario credited W. Burton. Principal roles by Irene and Don Terry. Wesley Barry. At the Colony, New York, May 23. Running time, about 75 minutes.

Had the direction and preparation of the story not been so kindergartenish and open-and-shut this Pro Patria offering, with an all-foreign cast and apparently genuine British locale, would be a production of distinction. Technical inferiorities are too frequently conspicuous, killing off considerable of the adult interest and rendering this an illogical fair-tale for the kiddies or an odd attraction for silphed program houses.

Exhibitors who go for it should do so without the musical score. This is one of the saddest jobs in sound heard in over a year. An organ or even piano accompaniment would be far less distracting. A tiger's roar, for instance, was obviously a human voice simulating a catcall in the recording.

Two cousins, both kings, one choppy and the other bold, king themselves with dice throwing until the ladies or an odd attraction for silphed program houses.

Then Schatz, the bad boy, has Rina-

(Continued on page 38)

MARBRO GRANADA CHICAGO COSTUMES FOR HIRE PRODUCTIONS COSTUME DEPARTMENT BROOKS COSTUMES 126 W. 40th St. N.Y.C.

BERNARDO DE PACE A Riot with "TOP O' THE WORLD" Unit NOW AT PARAMOUNT THEATRE, TOLEDO, OHIO Direction WM. MORRIS OFFICE

ST. OLIVER TWINS FEATURED IN F. M. TWINS IDEA THIS WEEK, LOEW'S STATE, LOS ANGELES



# *The Superior*

COLUMBIA PROUDLY PRESENTS AN EPOCH-MAKING PROGRAM THAT WILL  
GIANTS OF ENTERTAINMENT, THE PROGRAM WILL MARK THE IMPRESS OF

**THE CRIMINAL CODE**  
**CHARLEY'S AUNT**  
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**RAIN OR SHINE**  
**DIRIGIBLE**  
**THE LAST PARADE**  
**THE FLOOD**  
**MADONNA OF THE STREETS**

**THE WOMAN**

**GREAT PLAYS ▾ GREAT**



# Twenty

REMAIN INDELIBLY FIXED IN THE HISTORY OF MOTION PICTURES.  
COLUMBIA'S LEADERSHIP AMONG PRODUCERS OF BOX-OFFICE PICTURES

**TOL'ABLE DAVID  
BROTHERS  
ARIZONA**

**THE LION AND THE LAMB  
THE MIRACLE WOMAN**

**UBANGI  
GOOD BAD GIRL  
FIFTY FATHOMS DEEP**

**STARS • GREAT DIRECTORS**

A Throw of the Dice

(Continued from Page 35)

jet shot with a poisoned arrow. When that doesn't take and Rinjet recovers to run away with Sundra, Sohat has the scientist murdered.

Again, the second of what turns out to be a series of trips between the castles of both kings, Sundra takes to the road.

Sohat's henchman is bitten off by a snake for getting imperious about his reward. But Rinjet never becomes suspicious, always carrying an innocent smile, even falling for loaded dice on the eve of his wedding, which loses his kingdom and makes him a slave.

Since servants in that country can't marry, Sohat also annexes the bride.

It takes the regular kid, playing with knick knacks during moving day, to discover the trick bones and set up a revolution.

After that Sundra makes her last trip, and the wicked Sohat takes a cooling in a neighboring lake. There are several mob scenes in a village.

The cast does good work as a whole considering the handicaps. *Wily.*

TURKSIB

(Silent)

(RUSSIAN MADE)

Produced by Voskino and released here through Amintex. Directed by Viktor Turin. At the Eighth St. Playhouse, beginning May 24. Running time, 67 minutes. No cast.

"Turksib" is the name of the railroad between Turkestan and Siberia. The picture is well photographed and is excellent pictorially, but it is strictly an educational of the well-known category and would

be effective if clipped to short length.

Suggestive of "The Iron Horse," "Grass" and others of that ilk, "Turksib" is without a compact story. It rambles and is repetitious. Most of the footage is devoted to steamshovels, laborers, machinery and other stock shots.

Progress in Turkestan by its linking up via the railroad with Siberia is shown in the production. American audiences have been salivated with these lines from within and Europe.

A sandstorm on the desert is one of the best items caught by camera eyes. Development of the railroad and the necessity for continuing it into Asia through vast a id - sites is dwelt upon in the subtitles.

Blasting, herds of sheep, cotton fields and hard-working natives fill in the remainder of the footage. *Wily.*

Beyond the Rio Grande

(All Dialog)

Biltmore production, released by Big Four. Directed by Harry Webb, story by Carl Kauda. William Knable, photographer. Recorded by Powers Claphorn. Featuring Jack Perrin, Frankie Evanson, Buffalo Bill, Jr., Pete Morrison and Edna Cobb. At Times, New York, one day, May 22, half double feature. Running time, 50 minutes.

Production sloppy. Whatever story, is weakly put together and padded too far. Might make a better short. No commercial b. o. feature except where they buy 'em according to price, if any wired houses do that now.

Entire yarn is incredible and made itself noticeably manifest before a neighborhood audience which usually swallows their western whole.

At this house they laughed at it, always in the wrong place.

Recording here bad. Tones fluctuated from soft to very loud and frequently changed the voices into unnatural basses. Photography best feature. Only action is a few light fist fights.

MAWAS

(Silent)

(Disc Synchronization)

Capitol release. No producer flashed. Supervised by Max Graf, Photographers, Harry Cooper, Carl Von Verzon and Bert Longeneck. Music synchronization by William Jagan. Construction and titles, Jack Jacobs. At Tivoli, New York, one day, May 23, as half double bill. Running time, 40 minutes.

Another wild animal hunting film, purporting to be a jungle thriller. As like the majority, devoting most of the shots to ape-like men, in this case orang-outangs. "Mawas," as explained by a title, is the name applied by the East Indian natives to the orang-outangs. Shots of the jungle animals appear to be on the level and taken on the home grounds. Only moments where doubt arises as to authenticity are those dealing with the orang-outangs, as the animals are shown in a manner which makes it appear as though posing expressly for the camera. However, the laymen will not question this. Not much action, but colorfully exotic. Short running time makes it naturally adapted for double feature bills, where it should not have much trouble getting by.

All jungle life pictured and all that happens is in story form. It is supposedly what occurred to one member of three men camping in the Sierras of California. For want of something better to do, one voi-

unteers to relate the adventures that befell him when he explored the East Indian jungle with a photographer, named Von Holt in the titles, but not named among the credits flashed.

Most of the time is devoted to a leopard hunt and a tiger hunt, from where the action moves over to the camping grounds of the "Mawas." Incidental clips tell of and show the elephant, alligators and sharks, the latter before the boat, in the jungle grounds.

In picturing the orang-outangs, one family consisting of ma, pa and sonny orang-outangs are mainly dealt with. Sonny is caught by the native bush beaters to ensnare the mother, which occurs as planned. Old man orang-outang walks on the scene and kills a native who innocently strays across his path. Killing not clearly shown, perhaps because it might prove gruesome although unlikely, as it would be the big moment of the picture if shown. Max is shown lying apparently dead across legs of the orang-outang with the latter cuf-

Photography is only fair for a supposedly natural outdoor film. Shots at the beginning are mainly dealt with. Sonny is caught by the native bush beaters to ensnare the mother, which occurs as planned. Old man orang-outang walks on the scene and kills a native who innocently strays across his path. Killing not clearly shown, perhaps because it might prove gruesome although unlikely, as it would be the big moment of the picture if shown. Max is shown lying apparently dead across legs of the orang-outang with the latter cuf-

Synchronization is clear but was not well cited here. Two shots popped out in the synchronization three minutes after they had been fired on the picture.

Titles are all in first person and explanatory.

Drives Overdone

(Continued from page 11)

as now spreading throughout the industry can be so overdone they will no longer mean anything.

Money Prizes

Par-Public, Warner Bros., R-K-O and Loew's have figured most in drives from the theatre end, particularly those of group outside of W.B. P-P now has a spring drive, first with cash prizes, to cover April, May and June. \$35,000 will be split many ways to cover divisions and districts. Warners, likewise, had a big money drive campaign.

From theatre end P-P has conducted several drives during past year but none of such magnitude as the spring contest.

On the picture end Par now is in the midst of a "For Mr. Kent" drive. Sales drives to sell product are common in the industry. Warner Bros. feature those most, and is now conducting a Sam Morris Month for May.

Monthly Drives

R-K-O and Loew's have gone in very heavily on campaigns, in some respects to working it as though they were especially jealous of each other. Last December both had a similar drive for business and also in January and February. Practically every month since has been the excuse for some kind of a drive from the box office angle. Loew is now having a spring contest or grosses and R-K-O manager's campaign, latter with \$2,000 in prizes to be split three ways.

For the coming month, R-K-O is planning what it was called June Joy Month.

In some inner circuit quarters it is freely admitted that drives are getting to be a gag with force becoming lost through continual repetition.

Within the circuits they are becoming a gag with the managers, some of whom try to cut expenses unwarrantably in order to get on the prize dough. It is understood also that where possible operating men also try to work in the duds before drives begin so that they can play date only the best film product during drives and thus cash in.

Other Ways

Circuits have found that managerial zeal on drives has often resulted in too much expenditure on plugging of product that was not worth it, some overstepping budgets. Some also are stated as trying to write off expenses against houses before drives begin so that they will have a chance to show in the money, this particularly where cash prizes are involved.

In the opinion of theatre operators, drives are resulting in the overdoing of exploitation in all spots, including theatres where exploitation ordinarily is of no value except when something outstanding lending itself to a special campaign is booked in.

Public viewpoint is viewed as beginning to reflect the circus attitude, with nothing any longer believed through nearly every picture and show being backed by heavy campaigns and all the shows seeming apparently alike or near it.

SOUND ON FILM WARNER-F.N. DECISION

Large Picture Producers Will Provide Talkers on Discs or Film

Atlantic, City, May 27.

Warners - First National's big starter at the joint convention here yesterday was the statement that either of the Warner Brothers producers will hereafter furnish their talkers on the disc system, originated by W. B., or by the sound-on-disc method, used by many of the other big picture makers.

It was made plain that WB does not look upon the sound-on-film system as superior to the disc method. Where theatres playing the Warner or First National product prefer the disc it will be furnished them as heretofore, both companies making their talkers in both styles.

For the Warners it is claimed that they maintain as they have since disc's inception, which was the start of sound, that the disc is the better system.

FANCHON AND MARCO



Miss Fanchon Marco

Recommend MAX FACTORS MAKE-UP

USED EXCLUSIVELY IN ALL THEIR IDEAS

A make-up with Max Factor's Preparations is applied quicker, smoother, thinner, and is an important aid to correct characterization.

Max Factor's PANCHROMATIC and TECHNICOLOR MAKE-UP for the screen

MAX FACTORS MAKE-UP SERVICE DEPT. Hollywood, California. Name Street Address City State

# ACTORS' NO COMPASSION AGENCY

## Actor-Writing Lay-Offs Laugh Off The Noes When Trying for Other Jobs

Show business quiet and especially vaude, actors out of work are shifting to other fields, trying to crash newspaper work, especially those who have always written their own material.

The actors are making the rounds of the newspaper offices, trying to get in somehow, even if on the ground floor at \$55 per. A cold turnout, as one actor explained, makes no more misery because the layoffs are accustomed to that "sorry, nothing" from going the rounds of theatrical offices looking for booking.

The entry trying for news-hound work are from vaude, legit, stock and other fields. Most have worked so little during the past year and laid off so much they figure any kind of a job netting a regular weekly return, even if low, is better than the present.

Figuring that they have to show up at casting and booking offices at propitious moments when someone is needed or some unit is being lined up around the clock are entering the newspaper offices the same way, several times a week, expecting the good word when someone suddenly is needed.

Those who haven't the inside on how to be a successful newspaper man are reading journalism books and asking friends the whys and wherefores.

One actor stopped a "Variety" mugg to ask whether you double or triple space in writing newspaper copy and also why.

## JACK F. BOYLE, SUICIDE, NOT WELL KNOWN

Jack F. Boyle, 40, former vaude-villain, committed suicide May 26 by strangling himself with a bandage in his room at the Endicott hotel, New York. He had been continuously ill as a result of an auto accident two years ago.

Boyle's body was found on the floor of the hotel room. He had attacked one end of the sheet to the bedpost and the other to his neck, then rolled off to the floor. He was dead when found by a maid.

Among Boyle's personal effects was a letter from Bobby Clark (Clark and McCullough) with an expression of hope that he (Boyle) would soon recover.

Clark said he played on a Pantages road show with Boyle then in a Paul Armstrong sketch.

Away for Years

Clark hadn't seen Boyle since then until about two weeks ago when Boyle, walking on crutches, approached the comedian at the Friars Club and said he needed \$200 for an operation. Clark and McCullough gave him a check for the amount and heard nothing else until learning of the suicide.

As far as is known, Boyle had been away from vaude 12 years. He told Clark he worked in a hotel in Massachusetts until recently. He has no known relatives. Clark is taking care of the funeral arrangements.

First reports of the suicide resulted in belief that Jack Boyle may have been one of the several for whom Clark and McCullough of the show business.

## LOU CLAYTON WINS Gambling Skill Check Case Thrown Out of Court

Chicago, May 27. Case of Lou Simon, agent, against Lou Clayton, one of the three Schnozzies, for \$5,000, was dismissed in court here.

Simon said the five grand was a loan, while Clayton contended it was a gambling check, given while he was acting as a shill for the house in Milwaukee.

## Henshaw Adopts Kid?

Newark, May 27. Bobby Henshaw, with the Loew unit, "My Lady's Fan," now at the State, had a 13-year-old boy ease himself into his act at Syracuse. The boy did well, and Henshaw legally adopted him.

The boy remained playing at Syracuse for a week billed as Syracuse's Own Ragamuffin. Business men have outfitted him, and he will be sent to Henshaw's home on Long Island.

## Maylon and Kling Again

Maylon and Kling have reunited after a separation of two years. They will reopen next week on the Lido Circuit in Broadway.

Team split after divorce and marriage of Miss Kling (Mrs. Maylon), with latter going into retirement until now.

## Hughes Made Director

May 27. Jim Hughes, former chief of Hughes and Lorado, bag-punching act, has been appointed athletic director of the West Park system.

## Position Tells

Hollywood, May 27. A small time actor bought a new derby and took it home to strut. The wife did a burn and asked him where he got the idea he looked good in an iron lid.

"Jack Benny told me it was class," said the small-timer.

"Jack Benny?" questioned the wife. "What does he know about hats?"

"What does he know?" yelped the actor. "He's next to yelling, ain't he?"

## 2 KING BROS. FIGHT; LAND IN HOSPITAL

Pittsburgh, May 27. Matty King of the dance act, King, King and King, and his brother, Bob King, local dance instructor, are laid up in a local hospital as a result of a battle waged against each other by the two brothers during King, King and King's engagement on the Loew bill at the Penn last week.

Matty went after his brother with a spiked club, it was alleged. He was taken to the police station on an assault charge before going to the hospital, but was released when no charge was pressed.

In the King family are 11 brothers, all hoofers. Bob was formerly of the original King, King and King turn, but was forced to withdraw some time ago because of a trick leg. A younger brother, Mattie, replaced him in the act and Bob got a position here with a professional dance school.

Reports received by King, King and King here reaching this city were to the effect that brother Bob was teaching King, King and King's own original steps and routine to local dance students.

Between the Thursday matinee and night shows at the Penn, Matty went out after Bob and found him at the school. The fight started there and finished in the hospital.

## Bright Warner, Business Executive on the New York end, are said to have worked out a comprehensive booking system for the entire and extensive Warner organization. Into this entered their "no commission" idea. From reports that is based upon the belief that Warner's should support its own booking office as a part of the Warner operation, and secondly, that there is no profit ever made through office agency's commissions; that it's but another way of paying talent so much more to have them pay it back in office commission.

Walter Meyers has been appointed general booking manager for the new agency. He was appointed by Herman Starr, the Warner general exec in New York with whom the Warners, uncle and nephew, placed the details, after having selected Meyers for the post.

Open Door Agency

Including in the scope of the new agency will be booking of talent for all branches of the Warners. They include First National, as well as subsidiaries like Brunswick-Balke (Continued on page 40)

## W. MEYERS IN CHARGE

Warner Brothers will innovate its own booking agency next Monday week in New York City that will book all Warner talent, without charge or profit, through charging an office commission. This usually has been 5% of the amount of salary weekly paid for the engagement or term.

## WARNERS OPENING GENERAL BOOKING OFFICE IN NEW YORK—ALL TALENT GOING THROUGH IT—ORGANIZATION WILL SOLELY SUPPORT AGENCY—FIRST AGENCY OF KIND ON RECORD

WARNERS OPENING GENERAL BOOKING OFFICE IN NEW YORK—ALL TALENT GOING THROUGH IT—ORGANIZATION WILL SOLELY SUPPORT AGENCY—FIRST AGENCY OF KIND ON RECORD

## INNOVATION FOR ALL BOOKINGS

WARNERS OPENING GENERAL BOOKING OFFICE IN NEW YORK—ALL TALENT GOING THROUGH IT—ORGANIZATION WILL SOLELY SUPPORT AGENCY—FIRST AGENCY OF KIND ON RECORD

## Charlie Freeman Made Sole Booking Head of Entire R-K-O Vaudeville Circuit, 100 or More

Charlie Freeman became the ranking vaudeville booker of America, upon his appointment last week by Hiram Brown to the position of sole booker of the R-K-O vaudeville circuit of theatres. These latter comprise 100 or more R-K-O houses. Having the combination vaudeville policy of entertainment throughout the U. S.

Freeman assumed immediate charge of the booking office on the day of his appointment, following the resignation of George Godfrey as the R-K-O booker in the east. Freeman, since last November, had been the R-K-O western booker. Godfrey, it is understood, resigned as booker, only, and may be given another assignment in the organization.

Freeman, considered for the past five years the best vaude booker extant, passed to the R-K-O from his position after a long period on the state circuit of Texas, which lately passed to R-K-O by purchase.

Freeman had started in vaudeville some years ago. After a long period on "Variety," as a booker in the "Association" of Chicago, a job he later walked out on when refusing to book the Interstate and round-trip Beck as to how he should book the cell "Independent houses" in St. Louis. It was that way in those days.

Returning to New York Freeman became an agent and a pretty lousy one. After agenting for a while, he was secured by Karl Hobbitzello to book the Interstate and round-trip with Hobbitzello until accepting the R-K-O split job position.

Unit Show System

Freeman, after some time in straightening out the routing books of the western division, placed into practice his unit bill system that has established the Interstate against competition in Texas. The Freeman style of vaude show appeared to catch on in the (Continued on page 40)

## INNOVATION FOR ALL BOOKINGS

WARNERS OPENING GENERAL BOOKING OFFICE IN NEW YORK—ALL TALENT GOING THROUGH IT—ORGANIZATION WILL SOLELY SUPPORT AGENCY—FIRST AGENCY OF KIND ON RECORD

## W. MEYERS IN CHARGE

WARNERS OPENING GENERAL BOOKING OFFICE IN NEW YORK—ALL TALENT GOING THROUGH IT—ORGANIZATION WILL SOLELY SUPPORT AGENCY—FIRST AGENCY OF KIND ON RECORD

## TELEVISION

A story on the demonstration of Television at Schenectady, N. Y., last Thursday, in the Picture Department of this issue, should be interesting to vaudevillians.

Besides mentioning that vaudeville will get an edge through Television, the story names a few acts engaged in the up-state display.

## BUGS RAN OUT ON SHORTS' CAMERA

Recent shorts made at Warners' Flushing studio are: Josephine Harmon, Ruth Etting with Don Cook, Frank Rowan and Jane Altamus, and "Fashion Parade" with Dorothy Corrigan, Jack Thompson, Hazel Forbes and Jean Delval.

Bugs Baer was due to appear in "The Round Table," along with Mark Hellinger, Damon Runyan and James J. Corbett. But when time arrived nobody could locate Bugs. DeWolf Hopper was rushed into the breach.

Bobby Watson, Hugh Cameron, Nora Swinburne and Lenita Lang appeared in "Nay Nay Nero," Harry Tighe, Irene Shirley and Roy LeMay handled "Bright Sayings," "Everything Happens to Me," by Sam Kemp, included James B. Parsons, Leo Hoyt, Sid Garry and Eloise Taylor.

## NEW COMEDY CLUB

Now Called Spotlight Club in Chicago

Chicago, May 27. The old Comedy Club reorganized as the Spotlight Club, with quarters in the former club's spot.

Board of governors includes Sam Herman, Al Bellini, Sid Lorraine, Max Turner, Jack Greenhouse.

Initiation is \$25 for members of the profession, and \$50 for non-pros, with annual dues \$12.50.

## L. A. Continental Hotel Carried Too Many Lay-Offs—'50-50 Boys' Quit

Los Angeles, May 27. With the Continental hotel, downtown, reverting to Bullock's department store, after Shanley and Furness gave up their lease on the place, the boys staked many a hungry hotel on the Coast becomes a memory.

For years the Continental was a stopping point and gathering spot of vaude performers, with Pat Shanley and Jim Furness the most colorful figures in their business out here.

The demise of vaude in Los Angeles is said to be responsible for the Continental going under. The past few years the hotel carried on its books hundreds of actors out of work, with no chance of paying rent. Shanley and Furness called the "50-50 Boys" and asked no questions. They are still doing it.

At present the boys are operating the Yorkshire here, the Continental in Frisco, and the Waldorf, San Diego.

Although diving terrifically into the red with the local Continental for a long while, the owners hung on until a load of non-paying pay-offs went compelled to give up.

## ELVIRY'S DAUGHTER WEDS

Loretta Weaver Marries Musical Leader of Cal.

Oakland, Cal., May 27. Loretta Weaver, daughter of Elvirya and step-daughter of Cleoro, slipped one over on the publicity department of the R-K-O Orpheum here by marrying David Corbett, musical director of the Weaver Brothers act, on the last day of the local engagement. Wedding occurred at the First Methodist Church, Rev. Edgar A. Lowther officiating. Press department got a picture-story planted after the show had left.

The Weaver-Corbett romance dates back to March 1 in Minneapolis. Corbett was arranging musical programs for a radio station here and the Weaver act refused to be with his fiancée. She is in the Strom-Je Vane strong-arm act, which is part of the Weaver unit.

The announcement of the wedding was made at the last show while Miss Weaver was perched with four other girls on a baby grand, which was being held up by Strom. He nearly dropped the piano.

## SHOW GIRLS QUIT BOOSTING EATERY

Chicago, May 27. After two weeks in the restaurant business, Mildred Andre and Girls, five-girl violin act, returned to vaude.

Mildred Andre and the girls went to work as waitresses at a local restaurant, which was on its last legs. Idea was the girls would buy into the place. Eatery run by old fellow with no idea of salesmanship.

The girls pitched in. They gave the customers the smiling con, and big dumps. When the owner refused to make any changes, such as cleanliness, new paint, etc., the girls offed the aprons and backed to the stage.

## SEYMOUR-DUFOR WED

Cleveland, May 27. Anna Seymour and Dennis Dufor were married May 23 in this city during Miss Seymour's engagement at the R-K-O Palace. Dufor came from New York to attend the wedding and was groom, best man and the whole works.

Dufor was formerly of the Dufor Boys in vaude. He is now an agent with the Max Hart office. Miss Seymour is the vaude and revue star and former wife of Henry Santrey. Santrey recently remarried.

## "Variety" For Summer

JUNE, JULY and AUGUST \$2

Address "Variety," New York

# Act Asks Re-Showing—New Turn Ruined by Booking Office Scout

Bill Miller and Nat Peterson, comedy two-act, have applied to R-K-O for a repeat "showing" date on grounds that in a previous audition two weeks ago at the Hamilton, New York, they flopped before the bookers, because suggestions turned upon them by an office scout.

After the first show at the Hamilton, Miller and Peterson claim, the scout met them backstage and commenced to rewrite the act. They state they strenuously objected to his suggestions, but the scout insisted that the changes be made.

Miller and Peterson contend that if left to their own routine they would have had an even chance with the bookers who caught the act as rewritten by the scout. The latter's suggestions were taken, the team declares, in belief that the changes would help them secure bookings. Instead, the bookers turned down Miller and Peterson without the team having a chance to show their former routine.

## Put This in Lights!

Longest name of any vaude act ever revealed with R-K-O's booking of Princess Agnueva Slavinsky and her 20 Royal Russian Singers. Act opens May 31, splitting between Jefferson and 66th Street.

### Charlie King in London

Charles King, Metro player, will appear in London at the Palladium for two weeks during August. He will also play in Paris. Booked by William Morris office.

### Josie Heather's Return

Returning to R-K-O after two years, Josie Heather, English comedienne, opened at the Franklin, Bronx, Saturday (24). Others around New York follow.

## KEATING DROPPED OUT OF LOEW UNIT—TARDY

Lateness at shows and rehearsal, plus reported dissension in the Loew picture house unit, "Varieties," resulted in the dropping of Fred Keating from the show without notice. The cancellation, with the V. M. A. upholding Loew in its action, robs the magician-monologist of seven weeks' time with Loew at a reported salary of \$750 per week. Keating was replaced by Richey Craig, Jr., when "Varieties" opened in Jersey City. He is with the show for the balance of the de luxe tour, playing Cleveland currently.

Keating was late for shows at the Kings, Brooklyn, and Jamaica, L. I., engagements. He was also late for the Jersey City rehearsal. When showing up there he found Craig substituted.

Loew's Sues For \$5,000  
Loew is suing Keating for \$5,000 damages allegedly caused by Keating's absence.

The \$5,000 Loew's asks for in N. Y. Supreme Court, includes the salary reported at around \$750 weekly, due for six weeks remaining on Keating's contract and damages Loew's claims was incurred in billing, paper and internal unit trouble resulting from the m. c.'s tardiness.

### Jennie Goldstein's Return

R-K-O has booked Jennie Goldstein, Yiddish tragedienne, for a few eastern dates starting at the Franklin, Bronx, Saturday (31). The Yiddish star will do a cycle of character numbers by Mac Labman and Murray Ramsay. Miss Goldstein played a couple dates on Keith's two years ago.



**ED. ALLAN HEALY and CROSS**  
Showing the smartest style in show.  
This week, May 24, R-K-O Palace, New York City.  
Other R-K-O theatres to follow.  
Direction  
**CHAS. H. ALLEN**  
M. S. Bentham Office

## PUBLIC TRAINING ITS STAGE UNITS AHEAD

Signing and placing talent weeks ahead for unit shows, Par-Public has stage presentations lined up practically through June, with those beyond that tentative.

"Ginger Snaps," new title for "Ginger Bread" unit, opens June 6 in New Haven and is a Frank Cambria production with Rome and Gaut, Harrington Sisters, Dick and Edith Barstow, Paul Small and Gandy Girls.

On June 12 "Forward March," Jack Partington show, opens with Nina Olivette, Eddie Michaels and Talent and Merritt.

Next out "Sport Lord," Louis McDermott unit, with cast having Jane and Katherine Lee, Stan Kavanagh, George Beatty, Sia and Buddy Roberts, and Gould Boys and Girls.

# Rain, Kicks and Prizes When Chi R-K-O Golf Tournament Is On

Chicago, May 27.

## R-K-O EASTERN HOUSES RE-SET BY FREEMAN

R-K-O's revised list of booking manpower in the New York office, under the new booking head, Charlie Freeman, now reads: Arthur Willli, Sam Tishman, Bill Howard, Harry Kalchman and Jack Hodgdon.

Upon George Godfrey's departure, Willli was elevated to the major New York theatre book, with the rest of the eastern time realigned and distributed between Howard and Hodgdon.

Freeman's western booking staff remains as formerly, with Tishman and Kalchman.

### East

In the east houses and bookers at present, Arthur Willli—Palace, Coliseum, Fordham, 81st St. Albee, Knickerbocker, Flushing, Newark.

Bill Howard—Boston, Providence, Chicago (Palace), Cleveland (Palace), Buffalo, Toronto (Shea's), Montreal, Cincinnati, Youngstown (Detroit to be added).

Jack Hodgdon (Frank Sullivan, asst)—Jefferson, Hamilton, 125th St., Hippodrome, Franklin and Royal New York; Tonkers, White Plains, Paterson, Trenton, Union Hill, Albany, Troy, Schenectady, Ottawa, Hamilton, Toronto (Imperial).

### Taddy Lynch, Single

Taddy Lynch Pettis, formerly of Keller Sisters and Lynch, who left the act comprising herself, sister and brother when marrying Jack Pettis some time ago, is returning to vaude as a single.

Greta Woodson is in Taddy's place in the three-act.

R-K-O office and agents' golf tournament last week made liars out of everybody, according to everybody else who got back from Green Valley country club with blistered hands and foreheads and a new crop of bunions.

There was 72 holes of golf, half played in a scorching sun the first day, and the final 36 the following day in a hailstorm and cloudburst. The girl employees had the best time because they got both days off.

There were various reports, some spurious, as to the results, but all agreed that Marvin Overmeyer, contract supervisor, is champion. With a gross of 372 for the 72 holes, he captured the Hiram Brown loving-cup. Overmeyer, in fact, won five prizes, but by tournament rules awarded but two.

William Diamond, booking manager, was near champion, with 384, and won a higher trophy and watch donated by Ben Piazza. No. 3 was Tom Powell, agent, with 397, captor of a set of clubs donated by Nate Blumberg and William Elson.

### Winners Disputed

Squawks were worse than the time Sam Roberts had a route canceled. According to most of the boys, the prizes all went to the good golfers, and the rest were just left out in the rain.

Other official winners (but much disputed) were: Guy Perkins, first low net, wrist watch from Mort Singer; Tom Carmody, second low net, set of irons from the booking office; third low net, William Diamond, golf bag from Col. W. S. Butterfield; Class A, Ed Morse; Class B, Warren Jones; Class C, Mortimer Singer; low net for 18 holes, Mort Singer; first round, Tom Powell; second round, Mort Singer again; third round; most pars, Boyie Woolfolk officially but Mar-

Continued on page 48

## DEAR FRIENDS AND COLLEAGUES:

After having written material for others, I take this means to announce the result of diligent construction of my own vehicle, "The Maine Squeeze," for vaudeville, making a record pace to the Palace Theatre, New York, with the zealous assistance of Dave Gordon.

Space does not permit the eulogy I could express to Dave Gordon, in whom I have been faithful for his sincere and candid expressions since long ago which encouraged me.

I feel proud of my act, my associates in it—Ann Wood, Vivien Peterson and Tom Ross, and those Yankee Volunteers.

I don't know how this ad sounds, but it is inspired by my good fortune in having those around me whom I have mentioned.

Loyalty and co-operation are great assets.

Best wishes to everybody,

Sincerely,



# ART FRANK

## "THE MAINE SQUEEZE"

# R-K-O PALACE, NEW YORK, THIS WEEK, MAY 24

Thanks to Flo Ziegfeld, George White, Sam Harris and the other producers for their kind offers in the past. I feel that I am in the best vehicle of my career.

### NEW YORK "AMERICAN":

"Lots of laughs lighten the new Palace bill. To begin with, the last word in dancing seems to be Art Frank, a far younger man who disguises himself as an old 'Maine Squeeze.' The light of his whirls and twirls and tricks of the feet become even more accentuated because of the convincing manner in which he portrays an octogenarian. On the whole, it's a novel act, whose background, fortunately, does not try to hide any talent that may be Art Frank's."

### NEW YORK "GRAPHIC":

"Art Frank, who always plays the old country hick who goes jazz mad, took a bow without his makeup at the close of the act. A new stunt for him, but it gave the customers the chance to see that a youngish sort of man supplies this quaint stage character. Frank's imitation of the old coddler is perfect and his dancing can be similarly described. His supporting company includes the "G. A. R. Yankee band," a peppy redhead, a dancing brunette and a boy with a better than average voice. It's rare fun to watch the redhead turn the G. A. R. meeting hall into a night club."

### NEW YORK "HERALD TRIBUNE":

"The Maine Squeeze," a four-act comedy wherein Art Frank, its author, portrays the role of a Civil War veteran, is another bright comedy offering on the new bill. The plot of this comedy centers around the theme of the country girl who ran away from home in order that she might go on the stage, and who eventually returns to marry and settle down to life on a farm. The cast handle their parts well and shared in the generous applause."

### NEW YORK "POST":

"Art Frank, who also might have gone along indefinitely as a 'single,' has added a soubrette, a comedienne, a tenor and a jazz band to his routine, and his characterization, a fine one, too, of a tottering veteran of the G. A. R. is sharply contrasted with his own new sprightly and eccentric hoofing—the most eccentric that has raised the dust of a Broadway stage. There is, by the way, a lass named Ann Wood with the act and if ever a gal was funny, she is!"

Direction **MAX GORDON**

1560 BROADWAY, NEW YORK CITY

Personal Management **DAVE GORDON**



# House Mgt. Told Not to Stop M. C. From Using His Stage Material

Chicago, May 27.

A wire was received by the management of R-K-O's State-Lake theatre here from the booking office in New York last week, signed by Charlie Freeman, informing the theatre not to interfere with Bob Murphy's stage material. The message is said to have mentioned that Murphy "has a head" and should not have any material deleted without the booking office's approval.

This is equivalent to removing the authority formerly given house managers in R-K-O theatres from booking their own casts.

Murphy, after opening at the State-Lake, found his m. c. comment so utterly cut it looked as though he would be without material before the week ended. He wired the booking office a statement and the Freeman wire was the reply.

At the R-K-O booking office Charlie Freeman stated the booking office will hereafter do the censoring for omissions, but house managers will report on any offensive material or matter they believe an act contains.

Freeman cited the Murphy instance as a precedent, stating that Bob Murphy has been in vaudeville for years, and is known for his ability to handle himself on the stage before any class of audience.

Vaude performers who employ smut or vulgarity become quickly known and wash themselves out of vaudeville sooner or later.

The reputable performer abhors the possibility of being designated as one who must depend upon vulgarity to get over.

## BLONDELL, SAMUELS OUT OF R-K-O OFFICE

Arthur Blondell and I. R. Samuels, long with the R-K-O booking office as bookers and lately as scouts, were released Saturday, shortly after the departure of George Godfrey.

Samuels, then an outside agent returned to R-K-O about a year and a half ago at Godfrey's request. Both he and Blondell had been on the Keith routing books for many years. Of late their scout duties confined them to viewing acts and censoring stage material.

Blondell has accepted the agency franchise offered to him by the booking office. He has been with Keith's and R-K-O continuously for 22 years. This will be his first try as an agent.

### Dance Winners Booked

The Runacs, who copped second prize at the world's clump dancing contest at Roseland ball room, New York, three weeks ago, go on a Loew circuit tour, booked by Harry Romm.

They are with the Havana Royal Orchestra.

### Needless Gallantry

Hollywood, May 27. Solly Volinsky tells of being in San Diego recently and applying at the naval office for a job as bandmaster on a ship. He was advised that in event the ship should sink he must remain aboard directing the band until the others were off. "Don't worry," Sol said, "my boys will be so well rehearsed they won't need me."

## Brown Gives Salary to Charity at Palace as Haskell Pulls Boner

Heywood Brown's gift of his \$1,000 salary at the Palace last week on the stage of that theatre Friday night, permitted Loney Haskell to pull a boner simultaneously. It was in the worst spot Haskell could have selected.

Four theatrical organizations and their representatives received the equally divided amount: Actor's Fund (Daniel Frohman), N. V. A. (Chesterfield), Jewish Theatrical Guild (Haskell) and Catholic Actor's Guild (Jim Harkins).

Brown in apparent embarrassment explained the single reason he had accepted the lone week in vaudeville was because he felt hard times had befallen the actor and he wanted to contribute in that manner. He mentioned Hiram Brown (R-K-O pres.) as another donor, and added that he (Brown) understood it was the first time a vaudeville agent (Max Gordon) had ever been known to waive his commission.

### Bad Taste

Haskell was deemed employing very bad taste in replying for the Jewish Guild. Something like a hiss was heard when Haskell said the Brown gift was unusual, more so for the Jewish Guild since from a Gentile, where previously it had been generally the other way around, with Jews giving to Gentiles.

It has been understood Brown set his very modest salary at the vaudeville Palace through his own inclination jibing with the suggestion of Max Gordon, the agent. Commercially for himself Brown was worth \$3,000 to the Palace for a debut, and at \$3,000 he might have been headlined.

