

VARIETY

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'BLUE-NOSES' MAKE MISERY

Hollywood's No Place for Actors On "Spec"—May Join Panhandlers

Broadway actors feel pretty low about their joblessness and general hard luck, but they perk up their ears and feel consoled when one of their number returns from Hollywood and tells them that conditions are worse out there.

Most of the actors around town have had Hollywood in mind as a goal if they only had the fare. They are astonished to hear that there are more actors out of work in the Coast because so many of them have gone out there; and that most can't get back because they haven't the money.

It is hard enough, says one actor, who has returned to regale Broadway with his story, for the big boys on contract to get along, but for the average performer who goes out on "spec" the outlook is hopeless.

The mess of out of work actors, mainly from the East in and around (Continued on page 75)

PROTECTION IN CHI. ON SALE TO N. Y. ACTORS

Several men representing themselves to be agents for a group of New York gunmen have been approaching actors in the last few weeks during the last few weeks with an odd proposition. Stage people solicited are looked for Chicago engagements in the near future.

The alleged New York gangsters, calling the selves "protectors," offer actors full protection from petty racketeers in Chi and are said to have declared they can guarantee complete immunity from gangland's "touch" annoyance while out there. The "protection" is offered for a moderate sum by well dressed fellows who declare they won't do the body guarding themselves, but represent a bunch of tough gun toters who will.

Some of the edge has been taken off the New York gangsters' offer by declaration from the Al Capone mob that the petty Chi touchers are not connected and orders to them to desist. The New Yorkers, however, state their presence as personal guards would insure more safety than the Capone outfit's declaration for stage folk.

So far none of the actors approached is known to have given up.

First Child Radio Star

Entire NBC organization has been ordered to get behind Baby Rose Marie purpose being to ballyhoo the five-year-old to the Valley and Andy's helights as the first child radio star.

Baby Rose Marie has been around for a year or more in the picture houses and in films for Warner Bros.

An Agent's Heart

Freddie Walton (Walton and Stamm) is around with a broken big toe, and crutching it.

Says he received injury by kicking his agent in the heart.

JEWISH ACTORS NOT ON SCREEN

Hebrew Actors' Union controlling all Jewish actors and actresses in America has passed a rule prohibiting all members working in Jewish talking pictures under penalty of being ousted from the union. Resolution ratified by the union.

This measure was adopted to insure the longevity of the Yiddish stage, after closely watching the inroads which English talkers made on the American speaking stage.

KIDS' CHARGE ACCOUNTS IN NEAR-HOME THEATRE

Chicago, April 1. Inde houses are opening charge accounts for their regular patrons. First time this is permitted the public in a large city.

Managers are making the move on their own hook to get the business, feeling they can collect from the regulars because accounts won't run over \$2 or \$3 a week. Charging goes for kids any time in most neighborhood spots. All they have to do is bring a note from their parents.

Kids are forging the parental permission, but the home reaction is o. k., feeling being that if sonny wanted to go to a show right from school without going home first to get his dime or a note his credit can stand.

Stock Shuts Box Office, Passes Plate Instead

Newark, N. J., April 1. The Community Players of the Lyceum, East Orange, have adopted the idea of dropping the box office altogether. He offered subscriptions for 12 weeks at \$7.50.

The subscriptions entitle the purchaser to 10 seats a week for 12 weeks. The subscriber distributes these seats among his friends and they may be reserved.

Bare the last act at each performance, baskets are passed and a collection is taken.

Collections average 30 cents a person regularly with Saturday's running up to over 40 cents. Capacity 900 and usually filled.

MIDWEST CAN'T KEEP KIDS HOME

Iowa Business Men Demand Theatres and Amusements—Lack of Stage Entertainment Driving People Away—Don't Want "Church People" Mixing

REFORMERS SETBACK

Chicago, April 1. The wide-open west is coming back. Business men behind the movie are determined to bring in theatres and shows of all kinds to keep the young people from going to the cities.