### Holman in Shorts

Hollywood, May 27. Harry Holman, of vaudeville, hit the coast last Monday and on Saturday was engaged by Pathe for eight comedy shorts, with an option for features.

Leo Fitzgerald handled the booking.

### FRIARS PAYING CASH!

250 of 'Em Visit Palace and Joe Morris

About 250 Friars, all cash customers, kept the Palace open two hours overtime Monday night with a party for Joe Morris (Morris and Campbell), on the current bill. At finish of the bill proper the Friars took over the stage and with Leo Holts and Jay Kaufman making a bunch got up and did their stuff.

Morris' part was a requested promise never to play klabosh again. Under his breath he said, "Until tomorrow night."

## ANNUAL DINNER OMITTED FOR VMA MGRS.

For the first time in years there will be no dinner of the Variety Managers' Association members this summer. Now is about the time the annual dinner heretofore has been given by the VMA at the Hotel Plaza in New York.

The annual meeting of the Ass'n, presided over by Pat Casey, its general manager, was held Monday in the New York offices.

About the only matters of importance arising were Casey's report and the dilatoriness of the large theatre circuits in remitting to Casey the proceeds of the recent NVA collection drive. This latter is said to have caused some unpleasantness with creditors of the NVA new sanatorium at Saranac Lake, N. Y. They were promised payment, it is understood, shortly after the drive finished.

### Dedicated Last September

The Sanatorium had its official dedicatory ceremonies last September. It has been unable to since formally open for the many party-guests of the N. V. A. In other Saranac buildings, through the NVA Special Fund not having the money with which to settle pending obligations or to obtain all of the required equipment.

The NVA Special Fund, also under Casey's direction, is a distinct corporation from the N. V. A. Club, with Eddie Cantor the club's president. The Special Fund is maintained through the managers' association. It supports the N. V. A. institutions, but has not been having an easy time doing so since long before New Year's.

Besides acting for the general welfare of the variety theatre, the VMA is the mediator for the managers with the stage unions. Casey attends to that as well.

### Italian Tenor's Act

Radaelli, the Italian tenor imported from Milan for "International Revue" (stage), goes vaude May 31, for a week at the R-K-O Palace, New York.

Eric Zardo at the Palace. Charlie Morrison booked.

# Censoring of Acts' Material Left to R-K-O Booking Office; House Managers Now Curbed

## Burlesque Layoffs, Too

Builders reported forced to put on an extra night guard at the old Columbia, under reconstruction.

Layoff burlesque alleged to have been rushing in and ripping up the groundcloth for summer suits.

## 45-Wk. R-K-O Route Starts And Ends in New York Longest Travel in Years

Charlie Freeman, new R-K-O booking head, has laid out a straight coast-to-coast and return route of 45 weeks, first of its kind and length in vaude for years.

York and King and Art Frank, both at the New York Palace this week, are the first acts to be booked for the long route and probably the first turns to receive consecutive bookings of such length in four or five years.

The route starts in New York and ends there, taking the acts west over the Orpheum time and back over the Interstate and more Orpheum, with the wind-up in New York.

By next season it's likely the R-K-O route for all moderate salaries and standard acts may be extended to 49 weeks, with all of the time playing intact traveling unit bills.

Report recently of Garry Owen in a Jimmy O'Neill act at the Jefferson was in error. Owen had played a split week with the act in an experimental way, but his comedy didn't fit and he withdrew. Meanwhile his billing had gone forward and been posted for the Jefferson week, when Jack Waller had returned to his original part.

R-K-O's censoring of stage material, which lately became a laugh for vaude besides ruinous for numerous standard acts, will henceforth be handled more sensibly as routine booking office business. Censoring turns has been turned over to the bookers of the acts and bills.

House managers' part in the cleaning will also be curbed, as a result of reports that in numerous instances, particularly outside New York, the house men have gone too far.

All censoring will be handled in the future by the R-K-O booking office. Acts will be advised what is and not desirable when viewed by the bookers. Managers all over the circuit will be informed of the cuts made to insure compliance of acts with the original orders.

If a house manager deems any gag or piece of his objectionable the booking office will be notified, and orders received therefrom before cutting can be locally done.

### Couldn't Detect

Hiram Brown's intention in his personal drive was to eliminate all material that would tend to offend audiences. What was sought was a proper division between "dirty" and "spic" with the former on one end and the latter considered possible. Ensuing fault was that the desired happy medium could not be found.

Backed by the R-K-O president's edict against dirt users, booking office and managerial subordinates went on a wild campaign, with Tew recognizing the demarcations line when seeing it. As a result many possibly clean standard acts were slashed to pieces and ordered to drop gags that had been considered funny by audiences, bookers and managers for years.

### Another Dissolution

Clark and Bradford have dissolved. Hal Clark will do a 2-act with Mae Kelly, while Miss Bradford will rejoin her sister in a new harmony singing act.

# Paris Agents Bawl, but Can't Show Rotten Route Isn't Their Best

Paris, May 16. Agents the same on both sides of the Atlantic. Following "Variety's" general agency situation story in Europe, one of the biggest howled the story would discourage acts coming over; that his agency was in the midst of negotiations for summer talent, and then this blast. Why not mention the offenders? asks the agency. Why make it so general?

The story was no secret over here, and further attested to by acts visiting the Paris office of "Variety," that Europe may be okay as a lark or a sightseeing tour, but an act must jump all over the Continent, and north to England, also to Oslo (Norway), Stockholm (Sweden) and Copenhagen (Denmark) to fill out a route. Once over here the acts realize they're in for it; that they must accept almost anything, or else. If the lily white agents anywhere in Europe have a better route than that, they'd better advertise it. It might be added the American acts have been dunked long enough.

MARTY HARRY

# COLLINS and PETERSON

of "YOU'RE A WISE GUY"

Wish to Take This Opportunity to Thank the Following for Appearing at the Benefit Given by

## COLLINS and PETERSON

FOR

## COLLINS and PETERSON

LOUIS K. SIDNEY CHARLES H. ALLEN ARTHUR KNORR LEO COHEN  
 COLBY HARRIMAN J. H. LUBIN VICTOR HYDE KEN BEHR  
 CHESTER HALE SIDNEY PIERMONT MARVIN SCHENCK COLLINS and PETERSON

SAM LYONS, Stage Manager; Associate, MATTY ROSEN, of LYON & LYONS

WHAT A SHOW! THAT HURTS, DOESN'T IT?

## 20 Fox Met Houses Closing Over Summer—New Personnel Shifts

Reorganization of Fox Metropolitan Theatres is hopping on the plan of shutting down 20 houses in New York area, entirely or maybe partially for renovation and remodeling. In addition 100 houses or thereabouts are to go under part repairs and remodeling. Among the houses considered for complete summer shutdown is the Audubon, on Washington Heights. House is listed among the Fox de luxe outfits in John Zant's division. Plan in the offing now is ultimate scrapping of name "Fox Metropolitan Theatres." Inclusion of New York houses and those under charge of Harry Arthur will be done in name of Fox Theatres Corp. only.

Arrival of J. J. Sullivan, film buyer for West Coast Circuit, is for an indefinite stay in New York, as his headquarters. Sullivan's job is chief film buyer for all Fox theatres.

Complete vaude change is also in the offing. Plans now forming take in the elimination of vaude from three Brooklyn houses and one

Bronx theatre. Brooklyn houses are Savoy, Folly, Republic. In the Bronx, Park Plaza.

At the Avon, Utica, N. Y., Fanchon & Marco units start playing there May 31.

**Inspection Trip**  
In line with this, Harry Arthur, head of the Fox eastern theatres; Oscar Oldknow, executive v. p., and C. H. Cabellero, newly appointed maintenance chief, are setting out on tour of circuit before the week is out. They'll hit New Haven first and then head back for Manhattan ann upstate New York, to Milwaukee, Detroit, St. Louis, Atlanta and other cities. Trio will make complete survey of houses for vaude, remodeling of building or renovation and personnel.

Added personnel changes made are Morris Kutinsky, former division manager for New Jersey, head of the real estate department as trader. H. M. S. Kendrick is the new division head for New Jersey.

Jim Loughboro, formerly with Tiffany Pictures, is now in charge of exploitation and advertising for the Fox, Brooklyn. He replaces Eddie Pidgeon, who is being shifted to the home office.

### TALKING SHORT FOR EXTRA PERFORMANCES

Hollywood, May 27.  
Jules Levy, general film buyer for R-K-O, is en route to New York following inspection trip and studio check-up on production.

He arranged for the making at the Radio studio of a feature with the Weaver Brothers and Elviry. This will accompany the hillbilly act on its vaudeville tours, to make up for the Weavers' refusal to do more than three shows daily.

### Percentage Out

Percentage bookings on R-K-O, as well as engagements calling for salaries on a net basis, are out on that circuit's stage shows.

During the past season there have been considerable bookings on the percentage and net basis, in the east by R-K-O, with some big acts paid a flat amount with percentage over a certain gross.

Any thought of trying to play vaude acts on merit through percentage arrangements similar to that in vogue in pictures is seen by R-K-O booking officials as impractical.

ARNOLD—MICKY—CHARLIE—TEDDY

## FOUR CIRILLO BROS.

STILL R-K-ONG IT

THIS WEEK—PALACE, CLEVELAND

BOOKED SOLID

Direction: JACK WEINER—ED. KELLER

### CLUB PERFORMERS AND AGENTS ON OUTS

Chicago, May 27.  
Protective Assn., headed by W. C. Dorfheld, has broken with the club agents' and managers' group, headed by Lyman Goss.

Break came as a result of a conference between the two groups. The entertainers squawked about the blacklist used by the agents. Entertainers' fox on strike, as refuse to work for any of the 14 organized agents.

### Albee's Fashion Show

R-K-O Albee, Brooklyn, will do a fashion show week May 31 in hook-up with a local department store. Line of 16 Gatsby girls will strut the duds supplied by the store.

"Whitey" Lehrter, boss property man of the S-F, expects to be able to get out of the Lutheran Deaconess Hospital, Chi, and work again in June. Down with pneumonia contracted in the Coliseum.

## Loew's Takes Off Presentations From Vaude Route for Summer

### 2 UP-STATE TOWNS WITH SAME POLICY

Syracuse, May 27.  
By mutual agreement the R-K-O and Loew vaudfilm theatres in this city and Rochester will cut from five to four-act bills, over the summer. Change here is set for June 7, and in Rochester the week following.

These two cities, full week stands, are the first road dates for R-K-O four-act western unit bills. With the extra added act cost of bills to R-K-O has been around \$3,500, same as Loew's. Agreement is for four-act shows averaging around \$3,000 in cost each.

"Dancing Around" unit now south will be the last of Loew's hand presentations to play the regular vaude route until next season.

Summer budgets in the Loew vaude theatres outside New York and in the south prohibits the picture house units, with vaude bills built within budget money, considered better suited to summer playings.

One in every five Loew units starting the 10-week picture house route at the Capitol, New York, were played also in the Loew vaude houses on the road this season as a new Loew policy. Cut down to vaude house proportions, the units played the regular Loew road show route in place of the customary five-act vaude bills, averaging in each house about one against every four of the latter.

The presentation units, playing with house bands on the stage met with considerable success as price-changers for the vaude theatres. Loew's route for the units selected for vaude playing amounted to about 28 weeks, with the vaude time added to the 10 picture house weeks.

## Matter of Loew Booking Profit Prevents Co-Booking with Fox

Inability thus far to find another means of returning to the stockholders in Loew's, Inc., the equivalent of the \$300,000 or thereabouts in profit derived annually from commissions on acts by the Loew vaudeville booking exchange, is reported as the only bar to actual merging of the Loew and Fox booking offices.

From all other angles, accounts state, the road is clear for establishment of a joint Fox-Loew booking bureau on an independent operation basis with both circuits sharing in the ownership.

Economic benefits securable through cojoining would be the elimination of act-buying competition between the two booking offices and establishment of a joint vaude route of between 30 and 40 weeks and a presentation route of 40.

Although actually units of the same ownership through stock control, the Loew and Fox circuits have never physically merged, in the profit booking departments as well as all other ends.

### Indie Fox Office

Fox's booking office, unlike Loew's, is an independent corporation supplying service for the Fox theatres by booking all acts for the Fox circuit. Until the last change in the Fox organization, which displaced William Koff, the booking office was controlled and apparently majority or partly owned by Jack Loeb. New owners of the Fox booking office are Fox Theatres and Marco of Fanchon & Marco, each with 50% interest and Marco as general manager.

Loew's booking office is a circuit subsidiary and directly owned and operated, along the same lines as R-K-O's, formerly Keith's. The estimated total of 30-40 vaude and 40 presentation weeks possible by pooling of the two of-

ices is based on time now on the circuits' books. Loew's is booking 30 weeks of vaude and 10 of picture houses. Fox offices books about six vaude weeks and 20 of picture houses. Latter plays Fanchon & Marco presentations exclusively, produced and booked by F. & M.

**ATTENTION**  
Suitable compensation offered for present whereabouts of Joseph E. Aschley, formerly of Cleveland, Ohio, and 2102 Byron St., Chicago, Ill., or Hudson coach, motor No. 41307, serial No. 722473.  
G. M. Bear, 10 N. LaSalle, Chicago, or State 3801



George ANDRE & Co.

ADAGIO FOURSOME  
BOOKED SOLID R-K-O

ENOS

### FRAZERE

"Acme of Finesse"

THIS WEEK

MAY 24, SALEM

LEE P. STEWART & LEWIS MOSLEY

# FRANCOS AND ENSMORE CO.

R-K-O PALACE, NEW YORK (THIS WEEK), MAY 24

NEXT WEEK, 81st ST. AND FORDHAM THEATRES, NEW YORK

TERMINATING A 40-WEEK R-K-O ROUTE

Direction—LEE STEWART—LEWIS MOSLEY

HARRY

# THE USHERS

FRANCES

in "FIFTY YEARS FROM NOW"

SAILING MAY 28—AQUITANIA. OPENING IN ENGLAND JUNE 9TH

R-K-O—WEBER SIMON

Direction—JENIE JACOBS

Western—WILLIAM JACOBS

PARAMOUNT

(Horace Heidt Unit)
After five years of stage bands, using every conceivable trick, gimmick and novelty...

Bud and Elea... Coll offered their eccentric ballet routine.
Vic Ince, also brought in from N.Y. by Alex. York...

ROXY

(Presentations)
Picture house idea of the opera "Carmen" is on the Roxy stage...

also works in "one" for a comedy trio of Alex. Frier and Beket.
The adagio is with the Russian...

CAPITOL

(Singing to the Stars—Unit)
Presentation by Alex. York, May 22.
Chester Hale is credited with having taken much effort...

COLONY

New York, May 23.
Entering the last seven days of its two weeks' sub-lease on this house...

The seven scenes in the 40-minute "Carmen" are, in order: "The Claret and the Flower Song..."

Singers are Jeanne Gordon as Carmen, David Drollet, Don Jose; Jose Santiago, Escamilla...

Set is a school-room, enabling mouth organists to appear in ragged garb at opening before Minevitch...

One casual talking show, a Pathe feature, and a picture from Metroline...

CAPITOL

(Presentation)
Chicago, May 22.
Fanchon and Marco "Eyes" Idea, and ordinary for the most part...

Armidia's manager would have spoiled things by some officiousness that it not been for the actress' dignified...

Standing downstairs in the warm weather Friday night and upstairs holding a mousetrap...

Set is a school-room, enabling mouth organists to appear in ragged garb at opening before Minevitch...

Excellent overture, even if it isn't a new idea, is a medley of college tunes put up by the Kessner...

LOEW'S STATE

(Romance) Idea
Los Angeles, May 23.
Nothing narrow about the title of this Fanchon & Marco Idea...

Plenty of room on the stage for four couples with quips and steps to match...

Plenty of room on the stage for four couples with quips and steps to match...

Plenty of room on the stage for four couples with quips and steps to match...

Plenty of room on the stage for four couples with quips and steps to match...

ORIENTAL

(Presentation)
Chicago, May 23.
If this house doesn't do business this week regardless of the weather...

Plenty of room on the stage for four couples with quips and steps to match...

Plenty of room on the stage for four couples with quips and steps to match...

Plenty of room on the stage for four couples with quips and steps to match...

Plenty of room on the stage for four couples with quips and steps to match...

HOLLYWOOD

(Presentation)
Chicago, May 23.
Sticking straight into the business of straight first run pictures without any flesh entertainment...

Plenty of room on the stage for four couples with quips and steps to match...

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**ACADEMY**

(Vaudeville)

Why shouldn't it be a good idea to tip off the booker on what sort of material a special unit is going to have, so he could cleverly try to bring them in where they might pick out a couple of comedy turns to pace a singing and dancing flash unit? This may be the answer. We move aerobic dancing turns No. 1 and No. 2.

Apparently the booking office here has been led to suppose that "the forms" was going to be an animal act or anything but a song and dance flash act with an aerobic specialty feature.

What happened was this: Bill started quietly. No. 2 had Reading and Boyse, two aerobic boys, and a great aerobic dancing girl. Next were spotted Parker and Baab, flash dance turn with the Philippine Orchestra.

Interlude of comedy in Joe Brown's monolog which wowed 'em and then into the aerobic act. Reading and Boyse were to do a song and dance flash largely built around the aerobic specialty of Art and Jimmy. The young equilibrists who might have been the Reading boys all over again. "The Forms" is a Fanchon and Marco "Ho" unit.

Crying need for comedy must have been apparent to anybody and was the reason the "Ho" unit was an afterthought the mixed dialect team of Frank Hunter and Mae Percival into the unit, where it was their first try. Apparently the whole hit or miss scheme was a shapless show where a great first act was followed by a second to seem mild and dull because the running had no pace or tempo.

The spotlight was on Reading-Boyse and the Parker and Baab team one following the other was disastrous. The former duo, who had come on to do a song and dance flash ground acrobatics and the Parker-Baab turn following was an anti-climax. The latter duo, who had a Boyse trio is a whirlwind in contention and stepping, a looker and something to do. Reading-Boyse and the Parker and Baab team one following the other was disastrous. The former duo, who had come on to do a song and dance flash ground acrobatics and the Parker-Baab turn following was an anti-climax. The latter duo, who had a Boyse trio is a whirlwind in contention and stepping, a looker and something to do.

That effectively killed off the Parker-Baab opening in full stage with the dancing troupe and the ballroom routine before their six-piece Philippine stringed orchestra. Act built slowly in an uphill fight to overcome the handicaps and end up by a narrow margin on the strength of the girl's frenzied aerobic finish.

Browning fitted nicely, having the first try at laughs and by one of the odious, but not funny, act of grabbing them at the start by his quiet opening, in and out of modulated after the cartoonists and by one of the former. He made talk in lecture form kept him going nicely and the topical song finish with interminable lyrics to the end of the chorus got him a strong close. He had to stall while the pitmen climbed and shifted on the floor. An assignment for the Fanchon & Marco unit and even then there was a minute dead air. It was a "Unit didn't get what it deserved here because the preceding specialties had had first chance at about the full stage and then a more generous uniform, with Armand and Summer posed, the understander seated reading and the man of the hour on a concealed support as it turned out. Boys went into their first place and they were in the act, but with the edge off because of the earlier display.

Hamilton's second singing comedienne, was poorly spotted in here for a rowdy, strong arm command to be with the m.e. which did little to help.

Minor bits with comedy involving the band leader who does vaudeville and the m.e. who does a summer uniform, with Armand and Summer posed, the understander seated reading and the man of the hour on a concealed support as it turned out. Boys went into their first place and they were in the act, but with the edge off because of the earlier display.

adagio tosses and manipulation by the dozen boys.

Feature was "Under a Texas Dawn" by Warner Bros. Musical comedy off for this first Saturday afternoon performance with probable full capacity distributed, remaining that they left late in the noon.

Rush.

**ALBEE, BROOKLYN**

(Vaudeville)

Possibilities for business here current week dependent on what "King of the Ring" does Saturday afternoon for two weeks, will do, plus draw of "Bill and Eugene Howard." This is the first of a series of returns to vaude after touring with "Scandals."

The Paul Whiteman picture has some tough opposition in the week, with Laramont playing "Vagabond King" (Far) and Fox the new Will Rogers' picture "So This is London" (Fox) day and date with "Albee." Albee had a near-capacity house last Saturday afternoon show, with audience plainly pleased with picture and show in the "Albee" picture.

Four acts of vaude instead of customary five or six, due to length of feature (100 minutes).

Armand, Eschett and Rubyette Co. acrobats, who, through setting and other atmosphere, lend the gladiator touch to their work. Troupe of seven follow the traditions of acts of its kind, with the parade very pronounced. In fact, there's a little before and after the act.

Dugan and Parker, No. 2 act on the spot, whetted all, and down lightly at finish. Pair apparently cut their routine and suddenly, with a flourish, were in the lead to go on. Made a comedy dancing turn, with pint-size of combination doing a Jimmy Seal and a "Ho" unit. Failed to click right at this house.

The Ingenues third and, due to shortening of act, in next act, this leaving the Howard boys to wind up show, peculiar spot for them. The act, which ingenues couldn't close, since Howards work in one, as did act on second.

The girl band is a great attraction, topped in this kind around. The 21 young women who play in the band and double for varied bits, studying dancing, and in themselves "Girl Paul Whitemans of Synopation." Not a bad description. They are a show in themselves. Got over very strong, never any slacking.

Willie Eugene Howard offered the same act as that did before in vaude for years, with the familiar "Lightning Bolt" and "The Personality of Various Stars." This time he mimics George Jessel, Al Capone and Fred Astaire. A sell's song in "Lucky Boy" (Tiffany), one of his talkers, and as other two songs in the same line.

Vaude bill ran an even 60 minutes at the Saturday matinee caught, and, with length of feature, no room was left for the evening ride, but the Sound News and trailer.

**FILM HOUSE REVIEWS**

**EMBASSY**

(Continued from page 43)

Indis. She speaks engagingly of the present situation in the world. Lightning bolt her ears specifically on the kid marriage question and the recent law passed to curb that.

Indis. She speaks engagingly of the present situation in the world. Lightning bolt her ears specifically on the kid marriage question and the recent law passed to curb that.

are Clare Carter leading girls in dance number at Hollywood restaurant, New York; Mary Rizzo's two dramatic "Unhappy Land" and "Philbit" by Junior Orlandi, popular at a Newark lawn party and Bronx Hammarquist 14-year-old girl who has been in the show while posing for her profile.

Clips total 28, with division Fox-Movietone and Hoadit 13. Fox tops Hearst decisively on importance of subject matter in new group. Program as laid out. Better routing, despite items and nature, would have been better. Fox-F-M-and H-M clips up differently. Running time flat 45 minutes, as usual.

**PENN**

("All Aboard" Unit)

Pittsburgh, May 24.

Teddy Joyce, an makes this one as far as Pittsburgh is concerned. Joyce, who virtually broke down here last Saturday, when he came to the Penn. unknown two years ago and stuck around for 12 months, says he is not coming here, though not quite the path he was at that time. He's a regular worker at Hoadit 13, the most energetic worker in the m. e. field.

Nice opening hand after Chester Howard, who, in Hoadit 13, following, gave Joyce an opportunity for one of those "glad to get back" songs. He was in the act, remaining time with a single song and a shadow dance he popularized here during local engagement. A loose-jointed dancer of the soft-shoe school, this is his strong point.

Trouble with the rest of the talent in "All Aboard" is that it's all old stuff. "A-Quik" repeats threaten to kill on the variety stage. The variety turns and there are two of 'em here. Josephine Davis, who first broke down here last Saturday, and a half ago with Huguie Clark's band act, has been around three months, but has been much better the same act. Rubie costume, the old "sure I know that story. I was the first to get it out of the act, stuttering song. Same goes for Seed and Austin and their burlesque antics. Boys posed and sang a few moments ago in a Public unit and just before that were caught at the Harris, when that house was being run. The act, which would at least get a single new angle for a repeat but these turns have never been seen.

Next to Joyce, only stand-out in whole affair was Four Emperors of Harmonium, and their act on the harmony stuff. For encore, baritone did "Old Man River," good, but not a new number. Matter had all four come back. Hale girls young and fresh-looking, helped compensate for some stale routines. At that, it must be a job for Hale to cook up new stuff each week and his groups very rarely are common place.

**CALIFORNIA**

(Reseoped)

From the Carthay Circle to Main street, downtown, is a far cry, but here the house is a show. The Wilshire spot is a game show-man. Throwing about \$10,000 into California, he is rehabilitating it into a looking theatre. The act went to the limit to give the plebian Mainstreeters something to see and talk about. Besides completely renovating the house, with carpets, rugs, tapestries, unfurnished, there is Western Electric sound equipment, which his everyone of the \$10,000.

Miller originally opened the California, remaining there for five months, and then he went back to Loew's and operating for them. Since those days plenty has happened in the theatre. Miller checked career it had finally reached an almost obsolete stage when Miller, out of show business for a while, returned to the theatre for another chance with it. His present lease is for 10 years, with the Langlois still retaining ownership of the property.

How Miller expects to make a go of it, is another matter. The act is against the house, although the elaborate electric sign hung across the street, looks like a masterpiece. A seeming mistake is the loss of 66 for 100, 50 nightly for the first 100, 50 for the next 100, 100 for the next 100, and 100 for the next 100. To complicated and much too high for an out-of-the-way spot like this. The picture "The hour" from it looks like making this to consider. It looks like the little market most of the way. Miller's act is a show. The act is against the house, although the elaborate electric sign hung across the street, looks like a masterpiece. A seeming mistake is the loss of 66 for 100, 50 nightly for the first 100, 50 for the next 100, 100 for the next 100, and 100 for the next 100.

**YORK and KING**  
With True York, Bud and Jack Pearson and Raymond Ring.

"Old Family" (Special)  
25th Street (V-P)

Palace (St. V.)

Click York and Rose King returned from their European tour with a new African tour with a new turn composed of old bits and new stuff which they occupied the stage practically a half hour and their progress throughout was sustained and associated with the new turn. As always they remain one of the most hard-working anxious-to-please touring troupes in vaudeville. Individually and together Mr. York and Miss King are astute, seasoned and deft laugh getters.

They have surrounded themselves with a pretty, nicely balanced vaudeville headed by their daughter, True York, a girlishly appealing figure who incidentally brings the additional advantage of human interest. The two boys, Bud and Jack Pearson, and a pianist, Raymond Ring, support.

York and King have a fine point, this suggests English origin as the uniforms are of that land. Probably they are from the same stock, welded together on the other side.

High brow or low brow, they all are good, and the best kind. Land.

**Art FRANK and Co. (10)**  
25th Street (V-P)

Skit with Number 1 (Special)  
30 Mins.: Two and Full (Special)

Art Frank has been with Public units since last seen in vaudeville as a two-act with Ann Wood, who is his principal support. In larger, more pretentious turn. Frank opened an old G. A. R. veteran, a picture characterization for comedy and shaded with just a touch of pathos. His comedy dancing is the topper.

He has a good show, his girls stopping at a garage in West-brook, Maine, for gas and oil. He has a good show, his girls stopping at a garage in West-brook, Maine, for gas and oil. He has a good show, his girls stopping at a garage in West-brook, Maine, for gas and oil.

Old gait has a Civil War vet's band with the girls content to jump. It makes his girls' breezy comedy-strengthened song and dance diversion. Logical next to closer for the act. The act, which would at least get a single new angle for a repeat but these turns have never been seen.

**PAGE and CORTEX**  
Comedy, Songs, Dances.  
14th Street (V-P)

Man and woman, former doing comedy solo. Girl first affects Spanish senorita and then goes American and does "The Catch" with stage band show. Went over okay here but strictly neigh-miss matter.

On the guitar bit the man is good and ought to stay. Comedy is neither new nor telling.

even the curious stay away. Inside the house was fairly filled. The act was a show. The act was a show. The act was a show.

**ILL and INURED**  
George Johnson of Mid-City Park (Albany), slowly recovering from long illness. His wife substituting for him in a number of places.

**NEW ACTS**  
Bond and Trent, sister act, recommended.

Miss Lillian Tucker for 60th and 1st. She's the old friend in the act. The act was a show. The act was a show. The act was a show.

**LITTLE PEGGY EAMES**  
Songs and Dance  
80th Street (V-P)

Miss Eames, probably 9 or 10, is the 2nd member of Hal Roach's picture "Gang" to go vaude. With the exception of Shirley Shine Samuay, she seems better suited to the stage than the rest of the "Our Gang" alumni. Though Little Peggy makes a fine singer as affected as her billing—"The Distinguished and Dramatic Little Peggy Eames"—her personality plus fair imitation is in bad taste and not well done, even in Peggy's kid way. Her close-up singing plus fair imitation has been used by about every other little girl kid in vaude. Other than her singing, she is saved by Peggy's personal impression.

It is good to see help Peggy in a couple of changes behind the back of some.

Nothing different about the picture, but clips from the Gags comedies and wouldn't be missed were something more original substituted.

**FOUR PEACHES and a JAY**  
Singing, Dancing  
12th Street (V-P)

Nice looking and fast finishing combination of four girls and a boy, singing aerobic dancing and with one of the girls being a young, youthful, making appearance the first asset here. Opened four-act picture at 8th St. It shows that it need not be confined to that position.

Acting gets it away at the start and keeps things moving up to the finish. In between there is a song vaude. The act was a show. The act was a show. The act was a show.

**BOB ROBISON and Co. (2)**  
Talk, Songs and Dances.  
81st St. (V-P)

Robison himself is working along lines similar to Robison and Pierce as his partner is the same Robison. Main strength of the act lies in Robison's gagspiel about a book he's written. He says that the book supposed to be "hot."

He has a swift line of chatter and comes in as a comedy material in fairly healthy and he gets results.

**EDITH BOW**  
Singing, Dancing  
12th St. (V-P)

Tiny brunette with personality. The act was a show. The act was a show. The act was a show.

**MARTIE MARTELL**  
Singing, Dancing  
125th Street (V-P)

Brunette, product of Public Unit, and fellow student. Possesses voice with Helen Kane back, but used for Ruth Etting and has been caught with stage band build up.





# 4-Act R-K-O Unit Bills Look Likely For N. Y. and Eastern End of Circuit

R-K-O's entire New York theater map is being viewed, from reports, by Charlie Freeman for theatres suited to the four-act unit bill now playing in all R-K-O houses in the west. Two more New York theatres, Jefferson and Hamilton, have been set apart to play the present all-western intacts. These are besides the Madison and Chester, first designated as the New York starting points for the western bills.

The four selected thus far will commence to play the traveling bills in July, along with others that may be in by that time.

Substantial success by the units in the east would entrench the bill on the regular stage policy for practically the entire R-K-O circuit. Units' success has been proven in the west, as Freeman-booked, with managers there 100% for continuation and audience and box office response satisfactory so far. That units, as briefly tried by George Godfrey in New York and the east last season, were a failure is not considered to have much bearing on the possible results of another try in the east, due to wide dissimilarity of the early units as seen for the short time in New York and those now playing successfully in the west.

**80 Weeks**  
On the R-K-O eastern books at the present time are around 80 weeks of plays, time from coast to coast, for acts.

In New York, it is considered, even the straight vaude Palace, only remaining big timer, could play the four-act units as found for the long straight vaude shows with the name and draw attractions constructed around them. As in other New York houses, like the Jefferson, where five and six-act bills are customary, one or two extra turns could be spot-booked with the units.

R-K-O's vaude time in the New York territory amounts to about 29 theatres and approximately 11 weeks.

The present unit route now starts in Syracuse, N. Y., with Rochester following and the shows then proceeding westward on all R-K-O time to the coast, with the return trip taking in the Interstate circuit.

Western units have averaged between \$2,750 and \$3,000 in cost for the four acts. That amount precludes the possibility of a place for heavy salaried "names" in the unit plan, with the "names" not considered a necessary part of this sort of entertainment.

## Another Pain for Actors; One-Show Cancellation

Los Angeles, May 27.  
Giving the army of unemployed vaude actors around here something new to think about, the Million Dollar, recently inaugurated a vaude policy, is now issuing contracts with a cancellation clause effective after the first performance.

Any act booked in for a full week may be cancelled by the house after the first show.

First instance has already occurred, with Lou and Jean Archer. After its first performance the act was notified of the cancellation, but remained for the remaining two performances, opening day, until another act could be obtained to replace.

Plenty of yells forthcoming from actors, as most have small alternative in not accepting this date. Million Dollar is indie operated by Sidney Lazarus, with Melklejohn & Dunn booking.

### HOUSE CHANGE

In New York, the 126th Street, summer film policy June 7.

## "Variety"

For Summer

JUNE, JULY and AUGUST

\$2

Address "Variety," New York

## 2-WAY ROUTES FOR F-M UNITS

Two-way production setup in Los Angeles and New York for Fanchon & Marco units with a two-sided cross country route allowing for 62 weeks and continuous employment of talent on an interchanging basis among the units, is the new plan of Fox Theatres. Mike Marco is now on the coast where he is slated to lay the plans for the new deal.

The plan would set up a production corps in New York and another in Los Angeles with different units starting off from each of these two cities simultaneously making a more or less circular route of Fox presentation houses. The New York unit when reaching the Coast would disintegrate and head in for spots in a new unit, with the same schedule only the reverse being in time for the L. A. starting unit.

In this manner the units and personnel would have an all-year round sail and at the same time eliminate talent worry for the productions.

Which is the basic idea of the plan. Marco units now run about 25 weeks through West Coast and about 10 other locations around Colorado, Florida and Oklahoma. In the east the present setup which has added Utah and Niagara Falls to the unit circuit there are about 17 spots. This takes in about eight theatres in N. E., managed by Herschel Stewart.

Fanchon & Marco expect to add about 12 more weeks or playing time to its unit route in the East and Middle West. Extra time will bring up the F. & M. route to 52 weeks a year, the longest consecutive time held by any circuit.

In the expansion the producers expect to obtain a number of split week vaude houses through the country, which will use the F. & M. Ideas at least three days a week. Recent arrangements made by Marco, while in the East, add the Los Angeles and Strand, Niagara Falls, to the F. & M. full week list. Both houses formerly used the units half a week. Another full week stand for F. & M. will be the Stratford, Chicago, commencing in August. This will give F. & M. two weeks in Chicago, with the Capitol there.

## RAIN, KICKS AND PRIZES

(Continued from page 40)

vin Overmyer actually; driving contest. Fred Powell or George Howe, treasurer.

### Special Prize

Joe Shure, assistant to Nate Blumberg, was awarded a special prize for not once being on the fairway during the 72 holes.

The meet was topped with a dinner at the club, but the payoff came when the boys in their soggy outfits had to drag their tired bodies to the State-ake and sit through a three-hour preview bill. Mort Singer played the second day with an umbrella in one hand and a club in the other.

### Berkes-Wallace Turn

Johnny Berkes and Vesta Wallace are a new combo for vaude. Miss Wallace formerly appeared with Al Trahan while Berkes has been doing a double with divers partners.

## Entertaining IATSE's

Hollywood, May 27.  
Coast producers will be hosts to IATSE delegates on the opening day of the latter's convention here June 2 with a luncheon at Fox Hills.

Stars from the various studios will attend the luncheon, after which the union visitors will be shown how pictures are made. Association of M.P. producers has appointed a committee of 18 on entertainment for the delegates.

## "IDEAS" IN ACADEMY

Vaude Bill at Fox 14th St. House Cut Down

With Fanchon & Marco in full charge of all stage entertainment in the Fox vaude houses it was decided to play the F & M Ideas in the Fox Academy, New York, along with a number of separate stage turns booked through the N. Y. offices.

"Uniforms," having an open week with the closing of the Palace, Waterbury, Conn. May 24, it was sent into the Academy Saturday with the regular vaude cut to three acts.

F & M Ideas will continue indefatigably in the Academy with the present plan providing for the unit playing the Academy to move to the Fox, Brooklyn, the following week.

F & M Ideas start a full week in the Strand, Niagara Falls, N. Y., week June 7, the present straight vaude being eliminated under the new booking policy.

The Ideas play the Avon, Utica, starting May 31, with split vaude from the Fox offices being dropped at the Gayety there, which keeps up with pictures.

## Albany Stage Showless For First Time in Years; Proctor's Without Vaude

Albany, N. Y., May 27.  
For the first time in years, Albany is to be without vaudeville, R-K-O Proctor's, beginning Saturday, will drop vaude from its program for pictures only. With the Capitol dark, this will leave the city without a speaking stage.

First talker will be "Journey's End." Overstaid vaudeville is a saving in overhead from \$2,500 to \$3,000 a week inasmuch as the pit orchestra and stage crew are dropped.

The R-K-O houses in nearby Schenectady and Troy continue with vaude.

### Vaude in Elizabeth, N. J.

Band presentations out and vaude in at Warner's Ritz, Elizabeth, N. J., May 31.  
Vaude policy, New York Warner-booked, will be five-act bills on a split.

Small circuits trying to play Clitots have to raise their ticket cable overhead, feed the ticket-taker and ticket seller, the electricians' union, and many city fathers. Most duck the complications, preferring to pass the cream spots than try to fix.

## No More Chopping Vaude in Two Because of Too Lengthy Talker

The undesirable features of cutting vaude bills in half or more when pictures longer than the ordinary are booked in have become so marked lately that R-K-O is eliminating any serious chiseling for the future.

Tendency coincident with changes and realignment of booking office, placing Charlie Freeman in charge of the entire circuit, is to lop off only one act where any cutting has to be done at all.

This manifests itself first with "King of Jazz" (100-minute talker, which went into some of the R-K-O New York houses last Saturday.

Getting away from a practice that lately has been criticized from various angles and by the house managers themselves who claim the public does not understand the filmic side and others, R-K-O plans from now on to use split bills except where pictures are unprecedentedly long.

During the past season acts have been chopped off for pictures running under 100 minutes, whereas in the future the cutting, if necessary, will be concentrated on other features, including orchestra overtures, organ, etc.

Cutting first half with "King of Jazz" on the screens, R-K-O refused to cut a single act at several houses, including Jefferson, Franklin and Royal, former two getting usual six acts, the Royal its customary five. Other houses dropped only one act.

## Shoestring Racketeers Now Find Burlesquers Smarter on Dough

## DULL SUMMER AROUND N. Y.

Few spots for new material have been available in circuit houses for the past couple of weeks with R-K-O, Loew and Fox circuits preferring to play standard acts for repeat dates rather than experiment with new acts.

Summer has been traditionally an open season for new material until now.

Whatever new material that has been shown in the past fortnight has been spotted in regular tryout houses of the trio of circuits, with few of those tried getting any further time in the regular circuit houses. With tryout houses pegged as 75% break-in stands, those acts with new material are hanging around passing these spots up in preference of waiting for dates at a regular house.

With all circuits doing a mark time on routes for next season, and no spots seemingly for new material, it has discouraged former summer output of new acts, especially production turns, with the producers unwilling to go ahead with production when there doesn't seem a chance now for spotting.

## AMALGAMATED PASSING

Comerford's Agency in New York Quitting by Sept. 1

With the Comerford Circuit in Public, the Amalgamated Vaudeville Agency, booking acts for the Comerford houses, will cease functioning by Sept. 1.

Buddy Irwin only has one house now, "Fay's Providence. Irwin will be taken care of in the future plans of the Comerford offices. A new York office will be maintained, but this has not been definitely outlined other than Frank C. Walker, Comerford's general manager, will continue to look after the Comerford interests from this end.

S-F outfit being routed to Pacific Coast. Ringling, Barnum & Bailey will remain east this season.

Burlesque performers are smarting up and no longer harkening to the siren song of shoestring producers. Most of the latter have diverted into the burlesque division because of requiring slim coin to float a stock through their scheme of operation.

Several groups of burlesque previously stung and left holding the bag for salaries, after the bust of the road producers are no longer accepting stock engagements unless reasonably sure there is some coin behind.

When in doubt or producer unknown the burlesquers now demand advance salaries as evidence of good faith.

In several recent stock busts the performers had accepted jobs thinking house management operating, to later learn it was an outside venture which the shoestringers having but one week's rent up and tossed when unable to get the next week's dough for the house.

Burlesque casting agents are also getting more careful about whom they accept orders from for talent. They now investigate the financial status of the proposed operation.

With both casters and performers aligned in the put-it-up campaign, it's going to be a tough summer for the racketeers that had pegged burlesque a soft field to play around in on air.

## ZONIA DUVAL'S THREE TRIES AT SUICIDE

Scranton, Pa., May 27.

Zonia Duval, 21, who came here for the Galey's burlesque stock, made three attempts to commit suicide in the Hotel Jermyn here last week, after she had received a phone message from her husband, Nick Carter, musician, that he intended to divorce her, it is alleged.

Miss Duval married Carter when he was with a "show boat" company two months ago. He called her from Pittsburgh to inform her of his divorce plan, the report says.

Miss Duval first tried to jump from a fourth-story window of the hotel but members of the stock restrained her. She then slashed at her wrists with a razor blade. Cecelia Bondella and Anna Sharpe, the stock's sticklers, intervened.

Then Miss Duval obtained a quantity of iodine and going to her room, drank it. A doctor was called who used restoratives and then stated she would recover.

## Burlesque Stocks

The stock at the Hudson, Union City, figured to fold last week, is instead sticking definitely on a week to week basis.

Stock burlesque goes in at the Strand, Port Jervis, N. Y. June 16 with Frank Abrams operating. Policy will be stock tabs and pictures with change of bill semi-weekly.

Company includes Herb Murray, Fred and Ross Martie, Flo Berkeley, Jack Harrington, Ruth Clark, Kane Sisters and Broadway Trio.

## BURLESQUE CLUB NOMINEES

Burlesque Club nominations include Emmet Callahan to succeed himself as president; James Cooper, first vice-president; Eddy Clark, second vice-president; Henry Kurtzman for secretary, and George Dresselhouse, treasurer.

William Hexter, William Campbell and Charles Allen are on the ticket as additions to the Board of Governors.

Owing to the absence of Rube Bernstein on the west coast he was not elected to any office.

## Tab in Lyndhurst

Vaude is out again at the Park Lyndhurst, N. J. with musical tab policy supplanting this week.

The tab, operated by Harold Sulivan is in on a semi-weekly change policy in conjunction with talkers.

Company includes Herbert Lyons, Eugenia Fowler, Ruth Dillon, Harold Payne, Bob Carraway, Tommy Flynn, Gene Skinner, Marie Deane, Helen Deane, Eddy O'Connor, Linda Altman and Marie.

## Howe East to Revise F. & M. Booking System

M. D. (Doc) Howe, booking manager for Fanchon & Marco, comes east this week to remain indefinitely at the F. & M. Vaudeville Exchange in New York. Howe's trip is with the intention of installing the same booking system in the east as is now in effect by F. & M. on the Coast.

Mike Tompkins is to fly to New York about the same time, following the opening of the new Fox Pantages in Hollywood June 4. Looks certain that Marco will divide his time between both coasts.

## Special Publix Unit; Heidt Holding Over

With the Horace Heidt unit built around his band scheduled to remain at the Paramount next week, a special unit is being built around Rudy Vallee by Louis McDermott to fill the gap at the Paramount, Brooklyn.

Holdover is partly due to declared value of Heidt unit and need for a shorter show at the Brooklyn house starting Friday with "Vagabond King," long picture then going in. Talent around Vallee for the one-week unit, not to go on road, include Harry Downey, Karaviet, Wilma and Earline Wallace and Zea Gould Girls.



# Burlesque Wardrobe Mistress, 81, Guest of Company on Birthday

By Ruth Morris

National Winter Garden, which has in its day, and perhaps yesterday, produced entertainment you wouldn't take your grandmother to see, put on a unique show last Tuesday night after the regular performance.

The Minskys threw a party as a birthday surprise to Mother Elms, wardrobe mistress of the Winter Garden. Invited guests found a darling old lady of 81, who looked as though she should be reminiscing about the adventures of a presiding over the brassieres and tights that make up a burlesque wardrobe.

"The Minskys may have considered the party a neat publicity stunt, but there was no bunk about the love poured over Mother Elms by every member of their company. One of the funny O. Henry twists that life occasionally provides had the white-haired matron down in the midst of a burlesque troupe—and she loves it.

**Beaming Guest of Honor**

Sitting in one of the chairs that circled the stage, Mother beamed with pride as she listened to Herman Minsky's speech of welcome and to the entertainment, and complacent pats to her black satin skirt; making sure of the continued presence on her shirtdiast of a diamond and platinum pin, one of gifts; or raising a hand to cover her laughter when the comedy became just too devastating.

This year marks the seventh of Mother Elms' birthdays, when the Minskys were taking a flyer at the uptown Cosmopolitan theatre. Widowed, and with nine children married, Mother Elms wanted to continue her connection with the theatre in which she had served as an extra in "The Miracle," following a picture venture in which she starred for Rudolph Valentino. She had heard vaguely about wardrobe mistresses, applied to the Senior Minskys—and got the job.

It is said that she had with a brogue first uttered in County Cork, Ireland, she called the Runway Girls "all my children," and is ready to do battle with anyone who'll say that a "preefer," for one of girls are to be found any where. Seven years I've been wit'thim—and niver a dirr ty worrd have I heerd."

A toss of her head, emphasizing that speech, indicates no good for a disbeliever.

**Gave a Show**

Like the bus man who goes riding on his holiday, the troupe "went into its dance" for Mother Elms. Mae Dix m. c'd the performance, and an alert start was made by giving numbers their proper lighting effects.

Summing up the sentiment of the evening, Joe Devlin sang "My Mother's Eyes" and, with a smile on his own, planted a smacking kiss on Mother Elms' brow for a wof finish. Betty McAllister, Jack Hoyt and Mary Suede did numbers from the show, and Eileen (Box-Car-Bennie) Nugent surprised everyone, including himself, by remembering all the lyrics of "Old Man River. Numbers were in stock, away with the troupe's tendency to slip into black-outs and kid routine bits, held in check, however, out of respect to Mother.

**Irish Reel by Mother**

The riot of the performance was the guest of honor's own contribution. Raising her skirts to reveal an inch of white stocking, she laced boot-tops, the old lady plunged into an Irish reel that was the hit of the show.

Concentration on food followed the entertainment, guests flocking to an enormous table burdened with everything.

Mother Elms, like all temperaments, thoroughbred, away from reportorial questions, but was chatty long enough to confide that she's looking forward to her 100th birthday, for which the Minskys have promised a trip to the world and a visit in Cork.

The Belgian Congo duck-lipped gals with Ringling-Barnum circus remove the wooden inserts when hitting the hay for the night. "Inserts" are 12-inch disks under the lips protude and give the nesses of the Plateau that awful monstrosity look.

# Chorus Girls Just Won't Appear in Sex Film Show As 'Horrible Examples'

The main draw of the picture "Unguarded Girls," at the Carroll, New York, is the lecture which goes with it, illustrated by living models. It's run like a sex film, "For Men Only," the lecturer. The models are a vital necessity; but it is not easy to get them.

Most of the girls who first took the job shortly gave it up. Dr. Barnett, the lecturer, has ads in the papers each day and calls at the agencies to fill up his depleted supply of models. But the requirements of the job have gotten around and the girls simply won't oblige. They object to coming on the stage in a bathing suit and being pointed out as various physiological types. And when the lecturer points at them and says such and such a gland has made them look so and so, their indignation knows no bounds. In at least three agencies the girls quit when this was mentioned to a number of girls, they were immediately up in arms.

Sam Cummins, responsible for the picture, has been at the racket for over 12 years. He has made a lot of money, and at times has had pretty snappy pictures. This latest one is just a lot of hokey; old film as-seen-is.

Lecture is the essential thing.

# BROKER'S TAXI TOUR COST HIM \$7,000 RING

Herbert G. Mansfield, wealthy broker, living at the Hotel Victoria, will appear this week in West Side Court as complainant against Sidney Breakstone, 26, taxi chauffeur, of 208 East 12th street, who was arrested by Detective John Walsh of the West 47th street station with the theft of the broker's \$7,000 diamond solitaire ring. The gem has not been recovered.

Mansfield had been at several night clubs. He was accompanied by several friends. His friends had departed and Mansfield toured alone, Walsh asserted. The broker had gone to the Toe Toe Inn, said Walsh. From there Mansfield went to the Sphinx, another night club on 2d avenue.

Leaving the Sphinx, Mansfield arrived at the Victoria. Just as he reached the lobby of the hotel he discovered his ring was gone. He ran after the chauffeur, but the latter had disappeared. With only a meager description, Walsh was specially assigned because of his wide knowledge of the city streets. He located Breakstone, who is quoted as admitting turning the ring over to a Mr. O'Keefe.

# 6 DETECTS TO KEEP SPECS FROM CENTRAL

Determined to stop ticket speculators and "steers" in front of the Central theatre where "Western Front" is being shown, Inspector Patrick McCormick has assigned six detectives to the theatre.

Magistrate George W. Simpson in West Side Court fined Sam Cohen, 40, of 464 West 34th street, and Jack Frankel, 17, of 437 South Fourth street, Brooklyn, \$10.

Detective McDonnell told the court that there had been as many as 20 "steers" and "specs" in front of the Central.

**Is This Russia?**  
Brooklyn, May 27.  
William Jayman who said he was with the Ringling circus when in Brooklyn last week was fined \$25 in Jamaica court for cruelty to a live chameleon.

# WALTER ALWAYS WRONG? Court Thinks So—Big Gas Man Beat Up Boy

Henry Kannon, 31, owner of several gas filling stations and flying at 310 West 103rd street, was arraigned in West Side Court before Magistrate Henry Goodman on the charge of severely beating Marcelle Martin, youthful waiter, in Dave's Blue Room.

Although Martin's face was badly swollen and his right eye closed and bruised, Magistrate Goodman freed Kannon. The latter, weighing almost 200 pounds, asserted Martin was insolent and attempted to strike him with chair legs.

Kannon was accompanied by several friends and his brother. The waiter had no witnesses. He told the Court the assault was unprovoked. He teased Kannon over cold salmon and when it was not forthcoming immediately he was beaten.

# ENTERTAINERS ON FRENCH STEAMERS

M. C. and 8 Girls Sail on "Lafayette" for Experiment

The French line boats sailing for Europe this summer will have a master of ceremonies and eight specialty girls as entertainment each evening. The first boat to try out the scheme will be the "Lafayette." It has a theatre. If the plan is successful the rest of the French boats will also use a theatrical troupe aboard.

Incidentally the m. c. will act as a social director and the girls will enter into the deck games and other pastimes aboard.

Aside from ability, girls of good character are being sought. They will live second class but have all first class privileges. In Europe they try out for four days waiting to return on another French boat. During the stay ashore, their meals, hotel, and all expenses are paid.

Plenty of girls in town trying to get the Ben Bernie's band on the "Levitana" was the first jazz dance band to sail, but without entertainers.

# Charge Hotel Manger Evicted Guest for "Loafing" in Lobby

Maynard A. Courtney has started suit against the Manger Hotel for \$25,000 alleging a hotel detective threw him out of the hotel bodily causing him personal injuries.

Courtney, the only one of his family not with the 101 Wild West Show, claims that he has been living at the Manger for five months and paid all his hotel bills with regularity. He was sitting in the mezzanine of the hotel during the past November when a new house detective, unaware that he was a guest, ordered him to "git" and loafing around the hotel. Eviction followed.

He is charging the hotel with assault and battery to which is added insult, that is, adding insult to injury.

E. Franklyn Goldner represents Courtney.

# WALTER READE STILL COLUMBIA LANDLORD

Walter Reade's losing no time on getting his first tenant into the remodelled Columbia, which is to be rechristened the R-K-O when ready in the fall.

Office and store section is still Reade's. With the work just started, the Orange Julius people fire shortly to open a new stand at the southeast corner. Reade had promised it by last week, but the mortar was still dropping from the house wreckers' instruments.

# Nudistic Parties and Drug Mess Give Paris Sleuths Headaches

# Window Washing Chaser Some Annoyer to Girl Treas., So He's Pinched

Paris, May 16. Following recent drug scandals, involving the arrest of Maurice Yvanti's wife, also alleged to be the real cause of the recent death of a woman entertainer in a Swiss sanatorium, and culminating in the arrest of a gang of drug addicts and suppliers in Brussels, the police are wading with renewed care the activities of the Montmartré district chasers, or doormen. A few dives are known to enjoy special patronage on account of the fact that the drug, mostly cocaine, is to be had there from employees, on which fact the management has no more loss control than New York hotels on bootlegging employees.

Other current headaches of the Paris police is the acknowledged increasing development of the nudistic movement, resulting not only in open air schemes and nude bathing life in Germany, but also in many nudistic parties which in private homes and about which so far the police have taken no action as long as they have been given strictly on invitations and with no gainful life.

Similarly, wittchery in its worst abhorrent forms is making considerable headway. Evilmen who have been able, under disguise, to attend certain seances are said to have fled, horrified. Quite recently, a girl, entirely stripped, was found alone in a Paris apartment. She had had holes bored in through her hands and feet. The fact was kept from the public.

Who so sees are doing a rushing business. Public goodwill serves them better than could high pressure sales methods. An amusing story is told of a director's wife influencing a star to make her sign to act for her husband by influencing her through her usual seer.

# 5 WOMEN AND 3 MEN IN STAG, SENT AWAY

Unusually severe sentences were handed out in Special Sessions Monday to eight persons, including three women who had been convicted of having given an indecent performance at a stag. The women received jail terms of 30 days each while the men were given a suspended sentence to six months in the Workhouse.

The eight defendants were arrested April 5 in a raid led by Detective John P. McLaugh of Headquarters, who recently arrested Mrs. Oscar Hammerstein. The raid was on a lodge room at 157 East 86th street, where more than 400 men were gathered. All of those in the audience were arrested and piled into patrol wagons. Later they were fined \$1 each.

Those who were convicted in Special Sessions and the sentence imposed on each follow:

Grace Gold, 28, entertainer, 18 East 10th street, 30 days; Glynis Lewis, 23, dancer, 340 West 26th street, 30 days; Dolly Bell, 34, vaudeville, 319 West 44th street, 30 days; Louis Goldberg, film shipper, 333 Gold street, Brooklyn, 30 days; Nat Wolf, movie cutter, 1831 St. John's place, Brooklyn, 30 days; Sidney Blum, printer, 2207 East 4th street, Brooklyn, six months; Ralph Willis, stage hand, 124 West 47th street, six months, and Joseph Ross, bus driver, of 1284 St. John's place, sentence suspended.

Officers testified that Blum and Willis were in charge of the affair while Goldberg and Wolf operated a machine showing an indecent film. Ross told "smutty" stories. The women appeared in the nude.

# Artistic Candles Raise Insurance Premiums

Wax candles are out as atmospheric lighting for what's left of the spooky joints in Greenwich Village.

The edict against the tallow table light went in last week when inspectors from insurance companies notified the landlords of the buildings housing the pseudo artistic places that the candle lights were fire hazards and would necessitate considerable increase in insurance premiums if permitted to continue.

Inspectors from the fire department went in charge of the affair, while Goldberg and Wolf operated a machine showing an indecent film. Ross told "smutty" stories. The women appeared in the nude.

# Witchery

Similarly, wittchery in its worst abhorrent forms is making considerable headway. Evilmen who have been able, under disguise, to attend certain seances are said to have fled, horrified. Quite recently, a girl, entirely stripped, was found alone in a Paris apartment. She had had holes bored in through her hands and feet. The fact was kept from the public.

Who so sees are doing a rushing business. Public goodwill serves them better than could high pressure sales methods. An amusing story is told of a director's wife influencing a star to make her sign to act for her husband by influencing her through her usual seer.

# DANCER GETS IN WRONG BECAUSE OF MIDWIFE

Fay Gershoff, 22, dancer, of 425 Van Slekien avenue, Brooklyn, refused to testify in West Side Court against Mrs. Josephine Sassen, 45, of 42 West 93rd street, a defendant, on the charge of performing a criminal operation.

When the dancer refused, Assistant District Attorney Max Weider directed Detective Tom Brady of West 100th street to arrest the dancer. Both obtained bail.

The arrest of Mrs. Sassen was influencing a star to make her sign to act for her husband by influencing her through her usual seer.

Mrs. Sassen, midwife, has been arrested three times for homicide and twice for abortion. She was freed in all cases.

Magistrate Brodsky discharged Miss Gershoff and Mrs. Sassen when the dancer refused to testify against the midwife.

# Friars Election

The Friars annual meeting and election will be held at the Monastery June 1.

Only a few changes in the ticket announced by the nominating committee.

It is: George M. Cohen, abbot; I. H. Heron, abbot elect; M. W. F. I.; William Depon Weisberger secretary, and Paul Henke, treasurer.

**90 Days for Both Man**

Buzene Novarro, 30, of 212 Grand street, picture operator, was sentenced to 90 days in the Workhouse in Special Sessions following his conviction of petty larceny.

According to Emma Kuzemsky, an artist, of 60 West 97th street, Novarro, on April 21, stole seven hand-painted scarfs worth \$75 from her apartment.

**Broadway Chatter**

Howard Benedict sailed for Italy. Harry Chaffin detoured.

Bessie Hay's back from Europe. Plenty of hams expected at Senator Murphy's kosher wedding.

McGushion Twins in new Hoffbrau show.

Johnny Osborne now manager of Paramount, Brooklyn.

Warner Oland in New York intends making a visit to Sweden.

Bob Richy made Hollywood in 24 hours by special plane.

Mrs. Walter John Winchell is on the coast with the two Winchells.

Claude Blynon's brother gobbling it on the battleship "Oklahoma."

Miss Mulep and Tom Collins season now on.

Ever talk to a talking short on phone?

Frances Williams troubled with sinus.

Charles Stewart back at Post Graduate hospital.

Jack Benny will m. c. Carroll's new "Vanities."

Billie Burke may go into pictures next season.

Summer emigrates to Europe will include Clara Wells.

John Ravid, actor, is writing short for Warner Bros.

Bill Hanan is convinced you can't shuffle the ponies.

The Niles Posters are hibernating in Halifax.

Bernadette Ryan is among the missing, but no alarm out.

Jackie Brandon, George Godfrey's ex-sec, going with Chas Morrison office.

When Capt. Hayes plucked the curbstone bookies on 47th street, six more grew for everyone plucked.

Bill Bloomberg's Alaskans getting more ice in New York than where they came from.

Eddie Foy, Jr., plus Barnara Newberry whom he just wed, to coast.

Cliff O'Rourke with those rheumatism blues for five weeks in Detroit, back in New York.

Dave Gould, Par-Public unit president, will stage the dances for "Little Show."

Jack Reilly, Boston motorman baritone in "Three Little Girls," m. c. at the Alamac roof.

Henry Hull so home, has proved talker shy. Plenty of offers but all turned down.

Tom Rooney swings a garden hoe instead of a golf club. Feels home at home.

Virginia Winter is quitting the

stage for matrimony but won't name lucky guy.

Don Roberts is going with "Hush" if the thing can ever find a place to light on.

Since the eugenic babe, Roscoe Ails has become Col. Roscoe C. Ails. In the army?

Charles Hertzman general manager for Schwab & Mandel, scrams for Vienna June 17.

Lambis going to West Point Sunday for annual show outdoors there. Going by chartered boat.

Lou Wiswell and Missus Zeida, Sears here for a few days. Then to Europe.

When "An and Schenck play the Palace, New York, June 7, they will be celebrating their 18th anniversary as a team.

Marcelle Pearing, sec'y to "Taps," has quit her secretarial duties to become the wife of a salesman. Marriage will take place June 5.

Sam Lyons consoling Betty Dodge over sister Beth's elopment, all of which may result in a Stroud and a Lyons being-in-laws.

The Abel Greens came in this week on the "Europa" after finding out what it's about on the Continent for months.

Dr. J. Willis Aram has reopened offices at 510 Madison avenue; phone Plaza 8437. Appointments only.

The cops in Harlem have just about cleaned out all the gyp colored fortune telling joints in that Negro section.

Both the high and low style of caricatures for ad purposes considerably in vogue now with national commodities.

Kids are collecting plenty of dimes in Times Square as voluntary taxi hallers for the mob at theatre break time.

Tom Phillips has done another fast hop to the Coast to arrange an outdoor athletic carnival in Frisco next month.

Jean Bouche is back, after a town venture in Providence. Team may be okay with George M., but it's first for Jean.

Irving Strouse, the p.a., goes to the coast June 16. Already beating all ear drums with details of plans about his impending trip.

So cold last couple of days at Coney Island it had to put skins back on the poor little frankfurters.

Regan still picking sandvut out of trouser cuffs, gathered while



**MOTHER ELMS**  
81-year-old wardrobe mistress of National Winter Garden, New York, stock burlesque house.

playing backroom benefit for detectives' social club.

Irene Kuhn has been transferred from the "Daily News" to "Liberty." Tough assignment; men's taste in women.

A few novels have made Don Clarke of Metro so swanky no one believes he was ever a former police reporter.

M. S. Bentham caught strolling with W. C. Fields. When asked what he was doing Mike said, "Taking my father for a walk." Bill blushed.

Hyat Daab has taken a summer cottage at Westport, Conn. He will commute from anywhere. Moves money and sticks until advance payment runs out.

E. F. Albee's old yacht, built 15 years ago, is to be sold. The yacht, "Beaumeur," is being acquired by A. L. Robertson, former secretary to Albee, for the Albee estate.

Sunshine Sammys still putting on the dog. Two cars. Didn't mean much parked outside the State (Loew's) last week but up in Harlem!

Jane Piphard, after many years with the Harry Miller offices as HM's secretary, has resigned. She's all set to drive her new Ford around Long Island this summer.

Frank Green is dreaming a trip abroad as soon as his assignment in "Death Takes a Holiday" matures, this week or next. First time he has been home, Lunnon, in 20 years.

Katherine Cameron, Hughie's daughter, to Europe with aunt Minnie Dwyer. Met prima donna who is wife of Louis Houselann, operatic conductor.

Film company which got some Wall street execs recently has found out the knox how to use just like on the lot—and everybody's feeling more chummy.

Unknown to each other, Benny Davis, J. Fred Coats and Harry Engel bought automobiles. Larry Spier is acquiring a sunny disposition.

The Harry Watson mentioned as in a health resort at Tuljunga, Cal., is not Harry Watson Jr., of vaude. The latter is at his summer home at Penetanguishene, Ontario, Can.

Bide Dudley's mother dying. He is motoring to her in the west. Leo Newman's hot weather hot-colored coat. Product from Vienna. Billy Sheer somewhat better. Left hospital last week.

When Anna Munson and her mother left New York for the coast they were accompanied by their three dogs. You know those Buzzeels—never satisfied.

Dagmar Godowsky says she may soon be back. Dagmar is in Berlin and likens it to the third act of a Broadway musical comedy. Dagmar is still a good mixer and is proving it over there.

Hal Skelly flying to the Ar-

**Hollywood Chatter**  
(In the Current Local Manner)

Hollywood, May 24.

Over a luncheon table at the Dumbeys, which 'is the favorite rendezvous of the stars and serves excellent food at the most reasonable prices, Doty Dunce told about her next starring vehicle. She is anxious to do a modern version of "1,001 Arabian Nights" with 1,001 different leading men, but the budget is bothering her.

I told her to forget about the budget and think of her figure, and that it would be better to do "Seven Years and a Girl." Think it over, Doty.

I heard a rumor that John Gilbert is going to do "Make Way For a Salome" It will be a good thing for his standing, as I learned that his last talker didn't do so well around the country.

Jackie is a wonderful chap, and I wish him all the success in the world. Good luck, Jackie. The best to you, Jenkie.

I had dinner with Jackie.

Using Ears

Mary Pickford invited me to a party at Pickfair and I managed to sandwich it in among my many pressing engagements. Over a dinner table it was that she is really enthused over the progress of "Secrets."

Isn't it better to learn things like this with your own ears than pick them up from some old publicity department? Besides, I'll never forget the time I saw one of my columns on the bulletin board in a studio publicity office. There was a circle around every "I," and it looked like

it had ringworms.

Sammy Tuber calls me "Friendly Enemy." He is a funny fellow.

"Dear friendly Enemy," he writes, "why don't you mention me oftener in your column? You are a hard critic, but the world's fairest shooter. All of Hollywood reads your avowing word."

"I love to read your column. It is so 'spicy' and 'newy'."

Sammy is a funny little fellow and a wonderful little chap.

Why?

I learned from one of my studio secret service attaches that there is a scarcity of young comedians in Hollywood these days. Some of the studios are foolishly going all the way to New York to look over the stage actors.

We have lots of good young comedians right here. Why doesn't some studio sign Sammy Tuber?

Will Hays was here this week, looking over our "Enemy" column. Over a dinner table he told me that he reads my column every day back east. I was so thrilled.

Why doesn't someone sign Will Hays? And he has personality.

Collected at Random: Billie Dove in a close-fitting gown and pale green slippers eating spinach to eatly The Dupont Sisters over a dinner table. Louise Dresser in a sports suit. Virginia Valli in a red hat and red dress. Bebe Daniels with Ben Lyon. The food at Dodo's. Eddie Gribbon eating at Dodo's. A great place, Dodo's.

**Chatter in London**

Air-taxi for town.

Edgar Wallace racing tips again. Slump in American visitors.

Hal Jones picking up golf cups. Will Murray's lost his appendix.

William Mangelburg, conductor, taking the high hats.

Crime Club in the name of gang of detective yarn feeds.

Any Johnson, flying girl, has theatre offers.

Should hotels tell? Current divorce problems.

Lorna Germaine's the latest hit with the cabaret crowds.

Maurice Browne's pal is the Governor of Cyprus.

Ronald Colman swears his only love is a tennis racket.

Pat Mannoek, "Herald," film critic, on air.

Phillip Johnson's voted a coming playwright this time here.

"Mickey Mouse" chorines for the cabarets.

Murray's claiming to be this town's oldest nite dive.

All city March rates are decked out for the season.

Frances Day reckons she's the supper table filler at the Splendide.

Will Hay knocked his golf handi-capped low.

Jimmy Cutmore, vaudevillian, plays cricket as a pro in summer.

Leon M. Lion's in Greece, trying to get a new play from Socrates.

Count McCormack tripping over for his talker opening.

New York "Blitz Sweet" company all back. Liked Broadway.

Ernie Lohing, seacock, returning from Australia.

Matt Fields, after having a leg removed, cheerful again.

Choosing plays to fit the stage current problem of arty theatres.

Usual punk ideas for the usual parade at the usual Theatrical Garden Party.

New stunt at weekend hotels is to name the suites after fancy flowers.

Anti-war propaganda over the radio. No more boring than the rest.

Kathleen O'Regan now claims she's this country's first dame radio announcer.

C. A. Walker, "Cinema," film scorer, holds adjective record. 113.

Got any good plays to send over? They're needed pretty badly this side.

Most of the guys who travel up to town in four of a Saturday round take the baby for a whirl round in the afternoon.

The Queens aims at giving the Splendide and the Piccadilly a drive for the title of the town's classiest supper show.

So many gift coupons are handed

out with fags here it's a wonder they can't save up for decent cigars.

Sap critics who were in their cradles when it happened say International's silly talker, "Not So Quiet on the Western Front," shows the lighter side of war.

Noticed at the last meeting of the Film Society the high hats during around carried copies of "Variety." They used to cart one around monthly called "Close Up." Looks as though something'll have to be done about it.

Russian ballet born again.

Best ornament.

Monika Rokk going barem stuff at Eldstree.

Engel, lava god and London high-light, wounded in left wing.

Ernie Berlinger claims bright ideas on make up.

Suzie Matzita wearing jorngettes.

Everyone's camera mad.

Best fancy scars these days from glider crashes.

Palace Guard-changing act the town's snappiest free show.

All city Losh's stable diet is strawberries.

Those masculine women apparitions.

Engines Club peeped largely by film men, has folded.

Prince of Wales—film fan. Likes the Astoria.

A nite dive in town which doesn't fold until after two is a rarity.

Doris March rates herself best dressed Canadian over here.

Bright purties these days just broke.

Miss Gregory staging a comeback.

John Mascefeld, the new Poet Laureate, used to swob beer in a Greenwich Village dive.

British hands are quite hot, which merely means in comparison with Lewis'.

Patricia Lavin, at the Pavilion and the "Daily Mail's" hot on the space racket.

Jimmy James says he nearly became a chefman, which has given the critics a line on his work.

Michael Orme's quit the translation racket and is just another dame producer.

Broadwoodsmanship on the stage giving fire in audience thrill of their lives.

Harry Milton, gone Co-Optimist, taking over from Cyril Ritchard, busy elsewhere.

Fred Alpha, indie tailor unit, have quit the racket. Buy another space pound has an auto for sale.

Leslie Fuller, one time concert

**NEW YORK THEATRES**

**9th MONTH**  
BROCK PEMBERTON Presents  
**Strictly Dishonorable**  
Comedy Hit by Preston Sturges  
Staged by Annabelle Perry, m. c. Pemberton  
AVON THEATRE, West 4th St., Sat., 2:30

**BELASCIO** Thea. W. 4th St. Eva. 8:40  
Late Thurs. and Sat., 2:30  
10th MONTH  
DAVID BELASCIO Presents  
**It's a Wise Child**  
A New Comedy by Laurence E. Johnson

The Theatre Guild Presents  
**Hotel Universe**  
A New Play by PHILIP BARRY  
MARTIN BECK THEA. 8th Ave.  
Eva. 8:40. Matinees Thurs. & Sat., 2:30.

**GRACE GEORGE**  
in the St. John Ervine comedy  
**"FIRST MRS. FRASER"**  
with A. E. Matthews  
and Lawrence Grossmittl  
THEATRE, West 4th St. Eva.  
8:50. Mat. Wed. & Sat., 2:30  
Extra Matinee Friday (Decoration Day)

**"LADIES OF LEISURE"**  
A Columbia Picture  
with BARBARA STANWYCK  
LARRY DOUGLAS  
RALPH GRAYES  
OLGA BAILEY  
Burchard, Richartz  
Henry Heister  
Novelty Cartan Comedy  
**CAPITOL** BWAY  
51st St.

**RKO THEATRES—LET'S GO!**  
KETH'S PALACE 39th St. & 4th Ave.  
BWAY 4300  
Biggest Comedy Show of the Season  
Art Frank & Co.—Healy & Cross  
Morris & Campbell  
Duke Ellington and Cotton Club  
Orchestra

R-K-O PROCTORS 58th St. & 3rd Ave.  
Wed. to Fri., May 28 to 30  
**"HE KNEW WOMEN"**  
with Lowell Sherman—Alice Joyce

R-K-O PROCTORS 86th St. & 3rd Ave.  
Wed. to Fri., May 28 to 30  
**"HE KNEW WOMEN"**  
A Radio Picture  
with Lowell Sherman—Alice Joyce  
EVA PUCK and SAM WHITE

**ROXY** 50th St. & 7th Ave. Div.  
**O WILL ROGERS in**  
**X "SO THIS IS LONDON"**  
MOVIE-TONE COMEDY HIT  
ON the Stage "CARMEN" by  
JEANNE GORDON, Metropolitan  
Opera Star, and Enrico Roxy Company. Midnight Pictures.

Sam Tishman is on a two-week vacation, spending most of it in Chicago. Bernice Tishman will probably make the same town from the coast while her hubby is there. Either they will go all over it again and reach an understanding, or Bernice will again proceed west, while Sammy comes back east, for Sammy again to go to work for R-K-O and the telephone company.

**Paris Chatter**

Summer tourist hotel rates on.

Martin Herman thinks he's here inco.

Henri Lartigue back to his desk after a short convalescence in the Pyrenees mountains.

Madeleine ushers now in maroon dresses, to the advantage of "Green Spook" currently there.

Having cloyed so with "Ups at Him," Roy Barton now doing the entire Jimmy Durante repertoire, copped off the disks.

Hotels trying to live up to Tourist Commissioner Gaston Gerard's advice by including all taxes in quoting hotel rates.

Mrs. Jesse L. Lasky remained behind maintaining a \$56 a day suite (Continued on Page 67)

Next to the stage door of the Palace Theatre, the new home of **MRS. GERSON'S GRILL**  
After 11 Years on Broadway

Idiotic Interviews

(In London)

Edgar Wallace London, May 9. "Put 'em up," snapped Edgar Wallace, "swinging a machine gun round. "Snap out of it. Keep those mits up."