Iowa is taking the lead. Marshalltown business men have petitioned R-K-O to put a house in the town. Claim lack of amusement is driving the people away and letting down their business. The petition makes a strong plea for yaudiville.

"Blue-noses have been too long making out people unhappy. We've got to get modern," said an Iowa business man. Cedar Rapids, Davenport, Des Moines, Mason City, Fort Dodge, Burlington and Granger are a few of the towns in the state going after amusements that will tend to hold the folks.

Nearly all Iowa towns with the new Sunday show law are repeating it. At Austin an early dramatic tent show had 287 auto loads of business. (Continued on page 49)

8:30 A. M. SHOW START 16½ HRS. DAILY GRIND

With a demand for picture shows as early as 8:30 in the morning, Loew's has decided to open the Loew's New York, longest daily grind it has, at that hour. House went to the breakfast time opening hour Monday.

Formerly it opened at 9:30 a. m. According to Loew's New York staff men, change was made to accommodate the lines that recently have been forming at around 8:30 and 9. A generally good business has been done at around 9:30 and 10, it is claimed.

Running a midnight show every night, New York is 16½ hours, longest in the city for a grind.

One Minute Please

Hollywood, April 1. Someone impatiently phoned Owen Davis' home and got the butler, who said: "Sorry, Mr. Davis is writing a play." "I'll hold on until he finishes it," was the reply.

Cabaret Floor Show Just "Dirt" to Ritzly but Idle B'way Chorus Girls

Common Barking

A Coney Island concession stand has abolished its barker. Owner says spilling in front has been made too common by Broadway theatres.

ENGLISH GIRLS RESENT NUDES

Paris, April 1.

The new Folies Bergere extravaganza, titled "Un Coup de Folle" ("Mad Whims of Polly"), is the last word in nudity—so raw the group of Alfred Jackson English girls working with the native group protested at having to go on in so rough a performance, although the Jackson girls are not called upon for any strip down.

New show is bound to panic the tourists and probably designed for that end. Nothing more could possibly be done in the way of utter undress. One item that will shock the Americans is a male Negro dancer doing sensuous movements before a white dancing girl partner. It doesn't mean much in Paris, but it will take away the breath of any Southern colonel.

The stage effects are first rate in a spectacle way and there are abundant novelties in settings.

Toned down, it should be great for Broadway.

Jimmy Stook, head of Brooks the costumier, says he has the material under option, but Irving Marks, representing the Shuberts, declares (Continued on page 51)

Peoria Is Made

Peoria, Ill., April 1.

Since it became known that one-half of the Amos 'n Andy team once worked a week here for a paving contractor the local cops have been watching the streets to keep tourists from stealing the bricks.

Most of the souvenir hunters are from St. Louis. No one else knows where Peoria is.

Teaching Jazz Loses Catholic U Big Gift

Washington, April 1. Catholic University here lost a \$1,000,000 fund because of teaching modern music in the university Schola Cantorum. Fund was withdrawn by Mrs. Justine B. Ward of Dubois Ferry, N. Y.

This leaves the new building half completed and all work stopped.

Now that some of the Broadway musical shows are closing and no new ones promised until next season, a number of chorus girls end themselves in a predicament.

If they go in a variety house stage unit they must take to the road for little money.

They want jobs in New York and therefore must do floor work in some Broadway cafe. In a Broadway roof cafe that will shortly be opened there are a number of girls formerly of "Heads Up," "Vanities" and "Sweet Adeline."

These line girls ritz all the principals in the revue and laugh at their "specialties." They can do all and more than the principals, the ritzly line girls say.

And as for the singers, the line girls claim they think they can sing because they can boop boop a-doop.

Even though jobs are hard to get, these girls from Broadway musicals are pretty choosy and particular about taking a floor show job. They have to be certain there is no mixing or rude work. However, everything about a cafe revue is dirt in their eyes.

They laugh at the orchestra, say it is terrible and that they can hardly dance to it. And remark that anyway a band that has pictures painted on the drum is cheap.