The Great Author pushed a finger into his holder and stuck it out. "See, you yellow skunk," he started evenly, "let's have a chat. You've been paning me lately. You didn't get the operators round on my Chicago trip. Where's those two pages cuts I expected from you? And d'ye call it a paper, anyway?"

"Quit stuttering. Have a good look round before you pass out. What about the publicity stunt in London? Never pulled, or what about the slams you've been handing out? Say, who rules this show biz? I'd like to know?"

"And take a load of this, sonny boy," the Great Author continued, plopping off a few stray bullets on the belt to see the gun ran smooth, "back off the melodrama stuff, I've now written thick-ear in my life. What I say in plays goes in Piccadilly, understand?"

"What a Guy Needs "For instance, there's some good gunmen around here," says Sir. And they don't hesitate to pull a bead when the occasion demands. Now take me as an example, I don't indulge in muers, leaving that to the side. But I guess a guy needs a break from the monotony of creak writing now and again.

"I've mapped out the perfect crime. I've got it in this belt, and by the time they've all punctured you, the cops'll reckon this room's just an uptown chop suey dive. There's 15 pneumatic rock drills standing in a row outside, and two British taker directors staging a deal in the next room. The row's so bad the guy on the door'll reckon the noise of your getting west of the mating instinct of a couple of goldfish.

"Well, here goes." The Great Author laid a caressing finger on the trigger. "You're not fooling, he was told. "Here, take the gun."

Elinor Free's 1,200-Acre Farm Recovers Her G. From Riversiders Drive

Macon, Ga., May 27. After 10 years in New York with "lots" of the glittering gold at her command, Elinor Free has turned her back on the glittering flickering gins and Brocton, and taken up the "back to the farm" movement in earnest at Americus, Ga.

After living on Riverside drive, Miss Free has left New York to run a 1,200-acre farm amidst the red hills of the "cracker" state.

She drives a truck, paints and varnishes, hammers nails, rides a horse for hours in supervising the farm work, operates a sawmill and feeds the chickens and collects the eggs.

Ten years ago, at 19, Miss Free inherited four acres from the estate of her mother in Texas and died it for New York. She maintained her residence on Riverside drive and spent her winters in Florida and her summers in the Catskills. Her hobbies were aviation, which yielded her a pilot's license, and photography.

But she tired of the wrinkle of the gins and acquired her 1,200 acres in Georgia—and here she is making a lot of the native ruralists pester their "specks" for her farm in showing profit from which to date is the first one heard of in this state to do that.

Her laborers are brought from among the white farmers of Texas instead of depending upon Dixie's Negro help. Her crops—why cotton of course.

Harry Lanetsky was seen in a lawyer's office as a reporter. "Now don't print that I am settling any breach of promise case," he said. "You know my marriage with Harry refused to tell how many breach cases he had compromised before marrying. And the poor kid married a non-pro too.

BUM'S RUSH FOR LEW TEL IN HIS VILLAGE

May 21, 1930.

Dear Variety: I am more or less pugnacious. No one ever accused me of being a coward and a great away with. And yet, according to Don Dickerman's testimony, I am supposed to have lurled in a heap and kicked my little feet in the air when he called me a filthy hound. I have a mauling, talking picture of that happening. When Don's East Side lawyer asked me if this statement of the night club impresario was true I answered glibly, "It was a jab and not a jibe that floored me." Even Judge Flood laughed.

What are the facts? On February 11, at approximately two hours as the guests of the Daffydill, invited to stay by George, the head waiter, I had plenty of drinks from neighbors. I was given no check for food or fun. George told me that Don had about a thousand dollars worth of printing to do every month and urged me to see the boss about getting some of it, printing being my business. Mostly. On the 12th a called and Don was out. On the 14th he called me on the phone and I was out. I called him back and made an appointment for the next morning at 11 o'clock.

Friend wire went with me. We waited half an hour while Don was chatting with an accountant. Almost at once he started to accuse me of writing filth. He was still sore about things I wrote twelve years ago. He was sore because of a story I wrote in "Variety" two years ago. I kept my temper, and, as I had not come to quarrel but to get a printing contract, I tried to smooth things over. I failed and started to go. He bawled me out. I told Ruth, my wife, to get a cop. She did, but before the cop came I was given the bum's rush by a man weighing fifty pounds and carrying a club. I didn't have a bucket-house gambler's chance. Lew Ney.

Major Stanley Washburn says, "If you do favors for friends they will never forgive you for it."

Many years ago the managers weren't any more certain how good their actors were than at present. So they had a line above the cast of characters reading, "The parties named below will strive to illustrate the characters assigned them."

Tom Mix carries two hats. If one blows away he has the other one. Some men should have two wives for the same reason.

Since the raids on hop and malt stores the price of stout has risen to 75c and now to \$1 a pound. Public always pays.

The Dancing Kennedy heard Dot Barnett say, "What things are so tough in vaudeville the contortionists are sleeping inside out to save their clothes for a break in date."

One booker always looks out of the window when talking to actors. Some day he will book a window washer.

Denver, May 27. The railroads between here and Chicago are in their annual race for the tourist business. The Burlington and the Santa Fe are advertising each announce 27-hour run.

U. P. has named one train the Columbine, after Colorado state flower. It wasn't worth thinking bluebird, after the state bird.

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Both peddles a pamphlet for a dime, telling the yarn, along with a picture of himself. Pamphlet gave the address of the International League of Chaetauqua Association as headquarters.

Both, unless personally connected with a racket in Chicago, has never been in politics or in any position to pass out the weird stories. Investigation reveals he never did any more than act as a voluntary watchman at the polls.

Lyceum. Association denied all charges. Both, as a lecturer, was recommended by a chaetauqua, but couldn't recall his name.

Having made the Garden of the drug promoters' next spot may be the Polo Grounds or Yankee Stadium. Nothing's too big now—except the overhead.

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JIM BARTON'S CHARGE

Grand Jury Dismisses It Against Ellis, for Larceny

The charge made by James Barton, actor, of grand larceny against Bruce Ellis, business agent of 790 Riverside drive, for which Ellis was arrested nearly a year ago, was dismissed Monday by the Grand Jury. It is understood the Jury decided that Barton had been mistaken in his business dealings with Ellis.

The actor, who lives at Hollis, L. I., and for some time past has been ill with pleurisy, caused Ellis of swindling him out of \$5,000 last July. Barton claimed that the defendant had represented to him that for this amount the actor would be entitled to an interest in the exclusive sale of a laundry washing fluid. Barton declared Ellis had shown him a statement from the manufacturers of the chemical which gave Ellis exclusive sales rights.

When he received no returns nor interest from Ellis, Barton caused Ellis' arrest. The latter was permitted to appear before the Grand Jury and tell his story.

Little Things

By Joe Laurie, Jr.

That in the state of Utah (for many years) a man condemned to death for a capital offense has had a choice of two styles of execution. In the first, he had a choice of three. A condemned man may elect, on being sentenced, to die by the hangman's noose, to be shot, or to be gassed in a lethal chamber. The gas choice is the most recent addition. The quickest way would be in a Broadway show.

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B'WAY'S GOOD FELLOWS TAKE THEIR DAY OFF

By Frank Scully

Along the quieter reaches of the Showplace, Sunday, there gathered at the attractive Green Gables, Long Branch, the Good Fellows of Broadway. Under the management of Matty Zimmerman, the knights theatre tickets got themselves a very nice day.

Close to train time it looked like the outing would be an indoors affair, but Matty's luck was with him, the sun coming out even on the waste land this side of Manhattan Transfer. Nearly all the boys took a chance and brought their unshaven tops to Penn station ahead of time and boarded the special train.

To work up an appetite, many of the contests were staged before midday breakfast. Prizes were on the level and the races nearly so. In the biggest race the visiting fireman went the wrong way and nearly fell into the river. Scheduled was a fat men's race, but was scratched. The prize was an alleged \$1,000 bond exhibited in Disney's window. Some sap with a pyramid tried to cut the glass in the hat store to flich the document.

The baseball game was the big idea after the fish and steak. The Leblangs opened badly, the pitcher claiming theumps were giving him the wind in the flung. But as the sunburn mounted the game got hotter. Finally the treasurers' pitcher wearied. Three men on bases and four runners needed the score. Up came Walouy Guselepp, who slammed out a homerun. Just when Spiltip Helwitz, who beamed himself in one of those humpty-dumpty contests, went into the box. The final score was 13 to 12, favoring the Leblangs.

An Edge It is no secret that the treasurers were short a catcher and the Leblangs loomed their game. That instructed when to hit and when not to take a slam at the pill. He is blamed by the box office men with "throwing the game away."

Let another ball game started, taking in all that it seemed. Schnozle Lou Clayton did the hurling for a time, while Hughie Leblang parked on a chair in right field. Hughie was called out of the box and it was later discerned that he and the umpire, Joey Keith, were on the same team.

The players were too groggy by the time the game was over and when the pitcher bowed the score was so jumbled that it was called no contest. Prize winners in the competitions were: Dr. E. Carey, golf drive; Barney Klawan, approach contest; Charles Thomas, auto race; Miller and Lorenzo, wheelbarrow race; Chris Shade, blindfold race; Harry Gross, balloon race; George E. Chislin, egg race, and George Goldberg, thousand and five contest.

A cock fight was to have been a surprise event. Called off for the alleged reason that one of the birds was a pansy.

One owner of dance hall and eating joint fined for dishing up dressed cats for chickens and sent away.

Toronto is to go down without a night club or cabaret.

Last fall the Embassy and Mayfair club opened with ritz plans and started out with a splash. First one to go under 100 yards in cash in the bank when the doors closed. Others failed also.

Royal York hotel and King Edward put on supper dances nightly that fall flat after 12:30 and shut down at one pronto. Savarin going in for dancing now.

Just outside the town limits it's five or six miles out of town. The border is the biggest gambling joint around Eastern Canada. Males only and the game is craps. Little further out a roulette wheel, for ladies or you, where champagne is gratis, and you can play what you like, was supposed to have been closed up. A side road provides a joint for the car track crowd. Stakes bigger here.

Jack Mason, well known production stage stager, has started suit for \$25,000 damages against an alleged thief. The figure is in the recent drag at Madison Square Garden. The event was called "Continental Costume Ball."

The Mason complained about by the Mason of Greenway Village character, but lives on 70th street. His real name is said to be Jack Oskowik and he hails from Pittsburgh. Mason said it is on the grounds of familiarity of character.

The affair was rated a flop, with the gate about \$4,000. But on the side this complainant-about Mason is reported having cleaned up on a program that nobody noticed around the Garden.

"Variety" For Summer JUNE, JULY AND AUGUST \$2 Address "Variety," New York

Chatter in Nice

By Frank Scully

Nice, May 15. No Nice studio wired yet. Lita Grey Chaplin at Villefranche. All the beer-drinking O'Malleys are here.

Maxine Elliott is building a villa near Cannes. H. G. Wells is Douglas Goldring's attention. After six months of it, "Variety's" Syd Chaplin says Charlie will soon be barging down here.

Argentina, Spanish heel-stamper, did her courtesying at Antibes. Di Afelio's New London Band has the Juan Les Pins spot.

Alex Woolcott, coffee indorser, is a Latin Antibes. Thirty shops bankrupt last month and 5,000 people in the red.

Novarro's "The Pagan" is billed as "The Nude Lovers" at Riviera houses. Mrs. M. Barbour of Villa Le Nid d'Aigle, Villefranche, was Dorothy Farnum, the script writer.

After six months of it, "Variety's" Riviera correspondent pan-danced out of a local ether factory with his right gam bobbed plenty short. Jack Hinton did one night stand at the Nice Opera house—first time jazz has polluted the classic slab in its long history—and cleaned up.

James Imre Kalnay, who said a successful indie, "Capital Punishment," is force behind newly formed "The International" with headquarters at Nice. Kalnay's prizes is to give monthly \$1,000 prizes to books of merit, tagging on the name of the author.

Claims he has \$4,000 lined up. Mrs. Nanon Krakow, aunt of Colleen Moore, being the first to chip in a \$1,000. Frank Harris' "Life of Oscar Wilde" with Intro by Shaw, picked for the first prize.

Frank Gould's Juan Les Pins Casino, all predicted in the modern mode, is like a crazy quilt. It will catch the heavy summer strip-bathing gambling trade that the Palm Beach Casino at Cannes misses. No overland of this year.

Last season Billy Arnold's band was shifted from the Municipal Casino to Palm Beach three weeks before the Municipal closed for the season. Result was all trade moved over to Palm Beach, town setting up a howl.

Backers not bothered, as same money, and they control both joints. This year they kept Billy in the Cannes Casino till closing and then opened the Palm Beach, which is a summer Casino exclusively, and a knockout for the winter.

The controlling syndicate blue-trained Arnold to Deauville, which they also operate.

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LONDON CHATTER

(Continued from Page 60)

hall artist, now rates himself as a fully blown talk star.

Week-end spots near London are feeling the pinch, and calling for trade depression and police supervision.

The asparagus season's in full blast, says who frequent Soho still bid up side instead of opposite. Savvas stuck in technique. She took it under how the majority of British talker directors keep up their swaggar flats. They get about a week-end worth of business.

Woman wrote and asked Shaw for five copy of his book. He returned letter, scribbled across it. He said his stuff wasn't worth buying and told Shaw. He took a second letter, telling her she was a fool to sell for such a small price.

Main St. Racket

(Continued from page 1)

of Commerce regarding C. E. Booth, who is so much a tell, how the rackets are worked in the Windy city and why gunmen wear the best clothes.

Booth peddles a pamphlet for a dime, telling the yarn, along with a picture of himself. Pamphlet gave the address of the International League of Chaetauqua Association as headquarters.

Booth, unless personally connected with a racket in Chicago, has never been in politics or in any position to pass out the weird stories. Investigation reveals he never did any more than act as a voluntary watchman at the polls.

Lyceum. Association denied all charges. Booth, as a lecturer, was recommended by a chaetauqua, but couldn't recall his name.

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## The Parisian Front

By Christine

Paris, May 16.  
Hervé Livright posed right and left, gave all kinds of information and interviews and then embarked by air to London to make a week. His lawyer is here, he said, so he had to go over and sign his latest finds. All ladies this time.

According to him two of the biggest ones are connected with the next winter's activities in the theatre. There's Lilliball Ibsen, who is not a dancer, as all her advance publicity over here would have it, but says Mr. Livright, a superb combination of Raquel Meller and Ruth Draper. Then Gabriele Joachim, a young lady of about 30, who is reputed to be one of the finest of mezzo sopranos.

Not even another cocktail would cause Mr. Livright to tell the name of the Eugene O'Neill play he is going to do next season. He refused to talk about Eugene O'Neill at all, for, said he, "You know Eugene O'Neill hates publicity as much as I do."

### The Jap Players

The Japanese players are getting all the appreciation they want over here. Their show is the only one in Paris now without a kiss, a gigolo or a drunken American about the place. It's all nice, chaste wrestling, although besides that, the Explainer who is a young Japanese woman—does her explaining in better French than the French men themselves.

At the Theatre Pigalle—that Rothschild monstrosity in red wood, red velvet and aluminum—just as the French audience got themselves all worked into a frenzy, by one of the clumsier ushers took the occasion to trip and fall down the gallery stairs almost into the balcony below. This was the commonest with hands reaching out to save him and he bumping noisily down each step, but with true Japanese calm the lady went right on explaining. The next French what the show was all about.

### 3 Good Shows

By the way, if the French think we have a funny idea about it, it's nothing to what they imagine the American woman to be like. There are exactly three outstanding shows over here now with American women as the characters, and not one is what might be called a home body. The "Sexe Fable" you know about, but in the Rip revue the lady is supposed to be a true type of American woman and consequently pretty drunk all the time; and in "L'Amour de l'Amérique" Spinelli plays an American woman who is supposed to be terribly seductive and knows it—and therefore just lacks all the good old American scruples that the French don't know we possess.

### Spinelli Off Stage

Spinelli off stage isn't so hard to look at herself, especially when she wears a Louise-bouleranger model of green and pink lame with lots of tulle in the skirt of various shades of pink. She appeared the other night in such at the Grand Eclair. The same evening Nadja walked in all dressed in black tulle with the white satin turban on which she always wears. She looks as Oriental as ever—despite being an American and living in Paris for seven years. She still appears in a more or less occasional, and calls it being around the house, even though she engages for another French show in September.

Everybody over here knows the sad tale about her almost appearing in "Mata Hari" (she was already done on her) because the French concern who intended to do it think she looks just like the famous spy herself.

However, the French government refuses to allow La Harri's life to be shown over here in any form. Nadja ought to go over and see the Erlanger office, but it is said to have come across the Atlantic that the late impresario's estate was planning to put it on in New York, and soon.

### June Frocks

Everybody who is anybody is buying the frock that she takes to sport at the Grand Prix in June. The clothes one sees there are not only intensely summer but also interesting and very very often eccentric. However, according to the big dressmakers, the most popular material will be flowered chiffon

## FERNANDEZ BEAT BADLY BY CLEVER AL SINGER

By JACK PULASKI

Excellent attendance last Friday at the Garden, where New York's crack lightweight boxer cleaned the slate of his defeat by Ignacio Fernandez just a year ago.

By JACK PULASKI  
Excellent attendance last Friday at the Garden, where New York's crack lightweight boxer cleaned the slate of his defeat by Ignacio Fernandez just a year ago. Fernandez, who had been a neutral corner, Singer then started for his man and in the first 10 seconds cracked him on the chin. Fernandez dropped. It is said to have been the first time he was ever knocked off his feet in this country. The Filipino took no count. He proved himself one of the toughest fighters in the world, even by weathering the round against so sterling a boxer and hitter as Singer. In the second round Al again tagged the brown boy who touched his hands to the canvas only that time.

It's just as well the fight didn't end abruptly at that time because some of the doubters had hoped it would. The winner, who had been built the gate for the title match this summer with Sammy Mandell in the open. Fernandez went to his corner for the first rest period bleeding from the mouth.

### Ignatz' Flat Nose

The other highlights during the battle, which roused the gathering, came in the fifth, sixth, ninth and last rounds. In the fifth session, Singer slammed Ignatz over around the ring. Ignatz was a neutral corner, but ever, if that is possible. It was at that point that Singer hurt his right hand, according to his trainer, after the contest. Looked as though his nose was not a board fit for a time but he must have forgotten the hurt as the match progressed.

Fernandez has met all the good men the division and he has been beaten plenty. Last winter one of those roundhouse rights of his landed on Singer's jaw and Al was knocked out. Arose a clamor from the wise men on the Garden, that he was too cocky and got his deserts. Others believed that the clever kid would work up from the defeat a better man and that is what happened. It was the Fernandez defeat he has won all matches and not a few by knockouts. He hurt his hand during the winter, causing postponement of the original ring match with Ignacio. Fernandez is a dangerous opponent. The more he is hurt the harder he fights. In the 15th round he really took his right on Al's face—three or four times. But Singer was the master. He took it and slashed back, Fernandez being dizzy from taking the punches. He was saved from being kayoed by Singer's injury.

### Semi-Finals

The semi-final, spotted last on the card, was a bloody, soaking affair between Joe Scalfaro and Nel Tarleton, skinny English featherweight. Scalfaro got the decision but he had no easy time of it. He landed his right on Al's face—the chin, bleeding from all three places at the same time. Joe was a ghastly sight. He is partly bald and has a very ugly pan anyhow. Supposed to be a young man he looked the veteran.

Tarleton should be a good boy. He was coming along very well but had to rest because of an ulcerated tooth. Seemed they put him up against too hard a hitter. Scalfaro won attention about a year ago by knocking over Kid Chocolate, who had been on the horse, even though he tilted Nel in the sixth round and he jabbed Joe without returning on the horse. He was a little too, but it was too late to retrieve the decision.

and also the new chiffon which is figured in designs, even in the neck. Simplicity for the frock, unusual jewelry and big hats with not much trimming just gives a general idea about what is going to take the lions' share of the money, even for those financially interested in the racing only.

## FOX 20, COLUMBIA 10; R-K-O 8, WARNERS 6

| Standing M. P. League |      |       |
|-----------------------|------|-------|
|                       | Won. | Lost. |
| R-K-O                 | 2    | 0     |
| Columbia              | 0    | 2     |
| Warners               | 0    | 2     |

After Saturday's (24) baseball game had started, two teams in the Motion Picture League remained undefeated, namely, R-K-O and Fox. R-K-O stepped on the Warners Bros. team by a score of 8-6. Fox came out with the bigger end of a see-saw game with Columbia by 20 to 10.

With Fox and R-K-O tied for first place in the league, they will be some tall baseball when these winners cross bats June 7. Same date Warners and Columbia try to come to an understanding which will re-appear on the bottom rung.

R-K-O and Warners met on West End Oval, Brooklyn, and it was nip and tuck, with Warners throwing a score in their half of the ninth by scoring two runs for the side was put out. The scoring ended when Schultz, R-K-O twirler, was supplanted by Bender.

Morris whammed a homer for Warners. For R-K-O Alexander kept up his demon slugging by getting three hits, with Callahan also smacking two. On the other side did some sensational fielding, a leaping, twisting acrobatic catch twice cutting off sure homers. Schultz and Spur fanned 10 each, but Spur awarded six, with three of the free trips to first resulting in runs.

Score by innings:  
R. H. E.  
R-K-O..... 12 030310—6 1  
Warners..... 01030002—6 10  
Batteries—R-K-O: Schultz, Bender and Alexander. Warners: Spur and Stewart.

Deadly  
In the Fox-Columbia swafest fights were as numerous as flies at a picnic. Errors, however, were plenty and marred the game somewhat. Brislin, Columbia, poked a four-bagger, while Weiner, Fox's pitcher, had a field day at the bat, getting six hits out of six times at bat. Fox got 20 hits, 24 hits and four errors. Columbia registered 10 markers, 10 hits, and Fox six errors. Batteries were: Fox—Weiner and Fisher. Columbia—Levy and Brislin.

## 165 MINIATURE GOLF LINKS AROUND L. A.

Hollywood, May 27.  
To ascertain the present popularity of miniature golf courses spotted in vacant fields and on prominent street corners all over Los Angeles, a check shows that there are 165 courses in operation, as against 18 in existence less than 60 days ago. And a bevy of them are under construction.

Fracking all are illuminated for night playing and each has a different slant on making its course the most difficult.

Attendance is greater at night than in the daytime despite the general run of admissions prevailing at 25 cents during the day and 35 cents at night.

Driving a ball with barrels spotted every 50 yards until the limit of 600 yards is reached, seems to be the advanced stage of the make believe sport. These are mostly patrician and experienced golfer who forms parties to stage a friendly driving contest.

Price at these fields is gauged by the number of barrels which are dishd out in buckets at four and six bits per bucket. The small bucket supplies around 100 balls. Driving contests for prizes are also being held.

Dotted Balls Out  
Those polka dot golf balls that made such a furore last season are on the wane. Spalding's Fifth year's stock hasn't one in its window display.

Toward Steel Shafts  
With the trend gradually toward use of steel shafts, iron trend is away from the hickory stems. In the trade they say there won't be wood shafts, even for iron clubs, in the future. Last year's vogue was for steel shaft woods and wood shaft irons.

## 'ROUND THE SQUARE

Park Avenue Likes Hot Piano?

Latest ad to strike New York's high society women and daughters of the rich, is learning low syncopation on the piano.  
The wife of J. F. Carllise is mastering the tricky Negro rhythm and Mrs. Gordon Munn, sister of Mrs. John Wanamaker, Jr., is another learning the low down Ivory manipulation.

### Pickpockets Steal Mutual Tickets at Derby

Complaints were general at the Kentucky Derby at Louisville of pickpockets stealing mutual betting tickets. These were all stolen before the race. Pockets were also full of vest pockets and some watch pockets, and the mutual tickets taken.

This left the pickpockets with all kinds of tickets, they only gambling upon the money horses, being certain of obtaining some tickets amongst the race. Pockets were also full of vest pockets and some watch pockets, and the mutual tickets taken.

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### Good Time Fishermen

Dave Gordon, Jess Freeman, Nat Sobel, Danny Collins and Bruce Noble, all of R-K-O, took a whole day off last week for fishing off Freeport, L. I. in the Milo's boat. They caught two minnows.

One of the minnows was washed into the boat by a wave and the other was a stuffed one given to Freeman last Xmas by one of his acts.

Prior to weighing anchor, the five boating office fishermen had spurned Jack Hart's offer of a troupe of midgets for bait.

Best catch of the day, besides the dead minnows, was an old shoe by Dave Gordon, more widely known as "Max Gordon's brother." After trying to figure how the boot got on the hook Dave found out that it was a Vic Milo prop used on all greenhorn fishermen.

### Crashing Week-Ends

Crashing week-end parties through supplying talent gratis is becoming a strong racket with a number of agents now that the hot weather is here.

Agents offer or are requested to bring up a few singers or dancers to the week-end blowouts with the talent and agents. The blowouts are for either the two day or Sunday only week-end, as they figure it won't cost them a cent. Also, figure it puts them in sweet with the agent.

After the act entertainers for a short spell, they are free to mingle with the guests.

Agents giving it a play because it means big doin's gratis for them over the week-end, besides perhaps drawing a swank club or private entertainment later on.

### Novice Writers for Shorts

Producers and agents are being swamped with scripts of talking shorts from hopeful and ambitious embryo writers.

According to the report, word was soon passed around that writing talking shorts was a cinch, takes barely any time and is an easy way of making a few hundred dollars on the side.

The hot-poll script writing hospitals are under the impression that short brings in about \$500 per. Trade people who have read some of the shorts submitted declare that they, the embryo writers, believe any idea at all will be acceptable for a short.

Percentage of shorts accepted by picture companies submitted by unknowns are at a minimum and would probably be less than the knowns if they had any knowledge of it. Usual price paid for an accepted short from an unknown is reported to be about \$200.

### Catholic Writers' Anniversary

Catholic Writers' Guild celebrated its 10th anniversary at the Erlanger theatre. Among those appearing was Arthur "Bugs" Hear. He explained his added weight through reaching for a sweet instead of a Lucky. Said he had been riding from city to city on his bicycle, voting in the "Literary Day" poll in New York and King and his family; Johnny Farrell, golf champion; Lou Gehrig, Yankee first baseman; Sally O'Neil and sister, Molly O'Day; Healy and Cross, Royal Havana Orchestra, Freda and Palma, Adelaide Hall, Reading and Boyce without Miss Palls. Capt. Irving O'Hay was m.c., with Martin Forkins responsible for the show.

Olympic Prize Winners deserve greatest credit for bringing their whole act with all its props and dogs, requiring a truck for transportation. And those Siberian wolf-hounds easily the beauties of the show.

## Chatter in Loop

Ed Lewis, Billy Stoneham, with Lew Butler as mascot.

The list of reads as secretaries of excess goes like this: Dorothy Maulle for Madeline Woods; Eunice Letkowitz for J. H. Jess; Shirley Brenner for Louis Lipstone; Rose M. Jones for Mrs. Min Schramm; Harley L. Clarke's chief secretary, is a blonde. Miss O'Neal, who chaperones the various Balabans, is, as it were, a stunning brunet. Film reports on the guy who runs the elevator in the Woods bid and knows actors by name....Beano, the porter, in front of the State-stopwatch in hand, and grinning at grim execution it was pictures....Jimmy Savage is the dapper guest with the sideburns who writes the lyrics for the B & K organions....Gus the kid office boy in the middle elevator in the Woods bid and knows actors by name....Beano, the porter, in front of the State-stopwatch in hand, and grinning at grim execution it was pictures....Jimmy Savage is the dapper guest with the sideburns who writes the lyrics for the B & K organions....Gus the kid office boy in the middle elevator in the Woods bid and knows actors by name....Beano, the porter, in front of the State-stopwatch in hand, and grinning at grim execution it was pictures....Jimmy Savage is the dapper guest with the sideburns who writes the lyrics for the B & K organions....Gus the kid office boy in the middle elevator in the Woods bid and knows actors by 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# VARIETY

Trade Mark Registered  
Published Weekly by VARIETY, Inc.  
154 West 46th Street New York City

Subscription: \$12 Foreign \$11  
Single Copies: 25 Cents

VOL. XCIX No. 7

## 50 YEARS AGO

(From Clipper)

The first week of warm weather broke down box office takings all over the U. S.

Going to a prize fight in the early '90s took the nature of a grand excursion. Mob from New York journeyed to Buffalo to see a bout between Mike Donovan and George Rooke for the middle weight title of America. They had to sail for the Canadian side secretly and then the police and militia stopped them. Meanwhile the crew of the tug boat got drunk, the boat took fire and they were rescued in the nick of time. Bout put off till a spot could be found.

School of acting business had a modest beginning and this C. M. Dave Reed advertises: "Dave Reed, formerly of the Haverly Minstrels, will give lessons in jig dancing, singing and dancing and bones playing in his residence, 156 West 24th Street, New York City."

Mrs. John Drew appealed a judgment of \$800 in favor of two negroes refused admission to a Philadelphia theatre at which they presented tickets. Appeal was based on the argument the plaintiffs were entitled only to a refund of the purchase price of tickets. Court ruled they were entitled to damages for mental distress and also injuries incidental to the ejection. Judgment of the lower court was affirmed.

Simmons & Brown, New York agents, had assembled a circuit of more than 30 legitimate theatres, biggest co-operative string brought together up to that time.

"Hazel Kirke" had just played its 100th performance at the Madison Square theatre, New York.

## 15 YEARS AGO

(From Variety and Clipper)

Big Time vaudeville was strangely indifferent to picture opposition. New contracts were silent upon performers taking screen engagements, but it was reported indirectly that stars would be made to understand that engagements on the screen at low admission prices would be deemed to injure their vaudeville value—and salary.

Legit was more aggressive. Producers filed protests with billposters against having the stage stars billed for pictures at admissions as low as two bits and the same names displayed nearby in plays at \$2. One legit firm threatened to boycott billposter space. Outdoor display men said the picture people paid well and let it go at that.

Imitations of Charlie Chaplin became a national madness, and the new film business was on a still hunt for "comedy types."

Louis DeVoe, New York "World" critic, charted the season just past, noting that there were 113 plays, including one-acters, and they ran an average of 9 3/32 weeks.

Funeral of Charles Frohman was a national event with services across the country at the same moment.

Show business hadn't quite abandoned hope for the road. K. & E. showed the following season to cover the one-nighters with a group of musical comedies at \$1 that had played the key towns at \$3.

Hammerstein's Victoria was leased to the Rialto Theatre Corp., deal giving a profit to the three ground lease holders of \$70,000 a year. They were Oscar and Arthur Hammerstein and Lyle Andrews.

Otis Skinner was one of the few legit holdouts on pictures.

## Inside Stuff—Pictures

Several years ago a director who always has story ideas up his sleeve got hold of a multi-millionaire just going into pictures and told him a story idea with a Mexican background. It sounded good and he sold it for around \$5,000. The producer had the locale of this idea changed, also the characterizations. The picture was started, cost over \$3,000,000 and was recently completed.

Just before completion an actor from New York met the lead in this picture and told him he was going to put on a sketch at the Masques on the Coast which he had written a number of years before for a Lambs Gambol. The actor listened to the story and told him that it was the tale of the picture in which he was appearing. The Eastern actor burned and said he was going to take the matter up with an attorney.

The Coast actor induced him to calm down and requested that he tell his story to the producer who had spent the millions into blending it into an epic. Much conversation was not necessary with the producer finally giving the eastern actor \$3,500 and getting a quit claim on his sketch.

Amount of dialog used in talkers is just double that previously used in silent titles, it has been found by writers. In the old silents, 125 titles was not unusual for a feature. In the talkers, the average feature has around 250 speeches.

This figure was arrived at by a group of writers at the First National studios checking over the stories of three pictures now ready for production.

In the Spanish version of "The Grand Parade" Emile De Rezent has a prolog in which Helen Twelvetrees and Fred Scott are introduced by the two Spanish players who dub their voices throughout the version.

Raquel Nieto and Luis Llanera are the dubbers. Short non-dubbed speeches in Spanish are made in the prolog by the two featured players. Scott also sings Spanish versions of his song numbers in close-ups. Minstrel sequences in the picture are in English.

Pathe has called off the Spanish version of "Swing High."

A house manager who had been an amateur boxer discovered a new way of ridding his theatre of the common nuisances. He would take a nice offender downstairs, cuff him about pretty and then tell him to keep out of that particular theatre or any other in town, under a three-day tramping would be repeated. It worked quite successfully, avoiding publicity through arrests, etc.

Entire house staff admired the manager for his skillful boxing ways. When he was promoted, his assistant manager moved up to the vacated spot. The next mgr. thought he would continue the scheme, without the boxing knowledge. The first patron he tugged down into the basement and informed he was in for a whaling, turned upon the mgr. and near beat him to death.

It's related that when a circuit recently called its divisional managers together for a business session, each was asked to tell in turn how they were handling the children proposition; if the kids were coming to their theatres; if there were any evasions of the minority ordinances, and how they protected themselves against evasions, etc.

All of the managers told their stories and, according to each, everything was hunky dory until one head of a division stood up. He said: "I'm no lawyer and never studied law, so I wouldn't understand a city ordinance if it came in on a pass. All I want to know is that anyone can reach the box office window. That shows they know what they are doing and how dare any man go into the family history of a stranger to him?"

The business on pictures done by Paramount Publix from the home office, with most all allocation of product to big circuits from distribution headquarters, now runs in the hands of S. K. Henr'y, and distribution chief based at the Par-Publix convention in Atlantic City. That leaves only 20% for such indies and other business closed throughout the country by the branches.

In pointing out that the indie business negotiated through exchanges is low cut and that the Par-Publix distrib. captain told the salesmen, nevertheless, that that represents important business and must be given as much consideration as the other handled from the east.

Picture girl imported from foreign lands is doing all right for herself on the Coast and Directors admit she plays, but are puzzled by her stubbornness in the polly. She persistently refusing to take their suggestions while on the set.

Solution is that the young woman spends practically every evening with the director of another studio who minutely coaches her on her next day's work and she has submitted in the actor that nothing can persuade her to deviate from the path prescribed by the home instruction.

Columbia's distribution product agreement with R-K-O is said to be on a percentage arrangement, without guarantee. That throws the burden upon Columbia for drawing pictures. An edge Columbia has is that its pictures in R-K-O's split week houses will play each in the best half, four days. The best half usually includes Saturday and Sunday.

It appears to be a general impression that if the I-K-O-Columbia product deal turns out well, that R-K-O eventually will absorb Columbia by a buy.

Indie producers, including those operating on a shoestring and in the past managing to keep active, are claiming money never so hard to get as at present, with backers, potential or actual, unwilling to fall for the usual sales talk.

Some of the indies regard this as out of the ordinary. Indies admit the last lot of fly-nights and try the past have ruined the situation so far as financing is concerned, but point out that while before sound came someone could be found who would back productions, now they are scarcer still.

Balaban & Katz in Chicago established precedent this week by taking a picture from their acc weekly change house and putting it into run house.

Film was "Caught Short" (M-G), which went into the run Roosevelt after a week at the program Chicago theatre. When he held up for business in the Chicago despite a poor notice from Mae Tinee of the "Tribune," they made the shift.

Without giving reasons, United Artists has decided against the use of any color at all in "Teaching for the Moon," which Irving Berlin will produce for Art Cinema.

With U. A. having a contract with Technicolor for seven pictures during the 1930-'31 season, this deficit on schedule will be made up by use of color in some other production instead, possibly Dolores Del Rio's next.

Joe Leo's offer of a liberal discount on his contract, if Fox settled with him, is said to have been declined by Fox. It leaves Leo with 90 days of nothing to do on his hands. At the end of that period he must report to a Fox office, meanwhile drawing salary under his three-year Fox contract.

Leo was the theatre operator for Fox in the east. From stories quite a lot of graft was uncovered when a change in administration of a couple of departments in a large film firm lately

## Inside Stuff—Legit

George S. Kaufman, playwright and dramatic editor of the New York "Times," makes his debut on the stage in the try-out of "Once in a Lifetime" in which he collaborated. His name on the cast portion of the program will be Calvin Brown.

James Montgomery back from Hollywood after a season's stay. Wrote four stories for talkers which he says is more work than he did for previous 10 years. Is returning to Coast later but will spend the summer at his Stonybrook, L. I. place.