The decorations in the cafe they think are hideous, and they object to being kept waiting any time at all for rehearsals. They tell of a great joke how the manager or various agents asked them for dates, and sneer at the probable cafe audience as cloak and suiters.

This cafe work, the girls feel, is a great comedown for them, but there is nothing they can do about it except kick.

BROKER BEHIND ZIEGGY, NOT FAR BEHIND—YET

Edward F. Hutton, Wall Street broker, is said to have agreed to back Florence Ziegfeld in the latter's plan to produce pictures on his own. Ziegfeld is due on the coast to advise in the pluralization of "Whoopee" with Eddie Cantor, for Samuel Goldwyn.

Interest of Hutton in pictures is said to have been suggested by Mrs. Hutton, one of the most active hostesses in the social register. Mrs. Hutton is the possessor of a collection of jewels said to rival that of an Oriental potentate.

BROOKS
THE NAME YOU GO BY
WHEN YOU GO TO BUY
COSTUMES
GOWNS AND UNIFORMS
1437 B'WAY, N.Y. TEL. 5280 PENN.
ALSO 15,000 COSTUMES TO RENT

Sound Films in Loop Dept. Store Broke Sales Record for Concern

Chicago, April 1. Sound pictures are enabling department stores to break previous sales records. That is what the free pictures did for Mendel's two days after the installation.

This Chicago experiment, third largest of its kind, is set to establish a precedent among competitors. It's a unique one in that the free picture policy from now on, at least in Mendel's, will tell on the screen in a few minutes what it ordinarily takes hours of weary walking and shopping to find out.

Picture showings in department stores gain their biggest impetus in that all those bargain counters, prices, and the natty things which it now takes so much time and trouble to find out, can all be grouped together into a single short subject.

All of the electric companies had representatives at the Mendel week. They got an entirely different slant on the industrial possibilities of talkers as the result, it is admitted. While the shows are free, dental made they will cut into the theatres. Only shorts, so far as can now be seen, will be the prevailing policy. And these, according to De Forest interests, which interested the first department store in sound film exhibition, will concentrate on their bills of goods and resultant sales.

GEORGE O'BRIEN AS FOX'S ACE "WESTERN"

Hollywood, April 1. As a consequence of his performance in "The Lone Star Ranger," Fox plans to build George O'Brien into western star for the remainder of his program the niche once filled by Tom Mix.

Four O'Brien's westerns for next year's release are planned.

A new five-year ticket has been drawn up for O'Brien, whose present contract expires in September.

DEBUT IN FILM

Rose Hobart, Legit, and Ruth Warren, Vaude, Booked by Morrison

Rose Hobart, ingenue lead in "Death Takes a Holiday" has received a contract from Universal.

Miss Hobart will not depart for the coast until the play she is now appearing in closes.

Bookings were made through Maxwell Arnold, of the Leo Morrison office, who also placed Ruth Warren, comedienne, with Fox. Miss Warren, who appeared in vaude with Billy Wayne, left for the coast yesterday (1) and will commence work April 8.

Weather

Washington, April 1. Weather Bureau has furnished "Variety" with the following outlook for week beginning tomorrow (2): Partly cloudy over west portion and cloudy possibly with light rain and colder over east portions Wednesday.

Thursday cloudy, rising temperature, with occasional rain over west portion.

Friday occasional rain; Saturday (5) mostly fair, colder in afternoon or night.

London, April 1. Warm and sunny weather in the brightest March in 10 years has put it up to the theatre to tempt people indoors. Very little rain.

One result has been the tapering of long run shows to the point they had to be called off. There have been plenty of musical comedy replacements.

Sills' Fox Terms

Milton Sills, now with Fox on one picture basis, will be given a contract this week.

Options up to five years.

When the outlook is not good, try the up-look.

MR. AND MRS. JACK NORWORTH
120 West 44th Street
New York

Dusting the Attic

FELIX and CAIRE
Invited
14 Mins.; Full Stage
125th St., New York
(Aug. 10, 1907)

Both are children, and their offering is more interesting as a display of infantile precocity than as a vaudeville act to be seriously considered.

The boy gives promise of some day developing into a good comedian. He has the knack of mimicry already.

The sketch which surrounds the youngsters is a bit of poor carpentry. It takes too long to get started, and halts painfully once under way. The girl attempts two impersonations—Hattie Williams and Trixie Friganza—but she does not reach near the originals. The boy's Richard Carle is much better.

The audience was much inclined to be nice because of the extreme youth of the two, and their reception was more than cordial.

Rush.

(The boy who promised comic ability 'way back when "Variety's" New Acts were run in one paragraph is now Seymour Felix, the prominent stage actor for musicals and pictures. As a comedian he never did live up to expectations.

The little girl, to whom the audience was so nice because of her extreme youth, was Amelia Caire, now Freepport's best known mother as Mrs. Charlie Freeman, wife of Keith's western booking manager, with four sons and a daughter.)

GRETA NISSEN'S ACT TO TEST HER ACCENT

Greta Nissen, the Norwegian looker, known to the silent screen over here, is preparing a turn for vaude to test her accent for the talkers.

Miss Nissen, with four boys, will have a "showing" date at Paterson, N. J., starting April 5. She will sing and talk with the boys and by herself.

Greta Nissen, huge favorite through U. S. pictures in the Scandinavian and German countries, takes hope with others in view of Greta Garbo's getaway with dialog in "Charlie" that her ability and accent will return her to the Hollywood studios.

Foreign film men in New York say that one native in an American-made in their own language country almost guarantees the picture in Europe.

Charlie Morrison represents the foreign star.

Scarface Al as Actor

Hollywood, April 1. It is seriously stated by First National an offer to "Scarface Al" Capone, Chicago beer baron, to appear in "Widow From Chicago," Alice White's next picture, has been made.

Figure it good publicity.

SAILINGS

May 28 (Capetown to London), Wyn and Ivy, Two Brunners (Arundel Castle).

April 16 (Berlin to New York), Mr. and Mrs. Herbert Brenon (Empire).

April 16 (New York to London), Buck and Bubbles (Aquitania).

April 5 (New York to Los Angeles) Eddie Buzzell (California).

April 4 (New York to London) Bert Feldman (Majestic).

April 2 (London to New York) Vera Pearce (Pres. Harding).

March 25 (London to New York), Fred Astaire (Mauretania).

March 28 (New York to London), Lorraine Power, Gene Brady (for "Hands Up") (Empire).

March 25 (Sydney to Capetown), Frank Nell, Lily Mallory, Neva Carr Glynn, Zara Clinton, Mary Gannon, Field Fisher, Leslie Woods (Aramic).



WILL MAHONEY

In Earl Carroll's "Sketch-Book," Chamin's 46th St. Theatre, N. Y. C. "The New York World" said: "The funniest comedian on Broadway is Will Mahoney, who does not have to depend upon grotesque make-up, baggy trousers, or risqué songs or situations, which to my mind is the real test. Incidentally, he can outstep all of his rivals."

Direction
RALPH G. FARNUM
1560 Broadway

Jerusalem Fears Outbreak Again At Nebi Moussa

Jerusalem, March 18. Approach of Nebi Moussa has shown all over the country, and particularly those in Jerusalem, worried stiff. Nebi Moussa is the most religious of the Arab high holidays. Its traditional rites and ceremonial dance usually succeed in working up the natives' fanaticism to a fever pitch.

This year, if deliberately inflamed, it may lead to the outbreak of fresh riots. If that occurs the amusement business, still staggering from the sock it got last time, will have to take the count—and a long one. Showmen go into tears when they tell of what happened to them after the massacres of last August. All the houses were closed during September and they might just as well have stayed closed during October.

In Jerusalem, the picture trade hasn't sprung back to normal, although picking up.