They fed Ned Dorfman at Sardi's last Thursday. His trip to Hollywood as a writer the occasion. One telegram signed Lew Leslie read: "This dinner should have been held 10 months ago." Dorfman wrote the skits for Leslie's "International Review." Still owed the royalties.

William A. Brady convalesced and back at his office. Appendix operation a serious one and says for 24 hours he almost had a glimpse of the world beyond. Was in Washington last week and addressed committee on new copyright bill. Divisibility clause out. Mr. Brady lost 17 pounds during the illness and doesn't want to gain it back.

Emily Lowry was married last week, but it was not "the" Emily Lowry. License was issued in Oakland the day following Miss Lowry's return from Los Angeles after a season in "Love 'em and Leave 'em." Her delivery was with a great deal of salt by the reporters who banked on the age of 21 and saw visions of a society-drama wedding. Miss Lowry is a U. C. girl, connected socially, and a Duffy stock protegee. The story finally collapsed when the marrying Emily Lowry appeared on the scene. She is a Negress.

The financial reverses of Henry Duffy, whose success with stocks on the Coast was exceptional, is a heavy blow to Coast legit actors and stock companies all over. Duffy operated eight theatres, employing 100 or more actors weekly. Some of his moves could not be figured out by those in the east. For instance, there was the Duffy theatre, Oakland, a new house which when completed forced the Fulton to suspend in two months. But he then leased the Fulton and tried to operate it in opposition to his own Duffwin. He had difficulty in operating in Los Angeles where he had one house and also two in Hollywood. He knew last winter that he could not find sufficient plays to operate houses so close together.

Application of Dorothy Knapp, in her suit against Mrs. Penfield, who backed "Floresta" for \$250,000 for an order requiring Earl Carroll and the Vanities Producing Corporation to submit to an examination before the trial, was refused by Supreme Court Justice Valenti.

Alfred Beekman, of House, Grossman & Vorhaus, attorney for Carroll, stated that plaintiff had already examined Mrs. Penfield and her secretary, Mrs. Hubbell, and obtained all the information she was entitled to from them. The attempt to examine Carroll, he declared, was for the purpose of getting information from him and comparing it with the statements made by Mrs. Penfield and Mrs. Hubbell.

## Inside Stuff—Music

Germans have perfected a postcard record which can be sent through the mail like any ordinary postal souvenir card with a picture on the front. It is impressed with a German song of greeting and is played with a special needle.

The Bobby Crawford deal with Al Jolson for publication rights to all the "Big Boy" music has a unique clause.

Jolson stipulates in his part of the contract that Mrs. Crawford must accompany Mrs. Jolson (Ruby Keeler) to New York for a vacation.

Believing in the adage that "familiarity breeds contempt" one of the music executives at a major Coast studio split up a long established songwriting team by giving each a three weeks' vacation with instructions not to see each other during that period.

One went to Palm Springs and the other went to Agua Caliente.

Ferde Grofe is composing a new four-part symphony called "Grand Canyon Suite." It is in the same musical idiom as his "Metropolis" and "Three Shades of Blue."

A story in Variety last week stated that Gene Buck was president of the Canadian Performing Rights Society, Ltd., and Louis Bernstein vice-president. A Canadian, H. T. Jamison, is president of the society over the border and Gene Buck is the vice-president. Louis Bernstein holds no official office, but is a member of the board of directors.

It commenced to look after a bit of digging by the new incumbent as though everything in connection with the operation of those departments meant someone had been declared in for a shave. Plenty of talk on the inside over it.

R-K-O is said to have a plenitude of cash on hand for any expansion purpose. It recently issued an extra million shares of stocks. After payment of current obligations on deals and other things, about 15 millions are reported remaining for further expansion in a theatre way.

A clash is shortly looked for in a distributor-exhibitor concern where one of the theatre operators is trying to tell his distributor end what films of the same firm's he will play and what he will pay for them.

Last week in Omaha, when meeting the newspaper men, Sam Katz declined all requests to be camerated. He also met 75 Publix officials from four states.

It is not known how far Fox intends to go to remodel its recently acquired theatres, especially those in the New York area. Of these latter there are over 140, and nearly all need plenty of attention, inside and out. It is estimated that to fix up all of the Fox houses calling for repairs and decoration, cost will run to between five and seven millions.

Regarding it from accounts as the ethical thing to do, U. A. will hold back his first Al Jolson talker until Warner Bros. have had a chance to get "Big Boy" last with the departing star, conveniently out of the way. UA will not begin production on "Sons of Guns" until September and will not release it until January or February, 1931, it is understood.

Eddie Dowling is reported securing a large sum in subscriptions to stock of the company lately announced by him for picture producing. This amount comes from many subscribers, all known personally by Dowling. When next producing a picture, Dowling will likely make his release association in advance.

Courtland Smith, at the Fox convention in Hollywood this week, is reported as likely to extend the newswire theatre circuit for Fox, first placed into execution by Smith at the Embassy, New York.

Smith, as a Fox vice-president, may assume full charge of such a department with any side issues it may suggest.

# THEATERS LEED GIACER

## Drear Summer in Theatre Way For New Legits on Broadway

Unless the present forecast goes amiss, legit will sink to a new low representation for the next three months. With 50% of legit houses dark now and little chance of re-lighting until September, except for chance spottings of pictures, the dogiest of dog day periods will obtain between now and September.

Summer, which has been traditionally the period for an influx of musicals, will have to stand upon those holdovers that can withstand the heat and four new ones which are the only ones in sight between now and autumn.

New group includes Carroll's "Vanities," due at the New Amsterdam in July; "Garrick Gaities," which the Theatre Guild will spot at the Guild; "Greenwich Village Follies," which the Shuberts are reading as successor to Carroll's "Sketch Book" at the 44th Street; "Mystery Moon," which James F. Graf, independent, is producing, and "Artists and Models."

With fewer trysts than ever in the legit non-musical division, nothing for summer is promised. "Cry in a Lifetime," which Sam H. Harris is producing, will not come in, but will be shelved until autumn after a two weeks' tryst touring embracing Atlantic City and Brighton Beach.

Other summer annuals will be sidetracked until autumn, such as "Ziegfeld Follies," which may not actually get into rehearsal until August, and the new edition of George White's "Scandals" even set for later date. The second edition of "The Little Show" has been scheduled for summer and will go into rehearsal latter part of July.

Possibly the present crop of musicals or most of them may weather the summer. The latter list includes "Fifty Million Frenchmen," at Lyric; "Three Little Girls," Shubert; "Flying High," Apollo; "Simple Simon," Ziegfeld; "Sons o' Guns," Imperial.

## Bledsoe Plays Harlem For 1st Time—Guarantee And 25% Over \$9,000

Jules Bledsoe, the Negro baritone, plays the Lafayette theatre, Harlem, New York, next week (31) on a percentage arrangement with the house. His guarantee is \$2,500 plus 25% on the gross above \$3,000.

Although considered by most whites as the leading singer of his race, Bledsoe has never before played Harlem.

Lafayette deal was arranged through the Yates office.

## May Serve "Hash" Yet

"Hash," Ted Reilly's black-and-white musical which has been floundering in rehearsal for the past two weeks, has found some fresh money and is headed for opening spot, Allentown, Pa. June 9, and Brighton Beach Music Hall, Brighton Beach, N. Y., the week following.

## Law Prof. Gets a Yen and Writes Play for Himself

Hollywood, May 27. Dr. Ralph C. Bennett, professor of law at University of Southern California, goes actor-manager June 22, playing the lead in his own play, "The Glory Declared," at the Music Box theatre.

He says the play is a melodrama with a religious theme. He has engaged Walter B. Gilbert as director. Casting for the remaining eight parts is being done this week. Dr. Bennett expects to take his play to New York ultimately.

Dr. Bennett acted in stock before he took up law. His last stage appearance was in 1903.

## Speak's Call Board

Detroit, May 27. At speakery very near local theatre every week a schedule of overture and stage shows is posted. Performers and stage hands spend most of their time at the speak.

## STAGE STOCKS NOW DOWN TO LOWEST EBB

Stocks at such a low ebb there is no room to fall lower, it is stated. About 60 stocks operative at this time.

At the rate stock companies are closing, few show courage to open with the summer just about to turn on the heat.

## CRITICS WHO SLEEP AT OPERA, N. G. JUDGES

Chicago, May 27. Music critics got a spanking from Dennis Harshbarger, head of the Civic Concert Bureau and the Associated Civic Opera Clubs. Members of the 42 clubs, at their first annual dinner, were told to judge operas for themselves.

"How can critics judge an opera when they teach all morning, attend 20 concerts in an afternoon and then sleep at the opera in the evening?" Miss Harshbarger asked.

Critics under fire and not present were: Glenn Dillard Gunn, of the "Herald Examiner"; Herman Davies, "Amcloran"; Maurice Rosenfeld, "News"; Ed Moore, "Tribune"; and Claudia Cassidy, "Journal of Commerce."

All but the last two are indulging in the pedagogic sideline.

## GLADYS BRYANT'S JAM WITH MOTHER JAILED

Washington, May 27. Gladys Bryant, former Carroll "Vanities" girl, living here with her mother, was arrested last week for violations of the Prohibition laws. Girl was freed, but mother was fined \$300 and placed in jail for 90 days.

## Ambrose Small Case Up Again, 10 Yrs. After

Toronto, May 27. Suspected murder of the old Grand theatre in Toronto and prominent in their own circles, who disappeared 10 years ago, still getting front page publicity.

Small left his theatre when biz was good, and hasn't been seen since.

Last month Patrick Sullivan, editor of local paper, "The Thunderer," who has been playing up the mystery for months, was convicted for criminal libel and publishing obscene literature. He was given one year.

Now the Misses Florence and Gertrude Small, sisters of the theatre magnate, have forwarded a petition to the minister of justice at Ottawa hearing more than 15,000 names asking for his release. One petition supposed to have been compiled from Boston Mass. with 200 names attached.

## LITTLE THEATRE HANDICAPS MANY

"Sweet" Playlets and Bunk Publicity at Home — "Eyes" Convincer in New York and St. Louis—Full Length Plays Better for Ultimate Development

## INNER POLITICS

Inner politics, jealousies and catering to its patrons are the first handicaps suffered by the Little Theatre Movement around the country. Next comes the demand for the "sweet" playlet and the bunk publicity besides money pats on the back handed out to the local amateurs composing these groups.

All of this was brought out through "Eyes," written and played in St. Louis, before entering the Little Theatre Tournament in New York, winning that competition.

The ruthless criticism of Little Theatre offerings by New York's dramatic critics is crushing to the smaller cities where many of the plays were first fostered.

Attitude of the public and the press toward the Little Theatre at its home town source may have something to do with preventing the Little Theatre in general from coming up to scratch as often as it should.

In the home town it is not considered according to Hoyle to really criticize any Little Theatre play. It must be treated "nicely" and is the only time a play gets a knock, and then it invariably does, occurs when (Continued on page 58)

## ONE LEGIT HOUSE IN ALL TEXAS NOW LEFT

Dallas, May 27. With recent passing of Pantages at Fort Worth, to be wired, Showhouse at Dallas remains as last legit stand in Texas. Once Houston, San Antonio, Galveston, Fort Worth and Dallas each had a regular legit house for stock companies. Now all have been remodelled for pictures, except for the Showhouse (formerly Circle). It's degenerated to concerts and amateur productions.

Showhouse has been a flop for every stock company that tried it for the past six years.

## Erlanger Productions By Separate Corporation

The production end of the Erlanger office was incorporated last week, when papers were filed at Albany for the Erlanger Productions (formerly Circle). It's degenerated to no par stock. Incorporators are Mitchell L. Erlanger, Saul J. Baron and Walter J. Kelley.

Baron, the son of A. L. Erlanger's attorney, was recently named administrator of the estate by surrogate bond, with instructions to file a bond for \$2,200,000. It is understood that Baron's new corporation has the right to continue the business under a corporate arrangement.

Tentative plans for the new season include several productions by the Erlanger office and participation in attractions to be presented by independent producers.

The first show-up with such participation is "Vanities" due next month. A production schedule by the Erlanger office itself has not yet been framed.

Rose Perfect West  
Hollywood, May 27. Rose Perfect, prima donna, arrived here from the east Monday. Presumably on spec for pictures.

## Warners Prefers Erlanger's to Shubert Theatres—New Musicals

## Ghastly!

Boston, May 27. Geo. C. McKinnon, in his "Wisdom Box" in the Boston "Daily Record," sums up the legit show business thusly:

"Trade at one stock company house is so ghastly the management is giving away a bicycle to the holder of the lucky free pass."

## HAYS' CODE WILL PICK PLAYS FOR FILMS

That all bucks from now on will be passed to the producers' code of ethics, instead of the Hays organization, is first demonstrated with the successful Belasco play, "Wise Child."

Hays isn't doing any more banning but is certain that Columbia nor any other company will not consider the theme for the screen.

Columbia was mentioned as being prepared to pay \$50,000 for the screen rights to "Child," but other producers have talked the matter over "unofficially." Columbia spokesmen point out, while not a member of the Hays group, is manifesting every interest in its moves and every desire to co-operate. Plus this, that releasing agreement with the most agreeable of members, R-K-O.

The Hays catechism has considerable to say about things dealing with the illegitimate. Since discussions have satisfied a certain number of the creed followers that "Wise Child" is themed around such specimen, it would take more than the brightest minds of Hollywood's re-write staffs to make of the Belasco mind weaker anything less than an "unwise" offspring.

## ZIEGGY SETS 'FOLLIES' WITH AMOS-ANDY

Hollywood, May 27. All contracts for the next Ziegfeld "Follies" in New York will be dated Oct. 15.

Amos and Andy, despite denials, it's said, are set and Walter Donnelly is writing the music. Later is the only member of the production staff thus far selected.

Flo Ziegfeld is out here watching his gloriators going into cans via "Whoopie."

## Sleeping Tablet Overdose Fatal to Jean Farrell

Chicago, May 27. Jean Farrell, former chorus girl with "Rose-Marie," died last week following an overdose of alional sleeping tablets. According to Barbara Bossie, another professional living at the same hotel, Miss Farrell had taken the tablets because of shattered nerves following a bad lover.

Miss Farrell had taken six tablets, although the maximum prescribed was two.

Her sister, Mrs. Mary Fitzgerald of Philadelphia, was notified.

Sydney Ross Solo  
Sydney Ross, formerly with Kenneth Alford, is branching out on his own as a legit producer.

Ross will offer "Fetter's Field," by Paul Green as his bow in venture and will follow up with a new play by Elmer Rice upon which the latter is working while abroad.

Musical comedy production for early next season should assure Broadway of a goodly supply of high class attractions of that class, even though the summer seems lacking in fresh productions.

Bobby Connelly and Arthur Swanson are scheduled for four musicals. Alex Aronson and Yinton Krawley are down for two. E. Ray Goetz will present at least one. Charles Dillingham has two in view, and so has Ziegfeld. Schwab and Mandel are yet to announce but another dozen musicals are expected before Thanksgiving.

The participation of Warners with at least two of the younger musical show producers is virtually assured. A deal is on whereby Warners will be interested in three of the Connelly and Swanson shows. That duo's operetta, "Fringes Charming," will be their own. It is due to follow "Sons o' Guns" at the Imperial in the fall.

Mention of Bobby Connelly as managing director of the Warners' production department is exaggerated. The Connelly-Swanston firm will remain intact and will not lose its identity. Warners is said to be in back of Goetz' forthcoming musical, as true of "Fifty Million Frenchmen" which he put on with them, on a profit sharing basis.

After Legit Houses  
Warners is further named in reaching out for more legitimate theatres for run picture purposes. A proposal to lease or short a number of Erlanger theatres is reported. While rumors of a Warner-Shubert deal continue, the picture market appears to be in the Erlanger houses better located, especially outside of New York.

Before Warners Hollywood, New York, opened, it was stated the house would be used for stage productions and is fully equipped for that. If the deal with Connelly and Swanson is consummated, that house might make any other firms are seeking additional theatres.

## Merchants Help Showman Hit by Stock Company; New Start Under Canvas

Topeka, May 22. Stock market did things to Clyde Waddell, owner of the Waddell stock company in New Clyde is getting a second start because he made a hit with Topekans during the five years he and his players were at the grand theatre.

Topeka merchants underwrote the cost of a tent theatre for Waddell, and he is erecting it at the Kansas Free Fair grounds entrance, another show, and few of his former associates he will open next month in stock.

Though the Orpheum with 1,200 seats in Topeka and under lease for two more years, Fox will not sublease to any professional opposition to talking pictures played in its other houses here. Short dates in amateur shows, and few of them, are all the Orpheum has had for the past six months.

## "Lysistrata" Hot

"Lysistrata," the Greek play which has Iphila, on its ear, has been snared by the Shuberts and will open at the 44th Street next week.

Despite its antiquity the play is rated quite hot, even by the ticket agents who scurried down to rubber.

## Not Colleen Moore

Colleen Moore, who has no financial interest in the coast stage production of "Juno Moon."

Report arose through pressure in leading role of her brother, Cleve Moore.

### POLAND NOT OVER-RUN BY LEGIT SUCCESSES

By EDWARD J. KURYLO  
Warsaw, May 10.

Municipality of Warsaw at last facing the fact that the Municipal theatres are being mismanaged, decided to make some changes. The four, Teatr Wielki, Teatr Narodowy, Teatr Letni and Teatr Nowy, are going to be separated from the Municipality and granted an annual subsidy upon which they are expected to make good. It is understood one of the first who will be asked to resign will be the general manager, Sitwinski, whose qualifications for that post among others was that he had once been Premier of Poland, unfortunately for a day, and has some pull with the present governing party.

"Joia," the opera by Piotr Rytel, produced in the Teatr Wielki, made quite an impression, but will have to be cut to some extent.

In Teatr Letni—"The Prince Consort," French comedy in three acts of Xanoff and Chancel proved effective in a way but did not run long. This play was written some twenty years ago, but the authors had altered it to suit the present taste. The play was directed by Tadeusz Frenkiel, whose great father, Mieczyslaw Frenkiel has taken part in it, besides some good artists like Mieczyslaw, Luszczycki and Justyna.

In Teatr Nowy "Ann Christie," found act play by Eugene O'Neill, though admirably acted and given the beautiful scenery of Drahlik's still did not catch on and had to be taken off.

**Family Affair**

In Teatr Maly, "The Charming Pensioner," a light comedy in 3 acts of Wincenty Rapsacki, had to do with the story of young actor, who had already got his pension. This is in reality a story of a man's life. The author himself and Leszczynski (who played the principal part) are related to each other, and come from a well known professional family, so you may judge that the audience spent their time very well indeed.

In Teatr Eliseum, "God, Devil and Man," second work of Jacob Gordin, the Yiddish writer, quite a hit. Play adapted for the Polish stage A. Mark, who produced it with Chojacka, Slawinska, Kunowicz and Socha in cast.

"Morskie Oko" gave a very good show (a revue) called "Whole Warsaw" with many spectacular numbers rehearsed from foreign music halls. Several new and good artists appeared in it, such as Roland, Wojcieszko, Zelichowska, Antoszowna, Ney's, etc.

**Orpheum Falls Down**

"Quid Pro Quo" gave recently a new program, "All Around Babel," quite brilliant, and had the assistance of big artists like Popowicz, Ordon Nobilowna, Dysza, Krukowicz, Tom and one of the best "concerteurs," Jarocki.

There remains to be mentioned a new theatre, Wesoly Wiczor,

which opened with "Contetti," later followed by "The Little Girl." It is situated in a neighborhood that badly needed a theatre and under the management of Wojcieszowski, there are hopes.

Some time ago a real variety theatre was inaugurated called "The Pleum," which gave two very good programs. Through this theatre was under the experienced management of Wini, it would appear that support was lacking. "Sandomierski Wedding" is now in it. This is a Polish folk play that has to do with native costumes in the province of Sandomierski.

Wini, in Teatr Miejski, during the performance of "Cyankali" some misceantins threw chemicals as a protest against the play, which in a radical way deals with sex relations and unwanted children. Play ably written by a German doctor, Friedrich Wolf.

In Poznan, in Teatr Nowy are now playing "What Price Glory?"

In Plock, Teatr Miejski, under the direction of Wojcieszowski is staging some interesting plays, like "Miss Tiut," "Riddle's," "Ghost Train," "Kiedrzyński's," "One Must Not Be Surprised at Anything," "The Case of Mary Dugan," and recently proved Zapoliska's "Malka Swarcenowa." This is a well-known play of Jewish life and is known all over Poland. The title part was taken by Madzia Hryniewicz, whose husband directed the play.

**Propaganda**

The Polish National opera, "Halika," of Moniuszko has been accepted by the Soviet government to be played in Minsk, quite popular with ulterior motive, as the characters are peasants and nobles, the incidents in the opera could be fitted up to serve the purpose of propaganda against the "Intelligentsia."

The well-known actor and stage director, Marjan Tatarwicki, recently passed away. He wrote some successful plays and translated many well-known dramas.

A couple of very interesting books has been written by Krzewinski, an actor, "Ballet Girl" and "Champane Life" tell of scenes from the life of the ballet, and the former Russian government. Not exactly a fictional story but contains interesting matter on the life of the ballet girls in Poland.

### ADDED-GERMAN HOUSE GOOD FOR AMERICANS

London, May 15.

Management of the Scala, Berlin, controlling the Plaza there, Flora in Altona (Hamburg), Olympia, Dortmund, Apollo, Mannheim and the Drei Linden in Leipzig, have added to its circuit by the purchase of the old Stadt Schouwburg in Rotterdam. It will open in August as "The Arena."

This engagement of 15 days will be a useful break for American acts who are booked on the continent. A successful engagement there might mean a tour of from 12 to 18 weeks through the principal vaudeville houses of Germany.

### FRENCH LEGITS ARE SQUAWKING AT LAST

Paris, May 16.

Legit managers feeling the talkers' here as on Broadway. Many squawks aired by the legit impresarios not only against the films educating the masses to pop prices, but also against the legit sure-seaters, as distinguished from the picture theatre sure-seaters.

These small legit houses, necessarily limited on the gross receipts, are forced to lower the general legit standard, all to the general edification of the entire legit field over the contemporary producers.

Outside of the big revues, held more or less by the tourist influx, no big grosses hereabouts generally. The decrease in number of the more important Boulevard legit-houses is also blamed. Actors are not as good as they used to be; playwrights not as clever; talkers too tough an opposition—these are some of the squawks.

Plots usually worked the same for legit all over the world, but Paris was internationally famed for its wealth of dramatic works with its stock companies, maintaining a 40-rod of the big revues, personnel whether playing or not.

The old large houses made it necessary for French actors to study voice control and diction in order to carry.

### FIVE-WAY PLAY AS NOVELTY IN MUNICH

Munich, May 15.

A novel dramatic-synthetic work will be produced in Munich during this summer by the Choric Stage Society in Munich. The performances will take place in a festival hall built for the purpose, in the Munich Exhibition Park from June 20 to Sept. 2.

During these performances one has the opportunity to see the famous dancer, Mary Wigman, with her well-known dances.

"The Call of Death," by the Swias poet, Albert Thalloff, aims at a new dramatic form of histrionic art in which the text is reproduced by a speaking orchestra by independent dancing choruses and by independent speaking figures, space by the Universal Word and by altars of moving colored light.

The play figures are masked.

### 30 Injunctions on Patents In Far South Nations

American-Argentine Film Co., in the latter country, has thus far obtained 30 injunctions in the Argentine federal courts against film exchanges and theatres using sound-on-film. In each case a cash bond of 10,000 pesos has been deposited to continue operation, pending infringement suits in the Argentine courts against RCA and Western Electric.

American-Argentine Company is headed by Romulo S. Naon, former Argentine Ambassador to Washington. The company holds the De Forest patents in every Latin American country, except Mexico. These were purchased in April and July, 1929, from Dr. Lee De Forest by Edward J. Rice on behalf of Argentine-American. Latter company has been a distributor for years and has made a few shorts in Spanish dialog.

In the case of Chile and Brazil the Argentine group have an exclusive patent to sound-on-films. They have no case against Vitaphone (sound-on-disc) and have made no attempt to restrain this system. An invitation from Schlesinger to pool the South American rights on the De Forest patents with his rights was declined by the Argentinians who prefer to operate independently.

De Forest obtained his patents from the various South American governments during 1926 and 1927 and awarded Ricci a franchise in December, 1927. This was converted a few months later into an outright buy-out. De Forest reported receiving \$100,000 from the syndicate. Any future developments or improvements on the patents by De Forest are provided for on sharing terms.

### Many Polish-Produced Films, but Only One Suitable for Over Here

### "LADY LIES" IN FRENCH IN WORK AT PARIS

Paris, May 16.

"Une Femme a Mentir," the French talker version of "Lady Lies," is rushed for production here by Paramount, taking on the production schedule the place formerly held by "Un Homme En Habit," starring Saint Granier. "Lady Lies" may yet be released before "Le Trou Dans Le Mur," first Kane feature.

Francis Mangan, Paramount presentation manager for Paramount in Europe, will limit direct part of "Un Homme En Habit" on account of some of his dance ensembles being used. Whether these will be the 24 Mangan Tillers, or the 12 Plaza Tiller Girls, with the 12 Paramount Tiller Girls in addition, has not yet been decided.

Besides film and presentation work, the Tillers are also slated for night appearances at the Paris fashionable open-air club Chateau de Madrid, if their hours there can be made to fit in with the theatre presentation schedule.

### Rome's Film Bid

(Continued from page 6)

Italian king of pictures, made known studio and theatre plans of unexpected scope. In an interview with "Variety" correspondent stated he will have the start of a talker program ready in September or October for use in his 12 wired houses, and will get into talker production for the world market on a commercial basis by then.

Pittaluga said he has three dialog pictures completed and four more in the less advanced stages of preparation. There are to be French, German and Italian versions of the Pittaluga production, the first three being done by French, German and Italian casts and directors.

One of the completed pictures is titled "Ave Maria," although it is not a religious subject.

Pittaluga said he believes one of the important assets of Italian pictures made in Rome will be the fine quality singing voices for which Italy is famous, indicating he has an eye on operatic pictures for foreign sale.

Claim of Rome to rank as the European film capital, he declared, is that it has 10 months a year of the finest weather on this side of the world, this element being of the greatest value to film making.

Inauguration of the studio was a gala event, conducted with much ceremony in the presence of several members of the Cabinet and with all the sound news reel companies making records.

### War Ace in Film

Berlin, May 17.

The famous German wartime ace, Ernst Udet, will play a pilot's part in Agfa Film Company's "Stuerme Uber Dem Mont Blanc," meaning "Storms Over Mont Blanc." Film will be directed by Arnold Fanck.

Same director-actor combination was already used by the same producer company in "Die Weisse Holle vom Piz Palu" ("White Hell").

### IN PARIS

Paris, May 15.

Ronald Colman, Serge Koussevitzky, Max Altglass, Fernand Thillois, John G. Bucher, Martin Openshaw, Marc Connelly, David Selznick, Irene Bonard, Rosa Bonnelle, Ernest Torrence, Ralph E. Bauman, John Pfeiffer, Mr. and Mrs. George Lamaze, Jr. and Mrs. David Selznick, Marie Dressler, June Elvidge, Zelma O'Neil, Dorothy Keene, John Barryman, Richard Watts, Jr., Gilbert Miller.

Honors for Reinhardt  
Berlin, May 27.

On the occasion of his 25th anniversary in the theatre, Max Reinhardt was honored by two leading German universities.

Degree of Doctor of Letters was conferred upon him by the University of Frankfurt-am-Main and by the University of Kiel.

### Warsaw, May 11.

"Kosciusko's First" is a weak picture. Most unknown is it.

"From Day to Day," scenario by Ferdynand Gotel and directed by Joseph Leites, not bad. Goczynska, Gawecia, Brodzins, Cawlikowski and Walter have roles.

"Magdalena," produced by Meglicki, has nothing to recommend it.

The "Trottoir" scenario, produced jointly by Niemirski and Krawiczka, from the scenario of Stern on the book of Marczynski, Samborski and Walter, was not so successful. Played one of the principal parts to satisfaction, Batycka, featured, shows she can do only character roles for the too big and masculine. Somewhat, she was elected as Miss Polonia, but in Paris got only one vote when after the title of "Miss Europa."

"Halka," another film of Meglicki, has more to recommend it than his last picture, "Magdalena," but the best moments were the "plain air." In this picture the producer had committed many faults. "The Woman Who Wants to Sin" proves only that the French model and places in Poland are interesting, and Ebleganski committed a mistake when he also wrote scenario.

"The Girl in the Hat" and "The Girl Was very good. This picture will be shown abroad.

"The Girl's Allotment," from the book of Zeromski and directed by (Continued on page 68)

### Merger's Promotion

Paris, May 17.

Final workings out of the Gaumont-Aubert-Franco merger suddenly elevates Edgar Costil, former general manager of the Gaumont end of the merger, into the general management of the G-A-F amalgamation. Costil, a correspondent stated he will have the start of a talker program ready in September or October for use in his 12 wired houses, and will get into talker production for the world market on a commercial basis by then.

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### Spanish Native-Made Talkers Are Unlikely

Madrid, May 16.

During the last few months nothing else is talked of but to make the talker in Spain, by Spanish, by Spanish actors, with Spanish material and capital by Spanish financiers.

Representatives from Germany, France, England and the United States have published interviews saying they are commissioned to manage the formation of great enterprises of Spanish films and to contract the necessities to produce them in America, England, and Germany.

None seems to have been put in action. There is no Spanish film produced as yet, but "La Cancion Del Dia," whose composer, Guerrero, is making money with it. Film is not suitable for exportation. It is very weak in execution.

Held improbable here that talkers will be made in Spain. The native silent films have never been a success. They require less, operationally technically. The proof is in the many attempted in this country.

Spanish "Parade" Adds  
Hollywood, May 27.

Jose von Sternberg has been assigned to direct a new production scenes for the Spanish version of "Paramount on Parade."

After their completion he starts work on "Morocco."

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# LONDON LEGITS CUTTING SCALE AS LAST HOPE

London, May 27.  
Last desperate stand of London producers in an effort to counteract the business slump in the form of further reductions in box office prices.  
Several more legit houses have cut scales, including Strand, Dutchess, Queen's, Court and St. Martin's. Several others are about to follow suit.  
Many houses are increasing their pit capacities by taking away from their orchestra stalls.  
Another sign is the absence of new shoes for production in the immediate future with the exception of one half a dozen almost undertaken. Even these, producers say, would be postponed until all except that they are contracted.

# U'S FRENCH HEAD; STEIN ALSO QUILTS

Paris, May 27.  
Single-head foreign organization continued to bring about changes in personnel as the week ran on, spreading to other American companies. Alexander Stein resigned the management of Universal affairs in France, due to a conflict over jurisdiction.  
Stein objected when Al Szekler required that he consult his by phone on minor administrative details, such as expenditures, contracts and the like.  
French executive refused to submit what he considered the curtailment of his discretion, wiring his resignation to take effect immediately, but offering to train his successor until Aug. 21. Stein had twice before taken the same action for much the same situation.  
Sudden bowing out of Osso and then Stein inspired many wild speculations as to whether further shifts, none of which eventuated.  
Metro has accomplished the centralization of its activities without friction. Lawrence is the general executive, with the rest of the personnel co-operating smoothly.

# 'OTHELLO' AND ROBESON DOING BIG IN LONDON

London, May 27.  
Despite the adverse forecast of showmen, who usually are right, Paul Robeson's "Othello" at the Savoy is prospering, even in the midst of the theatre slump.  
Attention given to \$10,000 last week and has a healthy advance demand. It is scheduled to hold out until the end of July, but the gloomy prophets are offering to bet it will stay that long.  
Management makes the statement it has four offers for Broadway. New York presents a problem for the production due to the question whether America would accept the Negro Robeson playing Othello with a white woman as Desdemona.

# As It Should Be?

Paris, May 26.  
Lee Shubert returning June 1 on the "Bremen" to New York will probably pass brother Jake on the Atlantic.  
Jake's coming over to look over the new continental musical and absorb new continental revue production ideas.

# Braun, Author, Sues

Berlin, May 27.  
Wilhelm Braun, author, is suing Richard Zaebler of the Zaeblergesellschaft, charging plagiarism.  
Author contends that "The Enticing Goal," talker, infringes upon his own story, "The Song of Love."

# "Nina Rose" at Chatelet

Paris, May 27.  
"Nina Rose," American musical, has been acquired by Lehman for production at the Chatelet in the autumn.

# CRADLE OF GAY VIENNA OPERETTA FOR RENT

Vienna, May 27.  
Decline of Viennese operetta becomes a fact with confirmation of the report that Hubert Marischka, director of the Stadttheater, birthplace and cradle of Vienna Light opera, is negotiating with the Austrian State Opera or others to rent his house. Upon its historic stage Lehár, Falla and Kálmán waterfalls. Marischka's other operetta theatre, Stadt is to be turned into a sound film establishment.  
The music publishing house of Schott, which Marischka is interested in, is not involved in these starting changes.

# HYLTON'S ROTTERDAM CONCERT A PANIC

The Hague, May 27.  
The Jack Hylton concert at the Gebouw, Rotterdam, Friday (23) attracted a tremendous crowd and worked out with a fair degree of success, despite a jam caused by a stupid system of checking tickets.  
Arrival of seatholders brought on a wild scramble. More than 2,000 persons surged up at the same time and with only two men to handle the mob at the doors, there was little confusion.  
Crowd was milling around the doors when Hylton started his program and he was compelled to stop. There were still 500 outside trying to get in. Nothing for the bandmaster to do but stand aside and wait patiently for things to quiet down.  
It needed an hour to straighten the jam.  
Hylton started and carried on to a successful conclusion.

# Tangling a Tangle

Paris, May 27.  
To straighten out the tangle about the actress Arthur Swanstrom engaged for America, explanation is that he engaged two, both from the "New Moon" production at the Chatelet.

The first girl was Janet Flynn, the second, sailing for New York June 1. Lawrence Bregis, Report Mill. Bregis is scheduled for a feature role in a new musical.

The first girl announced by Arthur Swanstrom as returning with him on the last westward trip of the "Bremen" was Tina Malo, French. She is to replace Lily Damita in "Sons of Gun" in New York. It was announced.

Meanwhile Janet Flynn failed to appear in New York, as Janet Flynn at least, although the cable always says she was first to sail. Unimportant although it is a stunt is being attempted here, it should have been better reported.

# SURVEYING FOR SWANSON?

Stockholm, May 27.  
Marquis Henry De la Falaise is in Stockholm conducting a survey of the Swedish film market, according to reports.  
Gloria Swanson, wife of the Marquis, is of Norse extraction. Supposition is that local study has in view the possible adaptation of her pictures to the native public.

# Foreign Agents in London

London, May 27.  
Emile Audiffred, booker for the Paris Empire, is here after the lines. The house changes its program at the end of this week and so far has no feature attraction set.  
Another vaudeville booker scouting in England is Paul Arnaud who represents the Cairn group of theatres in South America, in need of specialty talent.

# Phil Baker Breaks Date

London, May 27.  
Phil Baker, scheduled to open at the Palladium June 2 for a fortnight, will not keep the date.  
He is justly called for an indefinite postponement.

# Dixon Staging

London, May 27.  
Cloving with "Heads Up," Harold Dixon will stage the dances for the new Charlott revue.

# Newest Spanish Dance Created by Gypsy Gives Heel Stampers a Sock

Madrid, May 18.  
The modern times make everything more advanced and "futuristic."  
The typical Spanish dances are disappearing and only cultivated by the provincial people in Seville, Malaga, Cordoba and other places in Andalusia. There are a quantity of enthusiasts among foreigners who come to Spain, especially the Americans, as the dancer Doris Niles of New York and Mary Elizabeth Gleason of Cleveland who have dominated and dance better than the Spanish artists.  
Another school of dancing has sprung up, the "futurist." Instead of following the rhythm of the classical music of Seville and similar places, the innovators of these dances have schools and a number of pupils who interpret the dances like the classics.  
The new dancer is named Vicente Escudero, a gypsy who has been many years in Paris. Instead of dancing to the rhythm of the interpreters in an esthetic manner which he has created.  
Various criticisms have been given in Madrid of this dance. It is violently criticised by the old masters and by the few pupils who remain of the old school. If the new dance continues to disappear in Spain and the old times they will see it, they will have to go to North America where it appears the best "cultivators" have taken refuge.

# Melchior, Danish, at Met, N. Y., at \$2,000 Per

Copenhagen, May 27.  
The Danish opera star, Lauritz Melchior, has been engaged by the Metropolitan Opera for three years, opening in New York Feb. 2, next, at a stated salary of \$2,000 a performance.

# Shubert Kidding Vienna

Vienna, May 27.  
Lee Shubert arrived here Sunday (25) from Berlin and will remain until next Friday.  
"I consider from the state of the American legitimate theatre that the stage has not been seriously affected by the competition of sound pictures," he happily stated.  
Shubert said he came here to look over current Viennese operettas which he finds popular in the States. He saw and liked Grarich Staedten's piece "Reklame."

# Louise Brown Gets Over As Act at Coliseum

London, May 27.  
Coliseum has a varied and well balanced program, opening yesterday (26), the best in months, headed by Harlow's new "Moonlight Orchestra doubling from the Cafe de Paris.  
Show also has Louise Brown from "Hearts Up." Lee Ephraim's recent Palace flop, an "Moonlight" ballet from "Rio Rita," another unfortunate Ephraim venture.  
Kemp's aggregation, although considered a fair attraction, revealed several novelties and scored. Miss Brown was splendidly received and the ballet, featuring Jane Sels, doubling from the Carlton hotel restaurant club.  
All three attractions are in for a fortnight.

# Japs in Denmark

Copenhagen, May 27.  
The Russian Impresario Leonidof, who operates widely, has engaged the Japanese Theatre Kabuki troupe of 31 players, now in Paris, to play in Copenhagen, Stockholm and Oslo in June.  
Thereafter the Nippon group goes to London.  
Leonidof also has engaged Shoji and Crown Grack.

# RUSSIANS DIZZILY DO O'NEILL PLAYS IN PARIS

Paris, May 27.  
One of the oddest sights in Paris at the moment is the playing of O'Neill's "Desire Under the Elms" and "All God's Chillun Got Wings" at the Pigalle by a troupe of Russian players from Moscow.  
"God's Chillun" is a particularly dizzy vodka concoction, the Russians doing the Negro with surrounded with ultra-French atmosphere.  
Ernest Newton, a famous Negro whose marriage to a white actress in New York a year or so ago created much excitement for the tabloids, essayed stage appearances here.  
He was a conclusive flop in a cabaret performance at the Comedie Club up Montmartre way. Establishment put on a costly and elaborate imported show, but it's a champagne spot, and its prices are very high, scaring everybody away.

# NEWTON FROM HARLEM PLAIN FLOP IN PARIS

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# "Red" Film Propaganda Order in No. Ireland

London, May 27.  
Sir Dawson Bates, home minister for Northern Ireland, issued May 19 a "special powers regulation" authorizing the police to enter and take by force and to destroy any film or disk held to be possessed in contravention of the order.  
Action is aimed at so-called "red" pictures and records, but is believed also to be the entering wedge for a new system of censorship in the State replacing the British Board of Censors, whose rulings are now accepted in Northern Ireland.  
A deputation from the trade is seeking an audience with the minister, but has not so far succeeded in having a date fixed for such a meeting.

# Colored Singers' Auspices

Berne, May 27.  
The American "Embassy here is giving its support to the appearance of the Hampton Colored Singers, touring Europe under the direction of Dr. Nathaniel Detting. Gilde Jones, American singer, is giving a series of concerts at the Tonhalle, Zurich.

# Command Show's Hit Creates Tumult at Pall

London, May 27.  
Florence O'Denishawn, supported by Snow and Columbus and making her first appearance at the Palladium yesterday (26), was splendidly received. Regarded as one of the classiest turns-imported in a long time.  
Gillie Potter, hit of the Royal Command performance, was razed last night by people standing at the back and representing an overflow. Razzing implied the rest of the audience, and the approval and Potter finished going strong.  
Jack Hylton and his Band, back from a Continental tour and playing under a new contract at increased salary, drew a tumultuous outburst of friendliness upon the rise of the curtain.

# Antwerp Dancer Tries Suicide, but Stopped

Galveston, Tex., May 27.  
Dented bond by a federal judge pending appeal to the Secretary of Labor for a marriage license for himself, dancer Antwerp, tried to stab herself with a nail file. She was prevented from doing so by an attendant.  
Girl's case has attracted much interest locally. She arrived in port two weeks ago as a stowaway. V. A. DeFeron, the girl who she had secured a marriage license for himself, and the stowaway has been unable to use it.  
Girl came into country smuggled in his cabin.

# "Love Waltz" in London

Berlin, May 27.  
Arthur Dent of Berlin International has signed a booking agreement with UFA calling for a London engagement for the UFA talker, "Engagement" is for the London Regal or Alhambra in three weeks.  
Fuzzy Knight in Cafe  
London, May 27.  
Fuzzy Knight opens June 16 at the Regal.

# International Talent Bill Made Best Show Yet for Command Performance

London, May 27.  
Last week's Command Performance at the Palladium was declared to be the best of the kind ever held due to the introduction of the International talent idea.  
Outstanding features were scored by George Clarke and Co. in a sketch "The New Cat" as played by Clarke in New York last year; Toto, Gillie Potter and a dance flash comprising the "New Cat" and "The New Cat" and the British Broadcasting Band. The band expected in some quarters to be the hit of the program, turned out to be a minor feature.  
The performance realized \$18,500, with the record \$27,000, held by the Coliseum.

# BEDROOM SCENE GOOD FOR B'WAY-PARIS PLAY

Paris, May 27.  
Athens has changed policy with the withdrawal of the French from the new attraction being "Le Coeur y Est" ("The Heart Is In It"). Raoul Packer adapted the piece from his own "Dollars." Lyrics are by Roger Bernstein and Fernand Vilmont; score by Philippe Pares and Georges Van Zuyva.  
It is summer show. Of the three acts the first is weak, third good, and the second great. Second stanza has a bedroom scene which is wholesome, making for novelty. Slightly adapted, the show would panic Broadway.

Raoul Packer has to do with a man's girl agreeing to impersonate a school chum to act as hostess to an actor for a marriage license. The girl, needless having an unsavory reputation which probably would cost her the uncle's inheritance if he found it out. The counterfeiter relative mistaken another American for the looked-for uncle and a romance grows out of the error.  
The women of the cast are weak, but the men terrific.  
Chorus excellent.

# TED LEWIS PLAYING PERCENTAGE AT PALL.

London, May 27.  
Ted Lewis opens at the Palladium June 9 on a guarantee and percentage. It's the first time the house has conceded such an arrangement.  
His original contract with the Kit Cat for six weeks now has been extended to 10. Spot is doing the best business it has seen since the opening of the American at the Kit Cat who remained there 14 weeks.

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OUT-OF-TOWN REVIEWS

GREAT JOHN GANTON

Hollywood, May 21. George Fawcett, reviver of comedy-drama he started in about 16 years ago...

Around town are billboards and signs heralding the return of George (Himself) Fawcett to the stage...

Fawcett is a lovable character, cocking his ear toward the stage...

In "Fawcett plays John Ganton, a hard-headed meat packer who climbed to domination of the Chicago stockyards..."

Supporting the distinctly humorous Mr. Fawcett are some of the intermediate performers...

ONCE IN A LIFE TIME

Atlantic City, May 28. New Sam Harris production had its first performance at the Apollo here tonight...

First of the nine scenes which make up the two acts of the play shows a small room in New York's West Forties three years ago...

A good break and a little bluff lands them with one of the producers as prosperous sibilant s...

While many of the thrusts are deep, the very truth of the characterizations puts them on the level...

Special interest was provided by Kaufman's first appearance and his part was George Kaufman, himself...

general to curtail waste of time and talent, weed out the incompetents...

The direction of Kaufman is excellent, too, having that furious energy which is the mark of "The Front Page"...

ARMS AND THE MAN

(Colbourne-Jones English Repertory)

Los Angeles, May 27.

Maurice Colbourne and Betty Jones apparently ventured too far south with their English rep. company...

To proponents of the Shavian comedy, the company's starter was all that could be desired...

The cast is excellent. Players ease and familiarity with the parts made the scenes believable...

Why, nobody knows. This section had created the leads in London of "Dover Road" and "The Road to Rome"...

Opened Jan. 10, 1929. "Rich as compelling reported Anderson (Journal)..."

"June Moon," presented at the Broadway by Sam H. Harris, ends a run of 34 weeks this Saturday...

JUNE MOON

Opened Dec. 26. Darton (Eve. World) discerned: "Beauty, imagination and pathos..."

"Death Takes a Holiday," presented at the Ethel Barrymore by Lee Shubert...

DEATH TAKES HOLIDAY

Opened Dec. 26. Darton (Eve. World) discerned: "Beauty, imagination and pathos..."

Bob Burke Postpones

"Check and Double Check," musical revue with which Bob Burke, ticket broker...

Miss Collier Staging

Constance Collier will arrive here next week. She will stage "Roubound" for Ina Claire.

Driving to Denver

Elitch's Gardens, where Denver has its annual summer stocks, will open June 14.



Lou Holtz, the celebrated O Sole Mio comedian, saw Roscoe Ails in "New Moon" and said: "Roscoe, I must hand it to you..."

ROSCOE AILS

Featured Comedian with Schwab & Mandel's "New Moon" Co. entourage. Direction LOUIS SHURR

4 Shows Out

Four closings are added to Broadway's declining list. One 'stopped last Saturday suddenly..."

STREET SCENE

Opened Jan. 10, 1929. "Rich as compelling reported Anderson (Journal)..."

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Variety For Summer

Address "Variety," New York

Shows in Rehearsal

- "Artists and Models" (Shuberts), Masque. "Mystery Moon" (James Graf), National. "Parities" (Earl Carroll), New York.

AMATEURS NEED GINGER

(Continued from Page 55)

The theme dealt with is of a broad or even a broadish nature. "Eyes," the playlet written by Maxine Block...

Handicaps

The manner in which the Little Theatre movement is run, with its policies, jealousies and constant need of catering to patrons...

Edwards' Comedy

"Edwards' Comedy" by Harry Madero, will be given a stock trial next week by the stock at the Westwood, Westwood, N. J.

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Little Theatre Circuit

Local Little Theatre taking up suggestion of Kenneth Mac Gowan producer and scribe...

MacGowan suggestion

MacGowan suggested a central New York office for whose \$9,300 upkeep he claims Otto Kahn, the banker, has already pledged \$2,000...

Bob Burke Postpones

"Check and Double Check," musical revue with which Bob Burke, ticket broker, makes his initial plunge as legit producer...

Sues "Stepping Sisters"

Edward Hays O'Connor walked out as manager and press agent of "Stepping Sisters" at the Royale New York, last week...

Ladies Must Live

"Ladies Must Live" - Later "Ladies Must Live" produced by Shaw Productions, Inc., will not steer into New York as per schedule...

Duffy's Creditors Drop His Clean Play Rule

San Francisco, May 27. Changes of policy in the operation of the Heatside Theatre...

Duffy's Dufwin Theatre in Portland and his Dufwin in Oakland will be abandoned. Creditors decided to continue these theatres for the present at least.

Duffy, the receiver, is directing the operation of the Duffy houses in conjunction with Richard Marshall, general manager, and a committee of creditors.

Future Plays

"Harlem," melodrama with all colored cast, which had a brief run at the Apollo, New York, season before last, will be revived with Edward A. Blatt, producer of the original, again figuring as producer.

Blatt's plans are to reorganise to play week stands in cities untouched by original company and with the West Coast as ultimate destination for a run.

"The Ties That Bind," scrapped after brief tryout earlier in season, is being readied for another try by Charles Farwell, who produced original production. It bowled at Asbury Park, N. J., June 23, and comes to a New York house later.

Cast includes Larry Lawrence, Mary McQuiston, Rosa Monelli, Ruth Palmer, Frank Wilson, Edward Fischer, Beth Connors, Mae Kennelly, Richard Begley, James Evans, Joseph Murphy, Max Hoey, Arthur Veltzer and Edward McCaughy.

Equity one in rehearsal. A summer revue tentatively entitled "Episodes of 1890..."

"The Crowd," by Harry Madero, will be given a stock trial next week by the stock at the Westwood, Westwood, N. J.

Piece will be reproduced for legit production next season by the Shuberts.

Edward Jephson, William Evans, Margaret Pitou, May Collins, Donald McDonald, Anne Sutherland, Emma Egan, Charles Wilson and May Collins in "Ring Three Times." Cast includes the author, Geoffrey Kerr.

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# Ticket Control Scheme Set to Operate July—Layman in Charge

Broadway theatre ticket control—no more than 75 cents over box office prices and no more agency buys—is to officially start July 7, it has been decided by the incorporated New York Theatre League, supposed to be representative of managers, authors, ticket broker and actors. The date is fixed with the expectation that the plan will not be obstructed by the objections of more than a couple of managers.

Opinion as to how the thing will work out remains divided. An executive secretary has been decided on. He is to open offices and organize a staff, to keep tabs on the ticket agencies and to allot tickets in accordance with the wishes of governors. The executive, as indicated, is not of the theatre. He is H. D. Savage from downtown, reported to have been of the Guaranty Trust Co. His name is not to board appear unaware of Savage's first name. He is to receive \$25,000 yearly.

Savage started on the job Monday and was suggested that he make himself familiar with the ticket agencies and he began visiting early this week. The League had 10 names proposed for the job. Among them were five men of the theatre—Ralph W. Long, Alfred E. Arons, Leonard E. Bergman, Jack Dillon and Earl Lewis. But it was decided the appointee should not know anything about show business, because there would be less chance of him having a connection in it. Who is to instruct him in the complex ticket situation was not mentioned.

Not Considered

Apparently left out of consideration is the fact that box office men and ticket brokers are actually salesman of theatre tickets. Also that they work on a virtual commission basis where tickets are on sale (with the public paying the commission) and that higher prices are charged for tickets bought outright. Proof of that agencies are an institution is the fact that they pay high rents—from \$10,000 to \$75,000 yearly for offices.

Word has been slipped to box office men that when the league starts operating, there will be no gratuities and even no Christmas presents. It is this feature that appears to have attracted most of the agencies. "We're not in it for the money."

The average salary of treasurers and assistants, both being generally of high intelligence, is around \$50 weekly for treasurers and assistants \$100. High money is paid to box office men on Broadway is said to be \$75 and only a couple get that, they generally virtually managing the theatre well. Tickets are proposed that the managers establish decent salaries, treasurers to get \$7,500 yearly, and \$5,000 for assistants. That would eliminate the necessity of outside money. It is thought, but it is doubtful that managers will consent to such salaries.

There are 16 agencies which will be recognized and do business with the league. They are: McBride's, Bascom, Sullivan, Tyson & Co., Tyson-United, Louis Coun, Kay's (Kauffman), Superior (Beckhardt), Arroyo, Leo Neumann, Library (Wolfe), Susan M. Kays, Anderson, Broadway and Equity. This group is recognized as inclusive of the major ticket agencies.

There are others, actually more than twice that number, all appear to have been invited to join the agency association, but some prefer to remain on the outside and have no intention of going out of business.

### Buck's "Union Depot"

Gene Buck's "Union Depot" play book is reaching completion through the efforts of its writers, Joe Laurie, Jr., Douglas Delin and Gene Fowler.

It will go into production almost any time when ready.

Two of the quips, Messrs. Buck and Fowler, are being angled for by young Carl Laemmle for the Universal lot on the coast.

### Horton After Plays

Hollywood, May 27.  
Edward Everett Horton leaves here for New York today. He will purchase a number of plays for Coast production next fall.

### Leslie's Salary Matter

The salary claims against Lew Leslie by the cast of "The International Revue" were not paid last week, although filed by Equity with the Managers' producing Association of which Leslie was a member. The M.P.A. is taking the 10-day interval permitted in the basic agreement with Equity, between the time the claims are made and the date of payment.

There is \$17,000 due the players. Leslie in compliance with his membership qualification in the M.P.A., deposited \$10,000 of that \$17,000 when he joined the managers' body. It is said those securities have been disposed of and more than \$10,000 released.

The salaries claimed are for one week except in the case of Harry Richman, Jack Pearl and Gertrude Lawrence. All three had received checks prior to the closing, the paper coming back from the bank marked insufficient funds.

### P. A.'s Officers

Regular ticket for the "Theatrical Press Representatives" list: Wallace Munro, president; Ed. V. Giroux, first vice; Helen Hoerle, woman vice president; Arthur Ryan, traveling vice; Ralph Kettering, Chicago vice; George C. Garret, Philadelphia vice; Al Sheehan, Boston vice; Lewis Haase, Atlanta vice; Edward G. Cooke, Seattle, and Sherman Danby, Los Angeles, Pacific Coast vice; George C. Garret, Montreal vice; Helen Ingersoll, recording secretary; Francis E. Reid, corresponding secretary; S. M. Weller, treasurer. Board of governors: C. O. Day, Mary Luescher, Beauvais Fox, Frank C. Payne, Ollie Alger, Victor Kiraly, Edgar Wallach and Arthur J. Levy.

The election will be held June 5. Munro will succeed Beauvais Fox as president. Governors dropping out are Peter B. Ermatinger, Edward G. Cooke, Bernard Sobel and Henry Munster. They are replaced by Messrs. Fox, Alger, Wallach and Levy.

### Penna. Tent-Rep. Idea

Pittsburgh, May 27.  
Frank Walters, old-time circus man and until recently with George Sharp stock organization here, and Harry Tracy, treasurer for Sharp at Pitt, start out this week with tent show to play one-night stands in this vicinity.

Pair have lined up about 10 10-day rep plays and a company of eight players and intend to be out all summer.

Tent has 1,500 seats, 400 of them reserved, and marks first big-top rep venture in this district in years.

### "NELL GWYNNE" DELAYED

George Ford has sidetracked his proposed production of the operetta "Nell Gwynne" until next season. Ford is readying a revised edition of "Miss Gulliver's Travels" for tryout next month.

### Ina Claire in Musical?

Two legit and talker names, Claude Coleburn and Ina Claire, may go musical in opposing Broadway shows next season.

Miss Coleburn has a deal on with Ray Goetz for "The New Yorkers" and Miss Claire for the "Little Show."

Arthur Conn has taken over the Casino, Millbrook, N. Y., and is remodeling into an arty theatre to open next month.

### Company will include Anne Davenport, Meyer, Richard Scott, Ned A. Colina, Agnes Scott, Ben Starkey, Joaquin Souther and others.

"Father William" as Play  
Dorothy Odette Stenard is dramatizing his novel, "Father William" for production next season by Arthur Hopkins.

Stewart may also appear in the cast of his new one.

Split Towns for Stock  
Arthur Bond is trying a stock scheme of splitting two towns into a full week. He has the rights in them. He has theatres in both Banbury and Bristol, Conn.

### Oscar O'Shea Attacks Are Barred in Ottawa

Ottawa, May 27.  
Ottawa newspapers have refused further advertising from the Embassy theatre, local stock drama house, because Oscar O'Shea launched an attack upon moving picture houses and talking pictures generally through his newspaper advertising, which was severely criticized by the publishers. No copy is now being accepted.

### Equity Meeting Elects Officers with Nothing About Miss Barrymore

Equity at its annual meeting Monday elected officers and councillors for the ensuing year by a close vote. The matter mostly considered otherwise was that of the legit casting agents as detailed elsewhere in this department.

Equity status in the coast picture industry was touched upon, without mention of personalities nor all but its last summer's defeat in the attempt to organize the picture actors' union.

Paid up membership was announced as slightly more than 6,000. Total membership was placed at 9,887. There have been 1,098 suspensions for non-payment of dues. During the year 1,865 new members joined. Total membership shows a decrease of about 1,500.

There are about 2,500 members on the coast in pictures, between 40 and 60% paying dues, it was stated. Frank Gillmore was re-elected president, with John Emerson, honorary president; Arthur Byron replaced Elmer Rice as first vice-president; Florence Reed, 2d vice-president; George Fawcett, 3d vice-president (now office covering coast); Harry Galt, first vice-president (now office covering tents and reps, mid-west); Paul Dulzell, treasurer, and Charles Dow Clark, recording secretary.

Elected to the council for two years: Beulah Bondi, Sam Colt, Richard Gordon, Violet Hemling, John Kline, Otto Kruger, Roger Smith, Robert Risler and Peggy Wood. Replacements on council through resignations: George W. Barber, Lucille Webster Gleason, Walter Huston, Donald MacDonald and Victor Floo.

The elimination of Miss Barrymore strangely brought no comment from the members. She had been elected Equity president since the strike in 1919 at which time her spirit and activity was recognized as the most vital influence in Equity's winning fight. Last summer on a coast trip Barrymore made a statement against the policy employed in the attempt to organize the picture actors for Equity. Immediately thereafter the fight was suspended and Gillmore returned to New York. It is said that since then Miss Barrymore has not communicated with Equity nor with any of its officers or council.

### "Nancy's" 3/8 Gamble

Chicago, May 27.  
Cast of "Nancy's Private Affairs," which was slated to take a 25 cent off on floor shows, has a gambling agreement with the management, and the show will continue, moving Saturday, however, from the loop Erlanger to the lakeside Playhouse.

The east will receive 37 1/2% of the gross. If the house grosses over \$5,000 the cast receives full pay. Agreement has a contingency if the gross drops below \$3,000; in which case the cast can deliver a one-week notice.

### NEWARK LIKES PLAIN TALK

Newark, May 27.  
"Strange Interlude" cleaned up completely on its second week at the Edison and now have hit over a third week. There were still arguments that the cast didn't open its lines and at one performance, at least, the critics had some things to say about the good old days because they couldn't hear.

### Repairing "Spook House"

"Spook House," presented in Boston last week by Joseph De Milt, was taken off Saturday and brought in. The mystery play will continue this week for polishing purposes and due to debut at the Vanderbilt next week.

# Not All Agents Agree to Let Down by Equity on Casters

### No Publicity Decision

Assistant District Attorney James C. Wallace, the Broadway play scout and inveterate prosecutor of alleged indecent shows, paid a visit to the Selwyn theatre last week around "Last Slice" to see the show.

Later Mr. Wallace made a long report to his chief, District Attorney Crain, in which he recommended that white the play was "off color" in spots, it was his opinion that it should not be given the publicity resulting from prosecution.

### Amateur vs. Profesh in Goodman Civic, Chicago

Chicago, May 27.  
Triple fight for leadership in the Goodman theatre, civic repertory house controlled by the Art Institute, is on.

Thomas Wood Stevens, who has been director of the \$500,000 theatre since 1924, has announced that he is being pushed for his job by Cloyd Head, business manager, and Hubert Osborne, one of the stage directors, brought here by Stevens. The Goodman's business and controlled by Head, has been on the pan lately, with the house's subscription campaign a flop. Goal was 10,000 subscribers for next season but only 7,000 were secured, only 3,500, of which about 2,500 are new.

General housecleaning at the Goodman was hinted several weeks ago by the board of control, civic leaders. They said the amateur taint was too noticeable.

Another result of the situation is that the paid players of the company have not yet been offered contracts for next season, with this season closing June 15.

### Nine Adlers in Toronto

Toronto, May 27.  
Strangest legit act in Toronto has been pulled off when nine members of the family of the late Jacob Adler, dean of the Yiddish theatre of America, presented revival of the "Wild Man," by Jacob Gordon.

Widow of the Yiddish actor after trying to bring the family together to bring out a play for 18 years. Ben was rehearsing for some weeks. Whole outfit had had experience on English speaking stage in United States, Africa and South America.

Performance was at the Standard theatre. Built on the most notable event in the local Jewish season. Played one night only and drew plenty of Gentiles.

### Mt. Kisco's Society Stock

Mt. Kisco, N. Y., May 27.  
Eva Lee Gillette will open the "Wild Man" at the Standard at Lawrence Farms here Friday night, June 6, according to an announcement of Walter Tupper Jones, managing director of the summertime theatre.

As the operas Miss Gallienne will offer the balcony scene from "Romeo and Juliet" and two one-act plays, Alfred Sutro, "The Open Door" and "A Sunny Morning" by the brothers Serafin and Joaquin Alvarez Quinto.

Commencing Saturday, June 7, and continuing through the following week, Ferenc Molnar's comedy, "The Guardsman," will be given. A summer season of ten weeks is planned.

The project is sponsored by a group of society women of Westchester, which includes Mrs. Frank A. Vanderbilt, Mrs. Oswald G. Villard, Mrs. Frank B. Brown, Mrs. Frank J. Bethel, Mrs. John Stittwell and Mrs. J. Noyel May.

### "Lucky Sambo," Colored

Hurtig & Seaman's new "Lucky Sambo," colored musical, opens at Washington June 2.

Adelphi Hall heads the cast.

### Sydney-Ellis Next

Basil Deane and Mary Ellis have acquired the American rights to Ferenc Molnar's "Riviera" and will appear in it next season under their own management.

Sydney-Ellis appeared earlier in season in "Children of Darkness," under management of MacGowan and Reed.

New York's leading legit casting agents and Equity are at last in accord, after more than a year of continuing discussions. During that time most of the important casting offices defied Equity in its iron rule idea of the agency permit system, with Equity finally and apparently prevailing in its blunder on the casting things.

With Equity conceding nearly all points demanded by the agents, a working agreement has been entered into between the Artists' Personal Representatives' Association and Equity. This agreement, revocable after one year but with an option to continue, will allow the new scheme works out, was accepted by Equity membership at its annual meeting Monday.

The agency organization may take in most of the other casting offices, the five per-centers being numerous. Indications are that a number of the smaller legit agents will be forced out.

### Provisions

Principal features of the new arrangement are:

1. A one year's trial of new permit, with the agents having the privilege of terminating the agreement.
2. Abolition of all matters of dispute, instead of the arbitrary cancellation clause as originally demanded by Equity.
3. Executive committees of both organizations to meet when necessary to iron out minor questions and arrange for arbitrations of more important matters.
4. Run of the play contracts need not necessarily tie the artist to the manager for a guaranteed period for the reason that artists who may not be satisfied with a play may, during the agent need not carry the actor, but in such cases the agent is to receive 5%. Where a guarantee of 20-week season, 10% weekly, applies, a commission of 5%.
5. Equity agrees to protect the agent in collection of commissions. If the artist refuse to pay, suspension to follow as though the actor failed to pay area to Equity.

Equity's withdrawal from its original mandatory stand came about after a number of conferences in which it was pointed out that the agents are of value to the legit. It was shown that agents are constantly on the hunt for new talent and when spotted in the legit field, that means a big piece to Equity.

### Placing Anywhere

In the matter of the personal representatives, those agents who guarantee actors a minimum of 20 weeks' season, 10% per cent weekly, may secure for the actors any employment whatsoever whether it be the stage, pictures, cabaret, vaudeville or radio any or more of which may be regarded as applicable to the guarantee period.

Permits as originally drafted by Equity have been virtually tossed aside.

There are several prominent agents not in the casters association, nor were they represented at the meetings. Those agents maintain their original stand; that Equity cannot interfere in their business and they do not need Equity for an advisor or guide. An intermediate class of personal representatives was established. They will be placed to receive 6% for the length of engagement, provided the salary of the artist is more than \$125 weekly and provided the agent agrees to place the actor to better his standing and salary.

### Rehearsal Squawk

Actors proved at day and night rehearsals of "Artists and Models," the former "Jean Lovvo" converted from operetta to revue in one week under the management of Sully Prudhomme dubbed the rehearsing theatre "The Smithsonian Institute."

Shubert, producers, were allowed but one week of rehearsal on the changes in Equity with any additional rehearsal period starting the payroll.

Special Publicity

VARIETY

Under A Special Plan

"Variety's" Special Publicity Plan has been functioning for some years. It has been employed by many of the newly-made stars in Pictures and Vaudeville, while the standard players and attractions have long since discovered its value in the advertisement of stage position and salary.

The campaign is designed to keep a professional name continuously before the show business, all over the world, every week for 52 weeks in a year. This publicity may be used in displayed type or pictorially, but does not include reading matter, other than a limited caption under cuts.

"Variety's" Publicity Plan is made sufficiently flexible in cost to meet almost any condition.

A copy of the plan with other information as may be desired can be obtained at any "Variety" office.

NEW YORK  
154 West 46th Street

CHICAGO  
Woods Theatre Bldg.

HOLLYWOOD  
Taft Building

FREEMAN HEAD BOOKER

(Continued from page 39)

west, resulting to his promotion to exclusive head of the R-K-O booking department, which includes the Chicago office.

Ben Piazza, also appointed in November as the business manager of the New York booking office, remains in that position, second only to Freeman.

Godfrey joined R-K-O in January, 1928, as chief booker, going into the office strongly recommended. His background had been as a two-a-day sub-booker with the old Orpheum Circuit about three years previously. When the booking office was divided into eastern and western zones, Godfrey continued in charge of the east.

Freeman has built up a good all-around rep for himself as a prominent booker. He has the good will of agents and acts who know he operates openly, with a quick decision always obtainable from him.

"Good Show" Guy  
Freeman's school of booking that he has steadily followed is a "good show" as the superior vaudeville headliner at all times. He probably understands acts' value to vaude better than any man living, whether new, standard, headliners or freak attractions. While not dotting upon the high price turns in the freak or headline class, Freeman played many of them on the interstate when he thought they would mean money to the box office.

That a straight playing bill holds the gross record of every interstate theatre attests to the soundness of the Freeman theory.

Such slight changes in personnel and alterations of minor policies that Freeman has so far inaugurated are reported elsewhere in this issue. He is a believer that competent bookers do not require a large staff and will likely live up to that impression as the R-K-O booking boss.

NO COMMISH AGENCY

(Continued from page 39)

and its radio association, beside the talking shorts.

Under Meyers the Warner agency will be open door. Meyers will take about a month to perfect his office and engage a staff. It is believed his brother, Eddie Meyers, now with the Morris agency with a contract expiring in July, will be appointed head of a department in the agency, and Eddie Darling, formerly chief booker for Keith's, may have another department, all under Walter Meyers as the agency's general manager.

Among the bookings which will include screen talent for the Warners' list of studios west and east, will be engagements for radio, discs and shorts. The agency will also handle probably the Warner canned programs for radio, an important branch of the office. Meyers' office will also cast any stage musicals the Warners may produce on Broadway. It has been said that the Warners may produce three or four of those stage musicals during the new season. They backed two B'way musical hits this season.

The new agency will be located in the Warner building on West 44th street. Meyers assumes charge of it Monday (2).

Agents booking through the Warner agency will be permitted to charge their clients the customary commission recognized by the trade. No other kind of a charge to talent by the agent will be approved by the Warner office.

Vaude Office Moving

At present the Warner vaude booking office is in the Bond building under the direction of Harold Kemp, with Lou Golden its official head. When the Bond building lease expires, that branch will likely move to the other Warner agency.

Walter Meyers knows all booking branches of the theatre. Until recently he was the Morris office representative on the coast. He left that agency, receiving a settlement of his contract when the New York Morris office and himself could not agree upon the proper percentage split. With Warners, Meyers is on a flat salary. Though youthful in looks, he is among the "old timers" of the variety field.

1st Strike Over Comish

The "office commission," always a rage, was inaugurated by the Keith circuit several years. It led to the first strike by the White Rats

Downtown's Floaters

Broadway has a side show parallel that in substance is the shadow of Times Square. It's Union Square and 14th street.

On the Main Stem the customers buy freak entertainment, on 14th street they provide it. No hick who ever yapped the come-on role on Broadway could display the naïveté blazoned by the town's natives en tour along 14th.

The cork mending shoes in a display window is still the biggest attraction, and "Ladies' Night in a Turkish Bath" is drawing the peepers by droves.

Everything is "on sale" and everything is "sacrificed."

On Union Square stomped before a co-operative restaurant cafeteria the laborites harangue one another about "sacrificing" to capital, and around the corner eastward the storekeepers are yelling in painted paper about "sacrificing" their capital to customers.

Day and Night  
In daytime it's the Bagdad for women shoppers; at night it's the men's Mandalay.

What 59th street and Columbus Circle used to be Union Square now is. It's the training ground for soap box orators and any night the acts put on here would make Senator Murphy or the Virginia Judge backing into a grind route.

"Ha, prolo?"

"You should live so long!"

"Sure, fer \$25 you'dabee da unda cover mans fer anything—ah."

"More—whoo's talking te ya?"

"Prove it."

"So—what good can you be if you go to Carnegie Hall 5 times a week?"

"Pshaw. You're idiot—I'm idiot." Among entertainment centers the street boasts two burlesque houses and four picture theatres—two rating class. And, paradoxically between Union Square and 3d avenue, 14th street is mostly low storied buildings. One skyscraper on the street, the Edison building, recently built, gives it its only big class.

Nearly everything that's at all saleable can be bought here. Few tag-a-longs know that when they stand about the radio and song shops listening to a teasing tune coming through an amplifier and reading a sign that boasts "4 phonograph records for \$1," they are hearing the music from a standard disc and not the one that will be sold them.

More soda and orangeade stands on this street than on any one section, except Coney Island in the summer and the East Side.

Hot dogs for a nickel.  
Like most thoroughfares it has some point of culture and here it's in a restaurant, Luchow's, one of the remaining German eating places of high repute. Eating shops fairly lie on top of one another for perhaps the biggest floating population next to Broadway.

against that circuit. While calculated to pay but the upkeep of the circuit's agency, it developed into a large profit maker for all big circuits employing the system.

It brought about a continually bad feeling with the artists, through the latter feeling they were paying the circuit for being permitted to work for it. With the newer element coming into the show business, the agency's commission has been a puzzle to them.

Hiram Brown, upon assuming the presidency of R-K-O, formerly Keith's, said he did not understand the ethics or policy of it, and was on the verge of discontinuing the practice until informed it had been a trade custom for years.

Mr. Brown, however, immediately ordered the stoppage of the split commission of the R-K-O agency with the agents. That had been started by the late E. F. Albee. Under it the act's agency lost half of his commission of 5%, with that half, 2½% withheld by the Keith office for itself. It eventually cost the Keith circuit about 10 times as much yearly as the Keith office profited through the graft, and virtually marked the commencement of the rapidly advancing salary in vaudeville.

When agents were deprived of their half of their own commission by Keith's, they connived with acts to raise the acts' salaries, with the agents participating in the advance over the previous amounts the acts had received.

Several vaude agents in those times raised acts' salaries from \$100 to \$500 within two seasons, and proportionately.

Shows in N. Y. and Comment

Figures estimated and comment point to some attractions being successful, while the same groups...

Admission Tax applies on tickets over \$3

Adna Beas, Drum (4th week) (C-900-43). Business somewhat better last week, but its the end of the season...

Weeks; led to good money until last month or so. "Strike Up the Band" (5th week) (C-830-43.85)...

3 Shows in Boston

Only three legit shows left in town. Business still fair with "Broken Dishes" at the Wilbur, \$12,000.

CHEVALIER HITS \$27,000 IN L. A.

A slight pickup over last week, led by Maurice Chevalier, who topped the town with \$27,000 at the Mayan.

Maurice Colbourne and Barry Jones, with their English rep company has been barnstorming through Canada for the past two weeks...

At the Egan "For Crinin Out" (C-1118-43). Although it got only \$900 on the week...

PHILLY SPLITS \$34,000 4 WAYS

Philadelphia, May 27. Of the four remaining attractions in town "Lysistrata" led the way with \$18,300 on the week...

End of Legit Season This Week; About Usual Seen for Summer

Final week of May and the end of the regular legit season finds Broadway much better as to weather but with business only moderately improved.

Frisco Grosses

San Francisco, May 27. "New Moon" continued the pace setter, although in its fifth week at the Curran...

CUT RATES SAVING SEVERAL IN LOOP

Chicago, May 27. Business continued generally weak but held up bravely and was exceptional in a trio of spots.

About Usual Seen for Summer

With half a dozen new shows carded for next week, Broadway will have about the usual number of lighted shows during the best period.

As for new musicals the summer crop is under normal. Of the current seven musicals only four have a chance to stick.

Dramas

"The Green Pastures" continues the "distressing" leader of the non-musicals with capacity again last week at over \$26,000; after...

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McBride After Spots?

Hollywood, May 27. Bill McBride, the ticket man, left Monday for New York. He will take two weeks to do it by automobile.