The Arabs are boycotting the main house in this city, Jewish-owned. A few of the feyer spirits venture in but the boycott is otherwise rigidly observed. No Jews patronize the Arab-owned house, the Palestine.

Nebi Moussa occurs April 20, the last day of Passover, this year. It is agreed that if nothing in the way of riots happens between now and then, it will be pretty quiet all year around. But Nebi Moussa seems a red flag day.

Jerusalem will be under heavy guard, for it is the congregating spot.

J. Murray Anderson Gets 40-Wk. Universal Contract

Universal City, April 1. John Murray Anderson has been engaged on a 40-week contract by Universal at \$3,000 a week to direct two operettas.

Anderson leaves here when the print of "King of Jazz" is shipped and will go to Europe for two months' vacation. While there he will scout material for U.

He will return August to start on his first new contract picture.

German "Jazz"

Los Angeles, April 1. Joseph Schildkraut will m. c. the German version of Whiteman's "King of Jazz."

The Sisters G will add two numbers.

Harry Warner Sailing

Harry M. Warner has reserved space on the "Leviathan" for its June 11 sailing from New York. It will be a business-rest trip for the Warner head.

Hays Plagued by Religionists But Issues "Don't" on Schedule

Traitor!!!

Fannie Brice is endorsing Armour's Ham in publicity.

BERT LAHR LABELS "JOE BROWN, "LIFTER"

New York City, March 28. Editor Variety:

I have read the criticism of the picture, "Hold Everything," in this week's "Variety."

I am greatly surprised and amazed to find that Joe Brown boldly lifted my original business, manners, methods and unique phrases, which I have been identified with for years, and which I interpolated in the part of Gink Shiner in the New York stage production of "Hold Everything."

It seems an outrage that a comedian can gain profit and recognition by deliberately lifting and copying another comedian's style of work. This is hurting my reputation, livelihood and future in talking pictures.

Surely there must be some redress for an artist who has worked these many years as hard as I have to establish and attain the reputation and recognition I have as an original comedian, gained by my creative and original style of work.

I am writing this in self-protection, to let the profession, the exhibitors and executives of the picture world understand that I am the originator of all business methods, manners and unique phrases used by Joe E. Brown in the talking picture version of "Hold Everything."

Bert Laehr.

WAMPAS BABY STAR NAMES TURNED DOWN

Hollywood, April 1. Wampas' intention to select 13 Baby Stars again this year was over-ruled at Monday's meeting by the older members after candidates for nomination had been accepted.

Claim made that list was not representative and it had the same fault as recent lists in that many of the baby stars were already too well established as names, and didn't need Wampas plugging.

Those mentioned for nomination included among others Marjorie White, Fil Dorsay, Mona Maris, Dixie Lee, Maxine Sullivan and Marguerite Churchill by Fox; Marlon Schilling; Kay Francis, Lillian Roth by Paramount; Claudia Dell, Gladys George, Dorothy, Dorothy Jordan, Raquel Torres by Metro; Una Merkel by United Artists; Kathryn Crawford by First National; Bernice Claire by Samuel Goldwyn; June Clark for Howard Hughes; Phyllis Crane, Jean Harlow, Pert Kelton, Lenore Landry and Marlon Byron by independents.

Wampas will install its new officers April 5 at a special O.A. Juana affair.

Another War Film

Hollywood, April 1. Earl Duggan's war story "Inside the Lines," will be produced by Radio, with Betty Compson starred. Roy Pomeroy will direct as his first chore for Radio.

No "Fatal Wedding" Now

Hollywood, April 1. Fox has abandoned "The Fatal Wedding" until next year and maybe entirely.

Entirely including Edmund Lowe, Marguerite Churchill and William Howard, author-director, switched to "Well Dressed Man."

"Secrets" for Pickford

Hollywood, April 1. "Secrets" made a few years ago by Norma Talmadge, will be revived and revamped for Mary Pickford. Benjamin Glazer dialoging. Starts April 14.