"Journey's End" for Tents "Journey's End" rights has been acquired for the Chautauqua by William Kehlrich.

PAUL WHITEMAN Booking Exclusively Through His Own Office

1560 Broadway New York City

JAMES F. GILLESPIE Personal Representative

1530 FORMOSA AVENUE HOLLYWOOD, CALIF.



# Sheet Price Cut to 25c May Come; Radio Problem Remains the Same

While suggestions of 10-and-15 cent sheet music are generally ridiculed, there seems to be support from influential quarters for the belief that a price cut is around the corner. It is understood that a 25-cent retail price with a jobbers' discount of 16 cents a copy will be the acceptable basis.

Warners' recent purchase of music counters in McCrory stores which have a 25-cent top price scale points the way for two bit sheet music for the allied publishers of that group.

Meanwhile the responsibility of the radio in increasing the mortality rate among song hits is a question that nobody answers. That radio can kill and does kill numbers is admitted by everyone but the publishers are loath to even think about attempting any restrictions.

### Sarcastic

One publisher sarcastically commented: "Of course Rudy Vallee isn't an important plug. If you can only get Lou Holtz to sing your ballad, it's over."

The radio surveys over the five leading New York radio stations, WEA, WJZ, WOR, WABC, and WJCA, shows such numbers as "If I Had a Girl Like You" (Feist) played 36 times; "On the Market For You" (Red Star), 31 times; "Be Careful With Your Eyes" (Santley), 26 times; "Telling It to the Daisies" (Remick), 23 times, with a couple dozen other tunes almost as numerously represented from 6 p. m. to closing, the regular hours for clocking.

A great number of cases the publishers strive for this program representation. Very often a lot of conning, entertaining and "favors" are invested for the radio plug. In other words the publishers are glad to pay for the very thing which many contend is the cause of the 50% depression prevailing both in sheet music and mechanicals.

Some feel it is the belief that when business conditions throughout the country pick up the music trade will see a revival. That may be some time from fall, possibly before election, they think.

Sheet music and discs in the interium are classed as the first of the "cheap luxuries" to feel the pinch.

## HERE AND THERE

Charley Boulanger and His Georgia Melodians, recently at the Bagdad Supper Club, Dallas, Texas, now are on a tour of parks and dance halls in New York, Pennsylvania and New England.

Maurice Lawrence, of the Public Home office where he was musical adviser under the late Mr. Burt, has been named musical advisor of Public's Southwestern division.

Earl Carpenter's Band, temporarily at the Pavilion Royal, Valley Stream, Long Island, until Guy Lombardo comes to town, goes to the Club Lido, Long Beach.

Herb Gordon's orchestra for season at Wardman Park Hotel, Washington, beginning June 21.

Charles Dornberger's band will remain at the Howard Restaurant until September 10 instead of clearing out June 15 to let Jan Garber come back as intended. Garber will tour until Sept. 19, when returning to the Hollywood.

No 86th St. Organist  
There will be no permanent house organist at R-K-O's 86th Street, New York.

James Thomas there has resigned. William Gilroy, the 86th Street organist, is doing on duty.

The 86th orchestra is expected to furnish all the music necessary for the house.

Whiteman Barnstorming  
Paul Whiteman and band on May 31 start a week's tour of dance halls near Boston for a weekly guarantee of \$13,500.

No broadcasting will be done on the trip which will be piloted by Jimmy Gillespie.

## ANOTHER TALKER FROM ALL SOURCES

Before leaving Hollywood, Jimmy McHugh and Dorothy Fields were commissioned by Irving Thalberg to create an original operetta in collaboration with Joe Fields under the title of "See America First."

This is the first of a contemplated series of musicals to be built by Metro from the ground up, a la DeSylva, Brown and Henderson, with the music created and spotted in advance as an integral part of the completed picture.

Metro, through Jack Robbins, who has just returned from the coast, is after Gus Kahn and Jack Yellen, among others, with a view to creating several writing teams, consisting of idea man, melody man and lyric writer.

It is an effort to apply the Broadway stage musical technique to film musicals.

## Brunswick's Film List

Hollywood, May 29.  
With Brunswick now an established subsidiary to Warners, plans are already set to have contract players of both Warner and First National studios make disc recordings. Artists for this work will be selected according to how they handle certain songs in pictures. Noah Beery has already been picked to make a record of "The Drink Song," which he sang in "Song of the Flame" for First National. Plans are further planned to move the Brunswick recording laboratories to the First National lot in Burbank this fall to facilitate studio recording.

## Along the Coast

By Bill Swigart

Hollywood, May 22.  
The writers of screen melodies, like other phases of motion picture production, is undergoing a process of advancement. It has been discovered that in order to get the most out of numbers spotted in a picture, the composers must familiarize themselves with the characteristics and vocal qualities of the artists assigned to sing them. No longer, as formerly was done by a few of the major studios, will a composing team be handed a script with orders to write a score to fit the story without knowing who will sing them. This may slow up matters in getting a production under way, because of the impossibility to cast a picture very far ahead of the starting date, but it will insure the best for productions in the long run.

Songwriters' Haven  
Another example of a songwriter's usefulness in picture production was evidenced here when Wolfe Gibbs and Abel Bera were assigned to write a score for Paramount. Story number on the list for the picture, "Love and the Ladies," was originally titled "Palm Beach."

The tunes were immediately started writing songs to fit the different situations, but their conception of the story reconstructed and embodied in certain sequences. Finally the title of the main song, "Love Among the Millionaires," was adopted for the picture.

Ditty Leo  
A production supervisor walked into a songwriter's office and began playing what he thought was an original tune that would fit the picture. The boys were writing for. Following the lines of self-preservation, the tunesters thought it would be better if they wouldn't do for that certain picture.

This is but one of the many profitable methods now being adopted by music composers to discourage film executives, directors, and song players, who have gone ditty loco.

Clyde Hager, slated for a spot in the new "Follies" musical, the first in the new Victor Recording laboratories in Hollywood, Disc is a monopoly selected from a catalog of ten tunes used in vaude. Among other coast photograph recording plants Brunswick is being used, with its dance tunes being carried by Ben Bernie, Abe Lyman and Earl Burnett. Joe Fur-

## Mrs. Vocco, Air Pilot

Chicago, May 27.  
Dolly Vocco, wife of Rocco Vocco, official with Radio Music in New York, and formerly in charge of local Peist office, is now a full-fledged aviatrix, with a total of 50 hours of solo time in her pilot book.

She is the first woman to have completed the private pilot's course at the Curtiss-Wright school. Mrs. Vocco has made application for a U. S. Dept. of Commerce limited commercial license.

## Copyright Matter of Old Songs for Writer's Future

Tendency of radio to dig into the past for material and the picture companies' eternal search for tried and proven stuff is giving a value to old songs written in the early years of the present century.

Under existing copyright laws, author or composer has to apply in writing one year before the 28-year original copyright period is up. Upon application the author—not the publisher—gets a renewal for another 28 years. Otherwise the material becomes common property.

It is understood that George M. Cohan, Charles K. Harris and other prolific writers are carefully protecting their title to songs written years ago. Widow of a composer recently got \$2500 from a film company that wanted to incorporate an old time tune in a film.

"Stein Song" has, of course, been responsible for radio's hopeful attitude toward the attic trunks.

## Sheet Music Pessimism

Believing the summer months will have no enlivening effect on an already dead sheet music market, publishers are sending out a lot of overhead and payrolls on their Los Angeles offices, where Harms and Wynans have ordered the elimination of assistant managers in their offices, while Ager-Yellen & Bornstein have closed out Jimmy Burton as western rep, with no successor named.

Contrast to this pessimism Artie Melinger of the Harms office just returned from a trip north where he claims he disposed of more than 15,000 copies of sheet music. No reduction is anticipated at Santly Bros., as Tabby Garon is the sole member of the Santly office and carries that in a brief case.

Since a number of the music publishers moved to Hollywood their offices are being invaded by entering agents meaning time and attention of the professional department in rehearsing new numbers with new talents, and the agents are using this courtesy to try out new talent.

Music criticism is getting so annoying the publishers are now trying to get some radio station to entertain an hour or two of professionals. It will be more convenient for the agents, as they can recline in their offices and tune in on the prospects.

General  
Oscar Hammerstein 2nd., is enroute to New York for the first time in nine months. He will confer with Signora Lombardo on their co-operation for WEA's return here June 15. Leo Robin is due back at Paramount next week after having spent a visit to the bedside of his father in Pittsburgh. Every songwriter's ambition is to have his office closed out by Jimmy Burton, so he can pick up all the melody creations discarded by the composer. "Solo Colours" is a new term coined and used here in radio circles for identifying class, vocal quality, melody, lyrics, and so on, and compulsory form of exercise adopted by members of the First National Music Arts building, situated toward the attic trunks.

# Song Writers Still Hanker for Elusive Optional Film Contract

## FAVORITISM CUT OUT IN FOX MUSICAL DEPT.

A complete reorganization of the Fox theatres musical department is under way following the departure of M. P. Kruger who heretofore had the engaging of all musicians for the Fox houses. This department for the present is to be turned over to the supervision of Jack W. Loeb, on top of others in the booking office.

Since Kruger left, Dave Brown, musical director at the Audubon, has been doubling his work with that of Kruger's. This has been done under Loeb's direction.

All "red tape" is to go and no more favoritism will be shown to the Fox musicians. This also takes in the leaders, it is said.

## Disk Reviews

By Bob Landry

During his tenure as Secretary of Commerce Herbie Hoover specialized on trade conferences designed to bring standardization where possible. This economy where there was waste, and in general to put brakes on the runaway juggernaut of the present.

A trade conference for the mechanicals comes under the heading of things which are desirable, but not as an idea, lacking in intrinsic merit.

Someone might, at such a conference, discover that a lot of bands regularly recording have insufficient credentials and, like many of the tunes they are playing, should be barred from the wax works altogether. Bad recording, particularly the 75-cent of the gramophone, is treated as a serious matter.

It might be brought out, too, by one of the brighter pupils that factoring an easy revenue from the mechanicals many of the dogs would never get beyond manuscript form. Which would immensely enhance the good will and trustfulness of customers who are loath to spend an hour in a phonograph shop to select three records out of the week's pile.

It's not daring to surmise that no one would miss Brunswick's item list consisting of "Tall, Dark and Handsome" and "Won't You Come Over" played by George E. Stone. It's always a nice question whether to indict the composer or the band leader.

And everyone, including King Oliver himself, would be better served by the playing of "Steady and Steady" and "I'm Watching the Clock" (Brunswick 4469). To dismiss such a disk as ordinary is to waste no 75-cent of the gramophone, multiplied by the dozen, such innocuous numbers disseminated in the home by the disc-buyers. Such output renders meaningless sales slogans about "every record a hit."

Solos do not escape the necessity of dance records for easy rhythm and clear-cut audio appeal. Thus Jimmy Johnson (Brunswick 4763) squanders his nimble dexterity on "You Got to Be Modern" and "Jingles" which provide indifferent scope for solo piano-playing. "Love Me Just the Way I Am" (Brunswick 4444) is very poorly recorded by Harry Bros. Texans. It's a shame the title "Love Me Just the Way I Am" is somewhat nearer the target core.

Brunswick of course, has two sure-sellers in 4721-22 by Al Johnson. On the label he's "the world's greatest and best" and which such broad statements are generally much more than a few will gladly concede. The point about the confirmation Johnson gives in "To My Mammy" "When the Little Red Blossom Blooms" (Brunswick 4706) and "Let Me See Singsome in My Hippity."

Guy Lombardo, a busy recorder since coming east, has "Cutting for Sale" and "Without You Dmeline." Lombardo has great ideas for orchestrating his tunes but has not the best on the list for parlor dancing.

Regent Club Orchestra (Brunswick 4720) has a next party comedy "Luz Louisiana Moon" and "I Love You So." Abe Lyman has a modicum of the comical "Will You Pack" and "Worrying Over You." Ipana Troubadours (Columbia 2174) has a good one "I'm in 'Hiss in the Night" and "Whippoorwill."

The Revelers (Columbia 2240) has the most promising material in rendering "Singing a Vagabond Song" and "Strike Up the Band." In the singing line, too, Chick Bullock

Although talking picture contracts for most song writers are now usually optional and satisfactory stuff must be turned out to hold their jobs, the industry still has the main ambition of every songwriter on Broadway. When many of them first went to the coast they were so excited over their fortunes that when they were for a few weeks off, they drove back to Broadway, sometimes in the new Ford, just to bask on Broadway.

New contracts that mean anything are not so easy, but the songwriters won't have their hopes dashed. A flock without contracts of any description have taken to hanging around the picture studios, even those in the east. They watch the production in progress with the intention of getting just the right inspiration, and writing a song that will just fit the picture. In this way they feel that they will have the jump on anything else that might be done for the picture. Sometimes they're right and their stur is accepted.

Another trick which works very well is to pick out some actress in a new picture at work and turn out a tune not only appropriate to the picture but written about and directly appealing to the woman star. In almost every case such a song is for the steamship.

The direct appeal to the star will work even if the picture company is not too keen for the number.

## Musical Jobless Look For Work on Big Boats

After repeated efforts to find work in New York City, a number of local musicians have applied at the steamship lines docking at the different water landings for places with their boat organizations.

Work on the boats for the steamship jobs came when word was passed that orchestras from New York had been engaged for some of the big liners, started by the "Leviathan."

Demands by the passengers for dance bands playing topical numbers resulted in the engagement of the orchestras from New York. They were favored by reason of their familiarity with the latest tunes from the shows, talkers and night clubs.

## Warners Buys 25 McCrory 300 Music Counters

Warners' Music Sales Department have taken over music counters in 25 McCrory's 5-10-25-cent stores.

Counters were previously operated by either McCrory's itself or by other stores. The new bands were favored by reason of their familiarity with the latest tunes from the shows, talkers and night clubs.

## DICK LEIBERT'S BAD LUCK

Pittsburgh, May 27.  
Dick Leibert, organist at Penn here for almost three years, absent for six weeks on account of illness, returned to duties last Friday and played two shows. Then he went out and sprained his ankle and has been laid up again ever since.

Return unlikely before a couple of weeks.

## New Band at 125th

R-K-O office has engaged an Arnold Johnson stage band, headed by Dick Rubin, to play at the 125th Street house Indef.

This band was substituted when Walter Clinton's left last Friday.

New contract just okayed.

(Perfect 12604) gives an ample 35-cent worth in "Just Can't Be (4747)" backed by "Cutting For You" by the Revelers. "I'm in 'Hiss in the Night" and "Whippoorwill" isn't bad in "Exactly Like You" and "Sunny Side of the Street" is the first of a new optional record which failed to contribute any royalty to its score-writers, McHugh and Fields.

# MUSIC SURVEY FOR APRIL

# APRIL MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING APRIL BY THE LEADING MUSIC JOBBERS AND DISK DISTRIBUTORS IN THE TERRITORIES

### 6 Best Sellers in Sheet Music

Reported by Leading Jobbers

|            | NEW YORK                           | CHICAGO   | LOS ANGELES                                   |
|------------|------------------------------------|---|---|
| No. 1—SONG | "Stein Song" (Pop)                 | "Stein Song" (Pop)  | "Under a Texas Moon" ("Under a Texas Moon")   |
| No. 2—SONG | "Should I" ("Lord Byron of B'way") | "Springtime in the Rockies" (Pop)   | "Springtime in the Rockies" (Pop)             |
| No. 3—SONG | "Springtime in the Rockies" (Pop)  | "Should I" ("Lord Byron of B'way")  | "Happy Days" ("Chasing Rainbows")             |
| No. 4—SONG | "Cottage for Sale" (Pop)           | "Cottage for Sale" (Pop)  | "Should I" ("Lord Byron of B'way")            |
| No. 5—SONG | "Lazy Louisiana Moon" (Pop)        | "Under a Texas Moon" ("Under a Texas Moon")                                 | "Cryin' for the Carolines" ("Spring Is Here") |
| No. 6—SONG | "Happy Days" ("Chasing Rainbows")  | "Blue Is the Night" ("Their Own Desire"), "Happy Days" ("Chasing Rainbows") | "Sing, You Sinners" ("Honey")                 |

### 3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales are only reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

|                 |   |   |  |
|-----------------|---|---|--|
| BRUNSWICK—No. 1 | "Thank You, Father" (Al Goodman's Orch.)            | "Kiss Me with Your Eyes" (Ray Millor Orch.)   | "Countin' Time," "1130 Sat. Night" (Earl Burnett Orch.)                        |
| BRUNSWICK—No. 2 | "Singing a Vagabond Song" (Harry Richman)           | "Stein Song" (Colonial Club Orch.)  | "When the Little Red Roses," "To My Mamma" (Al Jolson)                         |
| BRUNSWICK—No. 3 | "Stein Song" (Colonial Club Orch.)                  | "Danger in Your Eyes" (Harry Richman)   | "Let Me Sing and I'm Happy," "Across the Breakfast Table" (Al Jolson)          |
| BRUNSWICK—No. 4 | "Sunny Side of the Street" (Harry Richman)          | "Under a Texas Moon" (Bob Harling Orch.)  | "When the Little Red Roses," "Danger in Your Eyes" (Earl Burnett Orch.)        |
| BRUNSWICK—No. 5 | "Mysterious Mose" (Radio Star Novelty Orch.)        | "Sing, You Sinners" (Tom Gerun Orch.)   | "Puttin' on the Ritz," "Danger in Your Eyes" (Harry Richman)                   |
| BRUNSWICK—No. 6 | "There's Danger in Your Eyes" (Harry Richman)       | "Singing a Vagabond Song" (Harry Richman)   | "Across the Breakfast Table," "To My Mamma" (Earl Burnett Orch.)               |
| COLUMBIA—No. 1  | "Sunny Side of the Street" (Ted Lewis Band)         | "Stein Song" (Ben Selvin Orch.)   | "It Happened in Monterey," "Song of the Dawn" (Paul Whiteman Orch.)            |
| COLUMBIA—No. 2  | "Stein Song" (Ted Wallace Boys)                     | "Cottage for Sale" (Guy Lombardo Orch.)   | "Like to Do Things for You," "Rag-muffin Romeo" (Paul Whiteman Orch.)          |
| COLUMBIA—No. 3  | "Cottage for Sale" (Guy Lombardo's Orch.)           | "Springtime in the Rockies" (Ford and Glenn)  | "Sunny Side of the Street," "Singing a Vagabond Song" (Ted Lewis Orch.)        |
| COLUMBIA—No. 4  | "It Happened in Monterey" (Paul Whiteman Orch.)     | "Should I" (Paul Whiteman Orch.)  | "Across the Breakfast Table," "Let Me Sing" (Ben Selvin Orch.)                 |
| COLUMBIA—No. 5  | "Ten Cents a Dance" (Ruth Etting)                   | "Under a Texas Moon" (Guy Lombardo Orch.)   | "Anytime's the Time to Fall in Love," "Sweeten the Clouds Away" (Buddy Rogers) |
| COLUMBIA—No. 6  | "Anytime's the Time to Fall in Love" (Buddy Rogers) | "I'm a Dreamer" (Paul Whiteman Orch.)   | "Moon Is Low," "Lazy Louisiana Moon" (Guy Lombardo's Orch.)                    |
| VICTOR—No. 1    | "Stein Song" (Rudy Vallee's Orch.)                  | "Stein Song" (Rudy Vallee's Orch.)  | "Stein Song" (Rudy Vallee's Orch.)   |
| VICTOR—No. 2    | "Should I" (Arden-Ohman Orch.)                      | "Hanging on a Garden Gate" (Ted Florida's Orch.), "Song of the Island" (Wayne King Orch.) | "White Dove," "When I'm Looking at You" (Lawrence Tibbett)                     |
| VICTOR—No. 3    | "Springtime in the Rockies" (Hilo Hawaiian Orch.)   | "Cottage for Sale" (Bernie Cummin's Orch.)  | "Springtime in the Rockies" (Hilo Hawaiian Orch.)                              |
| VICTOR—No. 4    | "Strike Up the Band" (Arden-Ohman Orch.)            | "Springtime in the Rockies" (Hilo Hawaiian Orch.)   | "Sing, You Sinners" (Hi-Hatters' Orch.)  |
| VICTOR—No. 5    | "Puttin' on the Ritz" (Leo Reisman's Orch.)         | "Strike Up the Band" (Arden-Ohman Orch.)  | "Happy Days," "Lucky Me, Lovable You" (Leo Reisman's Orch.)                    |
| VICTOR—No. 6    | "Song of the Islands" (Wayne King's Orch.)          | "Puttin' on the Ritz" (Leo Reisman's Orch.)   | "It Happened in Monterey," "Song of the Dawn" (George Olsen Orch.)             |

### 3 Best Sellers in Sheet Music

Publishers are listed in alphabetical order, not according to position their numbers hold in the present market. Publishers make their own reports

| PUBLISHER                      | SONG NO. 1   | SONG NO. 2   | SONG NO. 3  |
|--------------------------------|--|--|---|
| Ager, Yellen & B.              | "Happy Days" ("Chasing Rainbows")                  | "Song of the Dawn" ("King of Jazz")                  | "A Bench in the Park" ("King of Jazz")            |
| Berlin, Irv.                   | "With You" ("Puttin' on the Ritz")                 | "Danger in Your Eyes" ("Puttin' on the Ritz")        | "Puttin' on the Ritz" ("Puttin' on the Ritz")     |
| Devis, Coote & E.              | "Why?" ("Sons o' Guns," prod.)                     | "Sharing" (Pop)                                      | "Dream Avenue" (Pop)                              |
| De Sylva, Brown & H.           | "Cottage for Sale" (Pop)                           | "Little Red Roses Get the Blues" ("Hold Everything") | "Sing a Little Theme Song" ("Hold Everything")    |
| Donaldson, Douglas & G. Famous | "Lazy Louisiana Moon" (Pop)                        | "Romance" ("Cameo Kirby")                            | "Tain't No Sin" (Pop)                             |
| Foote                          | "Sing, You Sinners" ("Honey")                      | "Sweepin' the Clouds Away" ("Par. on Parade")        | "You Brought a New Kind of Love" ("Big Pond")     |
| Foote Feist                    | "If I Had a Girl Like You" (Pop)                   | "Down the River of Golden Dreams" (Pop)              | "It Happened in Monterey" ("King of Jazz")        |
| Forster                        | "Whippoorwill" (Pop)                               | "Ten Town Admiral" (Pop)                             | "Because There's Danger in You" (Pop)             |
| T. B. Harms                    | "What Is This Thing Called Love?" (Pop)            | "Without You, Emaline" (Pop)                         | "Garden of Roses" (Pop)                           |
| Jack Mills                     | "Smiling" (Pop)                                    | "St. James Infirmary" (Pop)                          | "Missouri Moon" (Pop)                             |
| Joe Morris                     | "I Still Remember" (Pop)                           | "Lost My Gal from Memphis" (Pop)                     | "Somewhere in Old Wyoming" (Pop)                  |
| Red Star                       | "I'm in the Market for You" ("High Society Blues") | "Just Like in a Story Book" ("High Society Blues")   | "Song of My Heart" ("Song of My Heart")           |
| Remick's                       | "Under a Texas Moon" ("Under a Texas Moon")        | "Cryin' for the Carolines" ("Spring Is Here")        | "Have a Little Faith in Me" ("Spring Is Here")    |
| Robbins                        | "Should I" ("Lord Byron")                          | "Blue Is the Night" ("Their Own Desire")             | "Moon Is Low" ("Montana Moon")                    |
| Santily Bros.                  | "I Never Dreamt" (Pop)                             | "Singing a Vagabond Song" ("Puttin' on the Ritz")    | "Beside an Open Fireplace" (Pop)                  |
| Shapiro-Bernstein              | "Exactly Like You" (Int. Rev., prod.)              | "Sunny Side of the Street" (Int. Rev., prod.)        | "Ro, Ro, Rollin' Along" ("Near the Rainbows End") |
| Sherman-Clay                   | "1130 Saturday Night" (Pop)                        | "I'm in Love with You" ("Great Gabb")                | "Wedding of the Painted Dolls" ("B'way Melody")   |
| Witmark & Bone                 | "Dancing with Tears in My Eyes" (Pop)              | "Watching My Dreams Go By" ("She Couldn't Say No")   | "Mysterious Mose" (Pop)                           |

New York, May 22.

April saw practically every publisher with a groan. Business slumped off considerably.

It had been pretty bad the entire winter, but in March the sales went up a bit and the publishers began to assume an optimistic outlook. Last month the sheet music sales barometer fell down with bang.

Jobbers report that biz is far worse than it has been for many years. According to them sheet music is at least 60% below normal. It is attributed to nothing in special, although all realize there is an over-production of songs, which is cutting sheet music sales in bulk as well as longevity.

Many claim there is much improper plugging on radio, which wears out a song before it has had a chance to reach the peak of its sales. Still publishers push and shove to get their songs on the air as often as possible.

The freak tune, "Stein Song" (Carl Fischer), takes April's No. 3, not being even guessed by the runners up. The rest of the songs were bunched for the remainder of the position. "Should I?" (Robbins) gets the second niche because of its strong sales at the beginning of April, but it fell off somewhat toward the end.

It was closely hugged for the deuce by "Springtime in the Rockies" (Villa-Mor), the song which came out of the west and gained repute there before it did the eastern territory. It slipped slowly but came through at the finish and fitted into the tray spot.

Fourth was "Should I" DeSylva's tune, "Cottage for Sale." Donaldson, Douglas & Gumble's song, "Lazy Louisiana Moon" (Ager, Yellen & Bernstein), No. 6, but with a tough battle to make it.

Tunes which worked on its heel were "Under a Texas Moon" (Remick), "Cryin' for the Carolines" (Remick), which took a heavy humpty-dumpty toward the end of April, and "Sing, You Sinners" (Famous), which came up with a rush.

April's list holds three songs also on the March list: "Stein Song," which in the former list was the tray; "Should I?" heading the March survey, and "Happy Days," deuce that month.

But 2 Film Songs.

It will be noticed that out of the six leaders heading this month's survey, only two are picture songs, one of which is at the bottom of the list. They are "Should I?" from "Lord Byron," and "Happy Days," from "Chasing Rainbows." Other four are pops. This marks the first time a majority of non-picture songs have headed "Variety" list of six best sellers.

Discs sales, though far off, were not as badly hit as sheet music. For April, it was only a bit below average for that time of the year.

Victor reports a phenomenal seller in Rudy Vallee's recording of "Stein Song." This disc, according to Victor, had bested the sales of any Victor record issued during the past year. Same record led the list in March's survey. "Should I" deuce, also held the same spot in March's survey. "Strike Up the Band," fourth, is another which holds the same spot as in the previous survey.

Brunswick's list shows almost an entirely new list of sellers for April. Only one disc, "Thank You, Father" was listed for March. At that time it was fourth. It heads the list in this survey.

Columbia's New One

Columbia's list for April shows all new entrants. Not one of the records was on March's "Sunny Side of the Street," No. 1, is a production song, in "International Record."

All three companies have one song in common listed as among the best sellers. It is the 20-year-old freak hit, "Stein Song."

Sales in sheet music along the Pacific slope are far below normal, yet a slight increase is reported for the northern cities. The report from Los Angeles proper is about 30% lower than April last year.

Efforts to trace the alarming decrease in demand have been futile, although all point an accusing finger at the bootleg sheets which blanketed this district in the past three months. With these sheets gradually being wiped out however, sales failed to increase in the past three months.

None of the six best sellers held the same place in April that it did in March. "Under a Texas Moon" slipped from sixth spot to first position, forcing "Happy Days" to No. 3. Two new numbers, predicted to climb on the list for April, landed and held throughout the month against heavy competition from more than a score of other good numbers.

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Slump continued, with business reported still off by the leading jobbers of sheet music and discs.

"Stein Song" continues supreme. It establishes a record since introduction of "Variety" Chicago survey by holding first place for April by a good margin with the principal sheet dealers and all three principal mechanical distributors. The Vallee rendition tops Victor's list the second month straight.

"Springtime in the Rockies," another good one in over-the-counter sales, olting above "Should I" and "Cottage for Sale." These three

were closely bunched behind the "Stein Song."

Remick's "Under a Texas Moon" showed strength to get the No. 5 post, while Robbins' "Blue Is the Night" and "Happy Days" were neck and neck at the bottom of the best six list.

Disc Sellers

"I'm a Dreamer" finally came off the sheets, but is still hanging on the No. 6 rung of Columbia's disc ladder, the sales having come through a Whiteman recording.

Loop showing of "Puttin' on the Ritz" gave Brunswick two numbers

from the talker among its first six. "Cryin' for the Carolines" in Your Eyes, Cherle, copped No. 3, and "Singing a Vagabond Song" No. 6.

Remick's "Under a Texas Moon" showed the heaviest, with four out of its six that way, the other two being "Cryin' for the Carolines," No. 4, and "Sing, You Sinners," both following loop showings, also.

Freak Hill Billy

Columbia's list, for the first time in four months, showed a new Lombardo recording not in first place, the "Stein Song" storm show-

April are listed in sales order: "Monterey," "Moon Is Low," "Stein Song," "Little Red Roses," "Song of Dawn," "With You," "Woman in Shoe," "Cottage for Sale," "I Never Dreamt You Were Meant for Me," "Danger in Your Eyes, Cherle," "Watching My Dreams" and "Dancing with Tears."

Sales in mechanicals are reported on the increase, reaching the highest point so far this year, yet far from the peak of last year.

Chicago, May 24.

Gum faces among publishers.

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Bands and Orchestras

Routes for Next Week (June 2)

Permanent addresses of bands or orchestras will be published without charge. No charge is made for listing in this department. For reference guidance, initials represent: H—hotel, T—theatre, P—park, C—cave, D—dance hall, B—ballroom, R—restaurant. As far as possible, street addresses in large cities are also included.

A

Aranson, Irving, Roosevelt H. L. A.
Aspetini, Geo. Falco, T. Montreal.
Albert, Harry, Lido-Ceneca, Venice, Italy.
Don, Don, Loew's, 450 Madison Ave., N. Y. C.

B-way Collegians, Walled Lake, B. Detroit.
Brooks, Bobbie, Lido C. N. Y.
Brady, Wm. Grant, T. Pittsburgh.
Brower, Jay, El Capitlan T. San Francisco.

B

Bear, Moe, Sherry's, St. Louis.
Bailley, R. 620 80 E. W. Way, Los Angeles.
Baird, Maxwell, Crystal Z. Knoxville, Tenn.
Baltzer, P., Fontaine, Quebec, Can.

Burns, Wm. H., 1826 B. 8th St. Terr. Haute, Ind.
Buck, Verna, Tivoli T. Chicago.
Buckley, Woodrow, 646 So. Main St. Akron, O.

C

Caena, Danny, Orpheum T. L. A.
Call, Collezione, C. Daffy, N. Y. C.
Cameron, Fred, 401 W. Way, Canton, N. Y.
Cappo, Joe, c-o M. C. A., 32 W. Randolph, Chi.

Carberry, Duke, Welpole, Mass.
Carpenter, E. J., 743 7th Ave., N. Y. C.
Carroll, Jimmy, Silver Slipper, N. Y. C.
Carter, F., Biennale, Long Beach, Cal.

D

Dal, Bernice, Sam, Capitol T. Detroit.
Damon, Ralph, c-o M. C. A., 32 W. Randolph, Chi.
Danzon, W. E., 47 Grand Ave., Englewood, N. J.

DeLoach, J. W., 181 N. Ormby Ave., Louisville, Ky.
DeLoach, J. W., 181 N. Ormby Ave., Louisville, Ky.
DeLoach, J. W., 181 N. Ormby Ave., Louisville, Ky.

E

Eaton, J. W., 218 S. 10th St., Easton, Pa.
Eaton, J. W., 218 S. 10th St., Easton, Pa.
Eaton, J. W., 218 S. 10th St., Easton, Pa.

Eaton, J. W., 218 S. 10th St., Easton, Pa.
Eaton, J. W., 218 S. 10th St., Easton, Pa.
Eaton, J. W., 218 S. 10th St., Easton, Pa.

F

Fabello, Phil, Coliseum T. N. Y. C.
Fabrigar, Geo., Hall's Chinese, C. L. A.
Fagan, J. W., 100 W. 10th St., N. Y. C.
Falcon, Owen, Wilcox H. L. A.
Farr, F. H., 4th St., N. Y. C.

Farr, F. H., 4th St., N. Y. C.
Farr, F. H., 4th St., N. Y. C.
Farr, F. H., 4th St., N. Y. C.

D

Darratt's Orch. 81 14th St., Norwich, Conn.
D'Arcy, E. J., 444 Fulton Ave., Pk'n. Daugherty, Emory, Jardin Lido, Arlington, W. Washington.
Davies, W., 204 North T. Chicago.
Davis, C., Indiana T., Indianapolis.
Davis, W. D., 100 W. 10th St., N. Y. C.

E

Eaton, J. W., 218 S. 10th St., Easton, Pa.
Eaton, J. W., 218 S. 10th St., Easton, Pa.
Eaton, J. W., 218 S. 10th St., Easton, Pa.

F

Fabello, Phil, Coliseum T. N. Y. C.
Fabrigar, Geo., Hall's Chinese, C. L. A.
Fagan, J. W., 100 W. 10th St., N. Y. C.
Falcon, Owen, Wilcox H. L. A.

G

Galtin, J. J., Plant, Worcester, Mass.
Gallagher, Joe, 8200 Sheridan Rd., Chi.
Garber, Jan, c-o M. C. A., Paramount Bldg., N. Y. C.
Gardner, C. C., 1627 N. 24th St., Lincoln, Neb.

H

Hall, Sleepy, Waldman P. H., Washington, D. C.
Halliday, Mal., Arcadia B. N. Y. C.
Halstead, Henry, Cosmopolitan H., Denver.
Hamm, Fred, Edgewood Beach C., Milwaukee.
Hampton, John, Ambassador H., N. Y. C.

I

Ivan, J. W., 218 S. 10th St., Easton, Pa.
Ivan, J. W., 218 S. 10th St., Easton, Pa.
Ivan, J. W., 218 S. 10th St., Easton, Pa.

Haya, Ed., Alhambra T. N. Y. C.
Haya, Bill, Cahay Theatre, Phila.
Hearland, Everett, c-o M. C. A., Oviatt Bldg., L. A.
Hedges, Emil, Bond H., Hartford.
Heidt, Horace, c-o Publix, Par. Bldg., N. Y. C.

J

Jackson, Harry, Pign White, C. Hollywood.
Jackson, Harry, Pign White, C. Hollywood.
Jackson, Harry, Pign White, C. Hollywood.

K

Kahn, Herman, Capitol T., Newark, N. J.
Kahn, Roger, W., Church Hill Bldg., N. Y. C.
Kalla, H., Lido Venica C., Boston.
Kane, Al, Sprague, N. Y. C.
Kaplan, F. J., Bamboo Inn, 4222 W. Madison St., Chicago.

L

Laitchy, Ben, Majestic T. Edge. L. A.
Lambert, W. H., 1111 51st St., Woodside, N. Y. C.
Landon, Mike, Oakland's Terrace, 50th St., Oakland, Cal.
Lane, Eddie, McAlpin H., N. Y. C.
Lang, Henry, Baker H., Dallas.

M

Macdonald, Res, Coliseum, St. Petersburg, Fla.
MacIntyre, B., Redouca B. R., Crystal City, N. Y. C.
Maitland, J., c-o M. C. A., 32 W. Randolph St., Chi.
Macdonald, Res, Coliseum, St. Petersburg, Fla.

N

Nashold, Dudley, Nashold's B. B., Seattle.
Naylor, Victor, State D. H., Washington.
Neff, Art, 823 Spruce St., Philadelphia.
Nelson, George, Culver City, Cal.
New Orleans Opera, H. Roosevelt, N. Y. C.
Nichols, Ed., Severyn T. N. Y. C.
Norris, Red, Minneapolis, Minn.
Novot, Jules, Parody, Chicago.

O

O'Leary, H., 20 W. Jackson Blvd., Chi.
O'Leary, H., 20 W. Jackson Blvd., Chi.
O'Leary, H., 20 W. Jackson Blvd., Chi.

P

Parsons, Wm., 100 W. 10th St., N. Y. C.
Parsons, Wm., 100 W. 10th St., N. Y. C.
Parsons, Wm., 100 W. 10th St., N. Y. C.

Major, F. J., 807 84 St., Ocean Park, Long Beach, Cal.
Maloney, R., 608 Elinor St., Knoxville, Tenn.
Mann Bros., Venice B. R., Venice, Cal.
Mann, Gail, 76 E. 8th St., N. Y. C.
Marshall, Wm., 100 W. 10th St., N. Y. C.

Q

Quinn, J. W., 218 S. 10th St., Easton, Pa.
Quinn, J. W., 218 S. 10th St., Easton, Pa.
Quinn, J. W., 218 S. 10th St., Easton, Pa.

R

Rabinowitz, S., 100 W. 10th St., N. Y. C.
Rabinowitz, S., 100 W. 10th St., N. Y. C.
Rabinowitz, S., 100 W. 10th St., N. Y. C.

S

Schaefer, J., 100 W. 10th St., N. Y. C.
Schaefer, J., 100 W. 10th St., N. Y. C.
Schaefer, J., 100 W. 10th St., N. Y. C.

T

Taylor, Victor, State D. H., Washington.
Taylor, Victor, State D. H., Washington.
Taylor, Victor, State D. H., Washington.

U

Upton, J. W., 218 S. 10th St., Easton, Pa.
Upton, J. W., 218 S. 10th St., Easton, Pa.
Upton, J. W., 218 S. 10th St., Easton, Pa.

V

Vanderbilt, J., 100 W. 10th St., N. Y. C.
Vanderbilt, J., 100 W. 10th St., N. Y. C.
Vanderbilt, J., 100 W. 10th St., N. Y. C.

W

Walker, J., 100 W. 10th St., N. Y. C.
Walker, J., 100 W. 10th St., N. Y. C.
Walker, J., 100 W. 10th St., N. Y. C.

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LANE, Eddie, McAlpin H., N. Y. C. Lang, Henry, Baker H., Dallas. Lang, Sam, WEAF, N. Y. C. Lantz, Sam, WEAF, N. Y. C. Laughner, Harris, El Francis H., L. A. Lawford, Henry, Casley H., Stratton Pa.

LEWIS, Bernard, Windsor H., Montreal. Levent, Phil, c-o M. C. A., Chicago. Levin, Al, 418 16th St., New Haven. Levine, Joe, Cinderella B., Long Beach. Levitt, Bernard, Commodora H., N.Y.C. Levy, R. H., 131 Elm Ave., Schenectady, N. Y.

LIDO ORCH., Suite 65, Leeward Bldg., Wash. D. C. Light, Enoch, c-o Loew's State Bldg., N. Y. C. Lipsey, M., c-o M. C. A., 32 W. Randolph St., Chi. Lyons, Roy, Rox T. N. Y. C. Lombardo, Guy, c-o M. C. A., Par. Bldg., N. Y. C.

LONG, Dick, Curtis H., Minneapolis. Long, J., 100 W. 10th St., N. Y. C. Low, Howard G., Orkney Springs H., Orkney, N. Y. C. Lowe, Burt, Stater H., Boston. Lowry, Ed., Ambassador H., N. Y. C. Ludwig, W. Zsa, 23 Clifford Ave., Manhattan, N. Y. C. Lynam, Al, Knickerbocker H., Hollywood, Cal. Lyons, Sam, 208 W. 10th St., Dallas. Lyons, Al, Fox T., San Diego.

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ROBBINS MUSIC CORPORATION 779 Seventh Avenue New York City





CHICAGO
Variety's Chicago Office
WOODS THEATRE BUILDING-CENTRAL 0644-4401

State-Lake
Three acts on the Friday night preview bill at the State-Lake added to a long regular five-act show.
Joe Daly's Proteges seem to be youngsters with possibilities. Daly was at the piano in "one," with a brother and sister team, Dick and Dorothy Libby, who sang a comedienne, and a tall, robust girl. The last mentioned has a throaty voice for blues, and was unusual with her impersonation of Helen Morgan singing. The mite exchanged fair comedy with Bob Murphy, m. c. ...

the family time. The animals kept the act from sicing. Mary Hunt, drunk bit, doesn't get away from the first toe with her routine. Just a sampling as far as this house goes.
Well Warren Jones sides into the cap for a birdie 9, according to the Nones standards. ...

La Pavla-Lia Garry revue is a typical dancing flash working a half hour. Mate-female ballroom, Spanish and Hungarian variations team; pair of stepping boys in dual motion with the King routines; soprano, and a girl at the piano. Act has speed, barring the girl, who sings, but could cut ballroom finish. Male dancing team is the effective show.
Billy Delaine has been considered a versatile juggler. He is no longer a youngster, but still a first-class performer, working a half hour with surefire novelty, Tennis balls and a racket, cigar boxes and a ball and Indian clubs. ...

Englewood
The golf tourney and a mug can't hear the acts for the vocal putting. G'wan, Max Richards (dino) shoot to you mean-for three holes...
Billy Delaine, juggler, and he's too. Carl and Joan Stevens didn't sink their putt with their talk and weaker...
Follows through oke for kids, and

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Master of Ceremonies
Chicago Theatre
Chicago, Ill.

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Another Radio Pictures Triumph
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SHUBERT PRINCES
Chicago's Favorite Comedienne
Eugenie Leontovich
In Gilbert Miller's
"Candle Light"

A. H. WOODS
ADELPHI
BROCK PEMBERTON Presents
SIXTIETH DISOBEDIENCE
Comedy Hit by PRESTON STUBBS

SELWYN Matinee Thursday
Saturday
THE LITTLE SHOW
Fred Allen, Cliff Robertson, Fred Allen, Larry Holman

IN CHICAGO
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vaude units to be routed into new theatre at Racine, Wis. House reopens in August.

National theatre, south side stock spot, goes picture, under management of Sam Abramson.

Cooney Bros., operating a house in Hammond, Ind., building 1,000 seater in same town.

Bill Weinschenker, in charge of short subjects at Columbia exchange, has resigned.

Otis Oliver, formerly of the Oliver Players, is now running beauty pageants through Iowa and Nebraska, with the returns reported oke.

Guy Beach contemplating putting a rep troupe in Muskegon, Mich., for the summer season.

Freiburg Fasnacht Passion Play, which closed last week at the Civic Opera, is returning to the coast to perform opening at St. Louis.

Lillian Sims, stock performer, is in a hospital at Billings, Mont., following an auto accident in which her husband, Alvan Sims, was killed.

Frank Dare, Equity head, leaves for a trip to St. Louis for the opening of the Municipal Opera season there.

MILWAUKEE

By FRANK J. MILLER
Alumnae—"War of Broadway."
Davenport—"White Cargo."
Garden—"Hold Everything."
Merrill—"This Mad World."
Merrill—"Around the Corner."
Vaude—"Palace-Orpheum."
Wiscovian—"The Arizona Kid"; stage show.

Olson and Johnson broke all records at the Milwaukee stock week. Not since the R-K-O theatre opened two years ago have so many cash customers stumped the b. o. C. The duo returned to the coast to make their second talker. The first was "Nancy in Naples."
The Wisconsin Players, local Little Theatre group, closed their twelfth year with "The Man With a Load of Mischief."

The German Co. at the Jastab ended its season with "The Merry Widow." The players return next season, opening late in September.

ST. LOUIS

By E. M. CRIGLER
Ambassador—"Hold Everything"; Ed Lewis—"Snow Fox"; "Born Reckless"; Bert Frosh—"Love's Story"; "Laugh Short."
Mansour—"How Girl in Hollywood."
St. Louis—"The Cuckoo"; vaude.
Kaplan—"Henson Barker Case."
Grand—"Ladies of Leisure"; vaude.
Liberty—"Stock bar."

The Munny Opera season opens May 30 with "Nina Rosa. Advancement for seat prices far exceeds that at corresponding date of last three years.

Alice Galleher and Therese Wittler, St. Louisans and participants in the National Little Theatre tournament, will report bids from Broadway producers.

OMAHA, NEB.

By ARCHIE J. BALEY
Violent Heming was engaged as substitute for Florence Reed, who suffered a breakdown just as she was to start her season. May Robson and Alice Brady follow.

Organist Con Maffie, transferred to Portland, Ore., succeeded at Paramount here by James F. Thomas from New York.

Talkers Installed at Sharon, New Sharon, Ia.; New Palace, Vinton, Ia.; Hen's Wall Lakes, Ia. State; Ipswich, S. D.; Irving, Lake Mills, Ia.; Garlock, Custer, S. D.; Mascot, Northridge, S. D.; Empress, Verdigres, Neb.

Voters gain Sunday films at Alnsworth, Neb.; Miller, S. D., and St. James, Minn.

Louise Cotter leaves Orpheum to handle publicity for Brandeis.

ROCHESTER, N. Y.

By DON RECORD
Lycium—"Rubbay Express" (stock).
Rex—"Fala-Fala-Fala" (French); vaude.
RKO Temple—"Soldiers and Women."
Jeschke—"Madonna Moon"; vaude.
Eastman—"Return of P. Manchu."
Regent—"Hold Everything" (2d week).
Fidelity—"Under a Texas Moon."
Fay's—"Dark."
Victoria—"Dark."
Windsor—"Change."
Family—"Change."

Helen Hayes coming to play lead in "Coquette" with Kondolf-Polmer stock week June 2. Prices raised from \$1.25 top to \$1.50 for the Hayes engagement.

University of Rochester Players are producing psychological play in "Green Paps or Onions," written in style by Eugene O'Neill's "String Interlude" by Ethelyn Koepke. She was aided by psychology professors of the university.

Elias Panos has resigned as manager of the group again. R-K-O takes A. L. Holler, owner, will take charge.

DENVER

Aladdin—"The Man From Blanky."
Tabor—"Captain of the Guard"; Fantasy.
Orpheum—"Call of the West."
Stage Vaude—"True to the Navy"; 2nd week.
America—"Hold Everything."
Rialto—"The Rogue Song" (24 weeks).
Denham—"Kiki" (stock).

Jay Baldwin, 63, balloon performer, has returned to Denver to live. He started ballooning when he was 13.

Because "The Rogue Song" has

been shown here. Lawrence Tibbett will draw \$5,000 for an appearance at the auditorium. Otherwise the price would be \$1,750. Before going to Hollywood Tibbett's price was \$1,250 a night.

After two good weeks at his Aladdin, Harry Huffman took "Hold Everything" to the America for a run.

Allen C. Dalzell now p. a. for Elitch Gardens.

The Colonial, downtown grind, renamed the Colorado.

Selman Jackson stays with Denham instead of going to Hollywood.

R-K-O has renewed an option on two lots adjoining the Orpheum.

LOUISVILLE

By RICHARD B. GILBERT
Alamo—"The Big Parade."
Manny Anderson—"Young Man of Manhattan."
Brown—"Cuckoo" (2d week).
Kialto—"Song of the Flame."
Nathan—"Mamma" (2d week).

John J. Lennon, from Loew's Capitol, Atlanta, here as assistant mgr. Loew's State, replacing James F. Meyer, resigned.

For the third Sunday employees of the Empress and Elitch theatres were summoned to police court in Owensboro on charges of working on Sunday. The twenty cases against these defendants tried so far there have been seven convictions and two acquittals. Hung juries resulted in the other eleven cases.

The Ritz, formerly Walnut, was closed by order of Director of Safety. George Lafont, operating the house which plays a picture and "musical comedette," protested that there were no safety defects. He was ordered to show and a committee appointed by the official agreed with him. House reopened.

Three major motion picture corporations are reported to be bidding for the lease of 21 theatres operated by the Fourth Avenue Amusement Company of Louisville. The group includes stars in Logansport, Terr Haute, Indianapolis, Marion and Lafayette, Indiana, and locally, the Strand (first to show talks), Alamo, Rex, Uptown and Towers. Fred J. Dolle, president of the Fourth Avenue, is now in New York in connection, it is understood, with negotiations.

PITTSBURGH

By HAROLD W. COHEN
Pitt—"Ritzzy" (Sharp stock).
St. James—"The Gay Madrigal"; stage show.
Stanley—"Safety in Numbers"; stage show.
Harris—"Double Cross Road"; vaude.
Arlene—"The Koveltona Polka" (2d week).
Harris—"Parson on Parade" (2d week).
Sheridan Sq.—"Journeys' End" (2d week).
Night—"Parson on Parade."

Larry Jacobs in advance of road-show dates for "All Quiet on Western Front" (7).

Sharp stock closes at Pitt this week after 60 consecutive weeks, house (no wire) going in for road-show picture.

Harris returned to stage band presentations last week with Victor Grand "Parson on Parade" (2d week).

Possibility Wesley Eddy may return to Penn as permanent m. c. if Loew's does away with traveling maestro.

DES MOINES

By R. W. MOORHEAD
Cading—"The Phantom of the Opera."
Eugene—"The Son of the Sea."
Family—"The Son of the Sea."
Sarah and Son—"Blighty Secret."
Orpheum—"Hello Sister."
Ladies of Leisure—"Young Man of Manhattan."
Palace—"Change."
Grand—"Young Man of Manhattan."
In "Day Madrid."
Nathan—"A Lady to Love"; "The Aviator."

Francis A. Robinson elected president Community Drama Association for ensuing year. Other officers: Cheney Prouty and Greta Brown, vice-presidents; Mary McCord, secretary, and Earl Linn, treasurer.

Alexander F. Victor, Davenport, leased a picture on a mature picture theatre to be used for display purposes.

Herbelle and Lonise Koch co-fractured as organists at the Paramount.

CORRESPONDENCE

All matter in CORRESPONDENCE refers to current week unless otherwise indicated.
The cities under Correspondence in this issue of Variety are as follows and on pages:

Table with 2 columns: City and Page Number. Includes ATLANTIC CITY (71), BRONX (70), BROOKLYN (70), CHICAGO (69), CINCINNATI (69), CLEVELAND (69), DALLAS (71), DENVER (69), DES MOINES (69), INDIANAPOLIS (70), LOS ANGELES (70), LOUISVILLE (69), MILWAUKEE (68).

Some speedy hoofing from Jimmy Jones. Can do par or better at most houses. Sam Roberts got blisters on his hands like balloon. Dick Hoffman went 72 holes without strain; that guy pushes a lawn mower over his front yard and walks on it. Wilson and Best with a lot of hoke showed they can hole out with good results. Medley has more oke with another guy at the piano, are old style and haven't got the saving for present-day auditors. Victoria and Frank take the last hole easily with semi-acrobatic balancing.

Office O'Brien (Pathe) at 19th hole. Almost capacity for Tuesday night prelims. Loop.

Eddie Nelbau band opens May 29 at the Whilshire, set for 14 weeks.

Herbelle Kaye band now at the Triton.

Lou Lewis band at the Golden Pumpkin for the summer.

Gem, south State-street grind spot, closed.

Johnny Mendikoff sold half interest in the Independence theatre to Jacob Gross. Mendikoff new manager of local Advance Trailer office.

Leroy Alexander, former manager of Sono-Art World Wide office, now branch manager of local Columbia exchange.

Publics open the State, Anderson, Ind., new 1,400-seat house, May 30. Circuit is closing the Jefferson, Huntington, Ind., and Tivoli, Michigan City, Ind., for summer renovation.

Leopold Spitalny was a patient at the Presbyterian hospital last week.

Nate Blumberg, western assistant to Joseph Plunkert, will leave on an inspection tour of R-K-O coast these days June 1. Will spend two weeks surveying the situation.

Nan Elliott, in charge of Pantages booking office here, states that Pan house in Minneapolis closes June 5.

Low West, indie agent, is deserting the field for the summer. He is being paid to work on the Municipal Pier for the season and will run the spot himself. Joe Keyser and band booked to toss the tunes.

Some Vaude Players opened a tent season at Charlotte, Mich.

R-K-O is arranging for its road

ing of the Municipal Opera season there.

Following the example of the loop houses, which are doing excellent trade with Saturday midnight shows, two Fox neighborhood spots, ST. LOUIS and Evansville, are starting their last Saturday show on 11:15 p. m.

CLEVELAND

By GLENN C. PULLEN
Helen Hayes, going strong at Ohio in "Coquette," folded 24th. "Little Accident," with stock cast, current.

William F. McDermott, "Plain Dealer" drama, razed called for annual summer vacation trip to China and Orient.

New art cinema theatre being planned, to open on site of the old Fidelity-cast. Promoters unknown.

Bob Wheeler, local actor, joining Jessie Bonstelle's stock in Detroit.

Carlton Brickert, Cleveland actor, putting on "East Lynne" in his little theatre after a successful run of medicine show revue.

CINCINNATI

By JOE KOLLING
Albee—"The Girl Said No"; vaude.
Palace—"The Divorce."
Capitol—"The Divorce."
Rialto—"Parson on Parade."
Rialto—"Parson on Parade."
Erlanger (Grand)—"Mamma."
Strand—"Mamma."
Family—"Isle of Escape."
Empress—"Isle of Escape."

Transfer of the Libson-Heiningsfeld-Harris group again. R-K-O takes effect this week, J. L. McCurdy succeeding Ike Libson as general manager, with offices in the Palace Theatre building. Libson has several small theatres in Cincy and nearby territory and will maintain headquarters in the Keith bldg.

Erlanger-Grand has grind movie policy at pop prices for warm season.

The Shubert, dark for the summer, is being wired.

Harold Eckhard, assistant treasurer of Erlanger-Grand, now innkeeper of ticket selling for Cincinnati Baseball Club.

Local parks have these bands: At the Zoo, Teddy Hahn's orchestra, free concerts; Harry Willey's dance band is at the clubhouse and Harry McCurr's group again. R-K-O takes dominant. Ice shows thrice daily by Enders and Cambridge, Wintberg and Chandler and Beck and Ruscio. Shows thrice daily. Coney Island prettier than ever and with new plays will play dance bands for two-week engagements, opening with Katz and His Kittens.

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# HOLLYWOOD and Los Angeles

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Albert Lewin, M-G supervisor, in St. Vincent's Hospital, Los Angeles, with a kidney ailment.

A play in the Arabian language will have one performance June 5 in the auditorium of the blessed Sacrament Church on Sunset boulevard. Took Simon, character actor, will double in two principal parts in "The Victim of Despotism. Leads are Andrew McKenna and Leana Loppas. Carand Gaudier is directing. The Syrian Maronite Catholics are producing the show for the benefit of Our Lady of Mt. Lebanon Church. There are 10,000 Syrians in Southern California.

Association of MP Producers holds its quarterly meeting tomorrow (28). Meeting was postponed from May 14 so Will Hays could be present.

Dick Parks is looking for a substitute spot for another walking-dancing-skating marathon. The one he ran 69 days in Hawthorne was a clean-cut "The skaters were washed up after 1,450 hours, but a pair of walkers and two dancing couples stuck 1,614 hours, claiming a world record.

Mission theatre in Santa Barbara here has been a steady vaude customer for five years. Uses five acts for two days, looking through Melitejohn in Los Angeles.

Fox West Coast has acquired the Waldorf, Kansas City, on a long term lease. The house is owned by Mrs. Harriett Stanwood and has been operating as a straight picture stand. Fox-W-C intends to remodel, with a probable change of policy.

Russell Hardie of "The Criminal Code" cast has been taken under option by Universal. Unknown as yet what the studio intends to do with him. Columbia has the picture rights to "Criminal Code" and

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will produce it on its next year's schedule.

Leonora Cori, Masters and Grayco, Ray Samuels and the Sun-kist Beauties have been engaged for Fanchon & Marco's "Country Club" idea. It opens at the Colorado theatre, Pasadena, June 5.

A new circus supply company and prop house is being organized by Charles Cook, former manager of the Al G. Barnes circus, and Jack Thom, West Coast circus showman. The company will supply circus props to picture producers and deal in general line of circus and outdoor equipment.

Edward McKiernan has joined the Walter Willis agency in Hollywood.

Fanchon & Marco's "Twins" idea will open the new Paramount theatre, Hollywood, in place of "Good Fellows," previously announced.

Robert Callahan plans to reopen his "Ramona Village," Indian exhibit, here some time in July. Callahan started to build the village two years ago and for some time last summer it was open to the public. Idea didn't get over with the buildings and equipment only half finished.

Entire show is being financed by Callahan, who so far has sunk around \$50,000.

Studio mechanics are receiving their second annual boost of two bits a day this month. Their third and last raise under the existing contract comes May 1, 1931.

## SAN FRANCISCO

BY WALTER RIVERS

Morgan Walsh, Warner Brothers exchange manager here, sold two tickets to the N. V. A. Benefit for \$40 to H. H. Bass, theatrical up-hoister, and a few days later Bass sent back the tickets and demanded his money, says Walsh. Now Walsh's suit. Bass contends he loaned the defendant the money.

Jack Tilden, Western district manager for Columbia Pictures, down with a severe case of "flu."

Ted Maxwell of N. B. C. is signing up Eastern and Coast actors for his production organization. New recruits are George Rand, Bob Reid, from out this way, and J. Hanna from New York.

Fox has bought one of the old Alaska Packers' wharves, the "Mietha Nelson," and it is being fitted up on San Francisco bay for a voyage to Alaska to be used in filming Jack London's "The Sea Wolf."

Arriving on a special train from the East, executives of Paramount-Public got here for a three days' convention of unions and distribution departments. Besides Jesse Lasky, B. L. Schuberg, Walter Wenger and John D. Gillette, there were several hundred delegates present.

Some weeks ago downtown picture house managers complained that exchanges were showing feature films in neighboring towns ahead of the San Francisco showing and that the practice was cutting into big city business.

Charles Thiel, booking manager for Fox-West Coast, recently inaugurated a clipping service for his

office. He is now checking on all theatre ads published in towns within a radius of 80 miles to keep up with shows outside the metropolitan area.

More than \$4,500,000 is to be spent in Northern California in a theatre-building and expansion program by Fox-West Coast Theatres, according to an announcement here. This sum will cover new theatres in Berkeley, San Jose, Oakland, Stockton, Bakersfield and Porterville, it is claimed.

## INDIANAPOLIS

By EDWIN V. O'NEEL

Indiana—"Fu Manchu."  
Orpheum—"Home Wks."  
Circle—"Song of Flame."  
Apollo—"Manny."  
Palace—"The Divorcee."  
Lyric—"Isis Escape."

Efforts to bring Walker stock to Indianapolis again started.

Riverside park opened with two-day program.

"The Virginian" presented as night owl program by Indiana theatre to bring back pictures which public desires.

Paramount at Fort Wayne will be ready for opening Labor Day. Seats 2,400.

"Beyond Horizon" presented by Garrick Club of Indiana University.

The Paramount at Hammond by Public will open about July 1.

Proposed tax on theatre admission to relieve the burden from general property which would drive small operators out of business. Charles R. Metzger, Associated theatres Owners of Indianapolis, attorney, told the Indiana tax survey commission. Small theatres which operate on a slim margin of profit would be closed if such a plan became effective, Metzger said.

## PORTLAND, ORE.

Broadway—"Caught Short."  
Paramount—"True to Navy."  
Orpheum—"Arizona Kid."  
Infied Artists—"Arizona Kid."  
Orpheum—"Arizona Kid."  
Music Box—"King of Jazz."  
New Music—"King of Jazz."  
Rialto—"Man of Manhattan."  
Dufwin—"Duffy stock."

Harrick missed much free exploitation here, following the national flood of publicity on "Journey's End." Local fans wondered what house would show the film, discussed in every national magazine. Harrick has it booked at the Music Box, near a thin margin of profit, secret, missed out on a bushel of free publicity.

Bigger and remodeled, the Jantzen Beach amusement park opened for the season with major publicity program. Weather cloudy and light rains had for blz. Half mile new the new \$500,000 Lotus lake park, still unfinished but due to open soon.

J. J. Parker closed the Parker-PKO Rivoli for summer.

Ted Gamble, Orpheum manager, staged local band contest to exploit Sauter's band on RKO vaude. House gave away cup and had dance bands, school band, club bands competing. Stunt got attention.

## SEATTLE

By DAVE TREPP

Music Box—"All Quiet Western Front."  
Fox—"Mysterious Island."  
Paramount—"Song of Flame."  
Fifth Avenue—"Gay Madrid"; stage show.  
Coliseum—"Girl Said No."  
Orpheum—"Woolly Ape"; vaude.  
Liberty—"Under Texas Moon."  
Blue Mount—"King of Jazz."

New stunt at Paramount theatre is cartoonist in the lobby. Seymour Kail, local student, is the artist. He sketches folks on the spot. Kail is cartoonist on Seattle "Star." Nominal charge is made for drawing.

Johnny Northern, Seattle publicity man for RKO, has gone to Spokane as publicist there. Joe Cooper, division director, to do this work for local Orpheum. J. Knorr, manager, at the Paramount. St. Paul, long with RKO, is new manager at Spokane.

## SARANAC LAKE

By "HAPPY" BENWAY

Lake Placid Club was recently wired for sound. Place theatre, Lake Placid, has found equipment.

McConnell and Simpson will spend the summer here, arriving last week. They have a cottage on the Lake Placid road.

Chester Rice returned to the Adirondacks after a six months' trip abroad. He is at the Santanonl Apts.

Jimmy Cannon, now home, reports it's twins at his Mt. Vernon house. Both boys.

A tea room will be opened June 1 by Gladys Bishop. Located near the Morris' Camp Intermession.

Bed patients Nelle Quealy, Lawrence McCarthy, Catherine Vogtle, Fred Rith and Benway, in person, all holding their own.

Allie Bagley gets the great okay. She is going home.

Edward DeCora is a new arrival at the 80 Park avenue san. Picking up weight. From Philadelphia.

Twenty-five show folks patients attended the mistral review at the Pontiac by the St. Bernard church. Belly laughs of the evening handed out by George Harmon, Russ Kelly and Andrew Molony.

Hans Bruno Meyer is new joining the actors' colony last week. At 11 Front street.

Fifth anniversary as superintendent of the NYA san was celebrated at the 80 Park avenue san by Mrs. Catherine Murphy. Mrs. Murphy during her five years has spared nothing in making everything pleasant for the artists and patients.

Walter Daley (brother of the late Arnold Daley) is new, but a few weeks a bed with the trick. He is at 10 Baker street.

## WRITE OFFEN

To those who know in SARANAC

## MONTREAL

His Majesty—"Abie's Irish Rose."  
Palace—"Manny."  
Capitol—"Hold Everything."  
Princess—"Ladies of Leisure"; 2d  
Impress—"What a Stan."  
Rex—"Double bill."  
Orpheum—"Stock."

Confederated Theatres (chain of seven) here, with a personal appearance of Pauline Garon, advertised as French-Canadian film star, in each in effort to boost by calling grosses, had middling success.

George Rotsky, manager Palace, and B. M. Garfield, manager, also, are together in attempt to revive Montreal Theatre Managers' Association.

Paramount theatres in Canada in every big city in opposition to Famous Players, organized by N. L. Nathanson and Fox interests, said to be a certainty this year.

General federal elections all over Canada slated for August and campaigning will be in full blast by middle of June. This will help make 1930 films worst summer season in years.

His Majesty's had only fair week with "Jenny," but "Abie's Irish Rose" next week has big advance sale.

## TORONTO

By MURRAY SINCLAIR

Trioli—"Paramount on Parade."  
Elova—"Return of Dr. Fu Manchu."  
Loew—"Widder Tresser."  
Impress—"She Couldn't Say No."  
She's Hip—"Be Yourself."

Nelson Shea has purchased the Empire Club and reopposing with Western University orchestra.

Walter Hampden was advised his top at the Roy's Alexandria last week would be \$2.50. He wired back it had to be \$3 or the engage-

ment cancelled. They raised the price.

Liberty Guild Players at the Liberty, Irvington have folded.

Only six current features given complete approval in the latest "white list," issued by Canadian Council on child welfare. These are "Vagabond King," "Only the Brave," and "Honey" (Far), "Columbia" and "Columbia" (Universal), "The Aviator" (Warner Bros.), and "The First Command" (Pathé).

## OTTAWA, CAN.

By W. M. GLADISH

All picture operators in Ontario warned by the government to prepare for examination. Arrangements made for the examining and grading of all projectionists. They are to be put through both written and oral tests.

Motion Picture Distributors Association of Canada announced 30 more theatres were wired last month.

Vaude at Keith's came to an end May 27 with talkers in for the summer at 10c.

## BROOKLYN, N. Y.

By JO ABRAMSON

Paramount—"True to the Navy"; stage show.  
Fox—"So This Is London"; stage show.  
Albee—"King of Jazz"; vaude.  
Met—"The Divorcee"; vaude.  
Strand—"Green Goddess."  
Orpheum—"Picture."  
Brooklyn—"Ungraded Girls."  
Futaba—"Park."  
Futaba—"Park."

Verba's Flatbush and Jamaica and the Majestic now dark for the brighter.

Stranahan, formerly vaude house, opens next week as legit, in Coney vicinity with "Once in a Lifetime."

Six picture "Ungraded Girls" at the Brooklyn still going strong and expected to remain indefinitely. All Brooklyn dailies but Eagle carrying the show's advertising copy, which is sort of raw.

Michael Michalekso, Yiddish actor, now at the Rolland in "The Jewish General," which follows with "The Little Clown" (return).

William Texter, proprietor of Ulmer Park, in Ridgewood, died last week at his home. Interment in Greenwood Cemetery.

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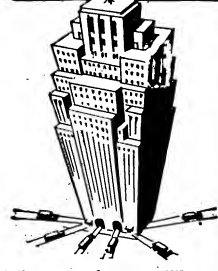
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DALLAS. By RUDY DONAT. Majestic—"Born Reckless"; Gallia-Rinl. Palace—"Dorothy's Holiday"; Melba—"Under a Texas Moon"; Odeon—"On the Beach"; Capitol—"Cuckoo's."

Pantages, Ft. Worth's legit house, bought by L. B. Lewis for 2nd runs.

Gus Doering has incorporated Suet Theatre Co. capital stock only \$2,500.

Crescent at Pampa (Tex.) destroyed by fire, loss of about \$50,000.

MINNEAPOLIS

Metropolitan—Dark. Shubert—"The In-Between" (spoken drama). R. K. O. Orpheum—"Born Reckless"; R. K. O. Seventh Street—"Clancy in Pink"; Pantages—"Undertow"; vaude. Minnetonka—"In Gay Madrid"; Public show, "Red Rhythm"; Century—"Journey's End"; Century—"One Romantic Night"; Grand—"Loose Ankles"; Grand—"South Sea"; Grand—"Mummy" (20 loop run).

Official census figures for Minne-

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apolis show 462,611, 21.5% increase, the short of the 1,000,000 measured.

"The In-Between," at the Shubert, is having its world's premiere here.

Dramatic stock season which ended last week at the Shubert was disappearing from a box office standpoint.

NEWARK

By C. R. AUSTIN. Froctor's—"Frames"; vaude. Newark—"Soldiers and Women"; musical talk. Broadway—"Sweethearts and Wives"; stage show. Broadway—"Song of the Flame"; Fox Terminal—"Movietone Follies of 1930"; Grand—"Mistaken Revenge"; the Minnelli Playhouse—"Prince of Diamonds"; Montclair—"Montana Moon"; Grand—"Dr. Fu Manchu"; Grand—"White Cargo" (2d week). Orpheum—"Florida Stomp"; mins.

Newark's census shows the city has only 439,000, a gain of only 6% in 10 years.

John McLaughlin has become assistant manager at the Minnelli Playhouse.

William J. Egan, former city clerk, succeeded the late William Brennan, director of Public Safety.

Warner neighborhoods have dropped giving "Amos and Andy" to their patrons.

WASHINGTON, D. C.

National (Erlanger-Rapley) — Cochran's stock. Columbia—"Caught Short"; Erie—"Dumb Belle in Ermine"; Grand—"Dorothy's Holiday"; Majestic—"Vagabond King"; Metropolitan—"Night of Scandal"; Rialto—"White Heat"; Rialto—"Kath"; "Journey's End."

W. C. Gardiner, formerly with Pantages in Detroit, Brooklyn and St. Louis, now temporarily assistant at Warner-Edgie.

Rialto is closing again. Thought was "King of Jazz" would bring it back but didn't.

BRONX

Tidish legit out at Prospect, with some film, "Unquarred Girls," in "Sex" which is bunked in the lobby.

Owing to financial difficulties, Metropolitan Play still closed, though all other outdoor pools hereabouts opened for the summer.

So many managerial changes in the Fox houses no one knows who is managing what.

Hotel Fullerton. Opposite N. V. A. Club. \$9 and 10 Single Rooms. \$14 and 10 Double Rooms.

ATLANTIC CITY. By GEO. R. WEINTRAUB. "Dear Louie" (musical), which has little response in its try-out period.

The Steel Pier opens for the summer June 7 with a new 2,200-seat theatre, wired for WB sound.

B. & O. ROUTES

Pace, George C. Roseville, O. Palmco, Bluffton, S. C. N. Y. C. Panama, Louis, Canton Tea Gardens, Chicago. Parlan Road, Meigs, 28 W. North St., Indianapolis. Pasternacki, Steve, Luigi's R. Detroit. Payne, Al, 400 Meigs St., Rochester. Peck, Jack, 603 Broadway, Boston. Peck, Jack, 601 Kenans Blvd., Pittsburgh. Peck, Fred, 601 Monmouth St., Newark, N. J.

Rainbow Rangers, Havertown, Miss. Randall, Sam, Mulberry H. C. Randal, 215 Kensington H. Omaha. Rapp, B. Arcadia, West Haven, Conn. Rapp, B. Arcadia, West Haven, Conn. Ramussen, J., 143 Graham Ave., Council Bluffs.

Randall, Bill, Palace B. S. F. Renshaw, 412 Broadway, N. Y. C. Renard, Jacques, Coconut Grove, Boston. Rich, Fred, c/o E. C. B. N. Y. C. Rich, Fred, c/o E. C. B. N. Y. C. Ritz, Carl, c/o E. C. B. N. Y. C. Ritz, Carl, c/o E. C. B. N. Y. C.

Rosenthal, Harry, 223rd Hill, N. Y. C. Royal, Louis, 208 W. 4th St., N. Y. C. Royal Novelty Bldg., 223rd Hill, N. Y. C. Rubin, Harry, 208 W. 4th St., N. Y. C. Rubinoff, c/o Public, Paramount Bldg., N. Y. C.

Saleman, B. King Cotton H. Greensboro. Russo, Dan, Beachview Gardens, Chicago. Sarnoff, Ed. Loew's T. Montreal. Sarnoff, Ed. Loew's T. Montreal. Schera, C. 624 W. 2nd St., Buffalo, N. Y. Schmitt, Dave, c/o Loew's N. Y. C. Schmitt, Ed. 34 Arthur St., Lawrence, Mass. Schwartz, U. J., 311 Court St., Fremont, Ohio. Scott, L. W., 809 Dilbert Ave., Springfield, Mass. Scott, Frank, 264 Mayflower St., B'klyn. N. Y. C. Seifman, 264 Mayflower St., B'klyn. N. Y. C. Singer, Harry, 264 Mayflower St., B'klyn. N. Y. C. Silver, Harry, Drake H., Chicago. Solwin, Ben, Columbia, 319 W. 5th St., N. Y. C. Spang, c/o Grand, c/o M. C. A. Paramount Bldg., N. Y. C.

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LETTERS. When address send to VARIETY, Address Mail Clerk.

Barnett M. Berger Jacob. Compton Betty. Cook, Ed. Crook Edward. Davis Gordon. Emerson Barbara. Harris Hamilton. Kennedy Matt. Kennedy Mona. Lang Ruby (Deloro).

CHICAGO OFFICE. Berger Charles. Borchy Vivian. Collins Jack. Cortez J. Edwards David. Evans A. G. Gilbert Bert. Hall & Esbey.

Yale, Danny, Windsor H., Montreal. Young, L., 180 Prospect Pl., Brooklyn. Youngman, H., 882 1st St., Brooklyn.

Mr. Vernon Stock. Stock burlesque is in at the Westchester, Mt. Vernon, N. Y., with Max Fields operating and in as featured comic.

LONDON CRITICS WERE  
UNANIMOUS IN SAYING THAT ...

# YORK AND KING

WERE THE BIGGEST HIT  
AMERICA HAS SENT THEM IN YEARS

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*PRESENTING*

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*"YORK AND KING ARE  
FUNNIER THAN EVER"*



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