Snowed under by religionists, the Hays organization is now seriously considering a drastic hands-off policy for churches. Hereafter it will be the industry that will set the film menu.

Threatening for a long time to develop the argument for the organization for a films-on-credit and after-release-criticism reached its peak Monday following the most drastic of Protestant attacks. It required several hours to draft a reply to the Rev. Dr. George Reid Andrews' declaration that Hays has functioning a regular paid spy system.

Officially, it is learned, another "Secrets" under the Hays organization which the Hays office has been mentioning as an ally, has put thumbs down on all further dealings with the producers as a group. From now on, in all dealings with the church, the Hays office is contacting producers individually. While this group of religionists is adhering to its policy of action rather than statements, the impression is allowed to prevail that there is no disturbance. Members on the reviewing board of this organization are rejecting even the simple phrase "films on credit." Order is that they pay everywhere. From one of their executive clerics comes the recent word that this church never was associated with Hays on any board, denying the report made by Gov. Milliken that it was one of his contacts.

"Insincerity of purpose and biased outlook" sums up the reason for this particular stand.

While the Milliken writing for the dailies politely attributes the attacks to "racketeers" and lauds at length the "many fine high-spirited Protestant leaders" who have given generously of their time and counsel to make better pictures, proponents for the severance of negotiations with religion are less diplomatic.

The observation is made that "satisfying one church is good reason for another being dissatisfied." Also that the Hays office is suspicious of the other.

Open the doors and let everybody know what is going on; or at least with Hays on any board, denying the record that film producers after all make the pictures in the final analysis. These two things highlight the film slant on its future dealings with the church.

Simultaneously with the Andrews blast, Hays had heavy odds in his favor in that directors held their annual meeting Monday and released the new "don'ts" for picture makers, along with Milliken's latest epistle.

According to the "don'ts" Hays can go along without religion, for the industry. The list, printed in "Variety" Feb. 19, last, prohibits or minimizes the use of all ingredients that have proven sure-fire. It actually follows in a single future release said picture, it is officially observed, would bore in Rome, irritate in Palestine and cause a riot in Moscow.

FRANKLIN EAST AS FOX HOUSE OPERATOR

Hollywood, April 1. Report grows daily stronger out here that Harold Franklin will go east, and soon, to operate the entire Fox chain. No confirmation from Franklin or other sources can be obtained but the report persists.

So imminent is the Franklin move in the local grapevine that speculation as to who members of his staff will go east with him is a subject of luncheon gossip.

METRO'S AUTHORS

Edith Ellis, With Willard Robertson as Possibility

Usual term contract signed by Metro for the services of Edith Ellis, author of "White Collars" to write for pictures. Begins April 15. William "Doc" Stevens now wanted her.

He also is negotiating with Metro for Willard Robertson, author of "This Man's Town."

FOX BANKERS AGREEING

Talkers in 2,000,000 Homes Confidently Looked For in Future by Device Makers

Talkers in the home are virtually joining into realization.

Radio's Photophone interests have suddenly decided that sound on 16 millimeter film is practical. Lee De Forest has reached the same conclusion. Radio has gone several steps farther, since a hook-up with Eastman-Kodak on the film invasion of the freeds is disclosed.

Most precipitous in the era of home talkers are the advances being secretly made by Universal. It has gone so far as to secure an option on 67 acres of Long Island property for Universal's Show-at-Home Movie City. It is claimed that this much has been decided in regard to the home era:

Product cannot be simply a dwarf size of pictures shown in professional houses six months or a year before. That the pictures going into homes must be as original as those which the big first run houses of the country are now competing for.

That the number of homes within booting range of 16mm film are many times the total of professional theatres in the United States.

While 200,000 residences in the U. S. is now given as the official census of private places with projection machines. It is estimated by those cultivating the field that 2,000,000 homes can afford individual projections in this country alone.

Until now home pictures have been little less than an incidental part in the life of the professional industry. With surprising suddenness the same industry has begun to realize that the freeds is a profitable outlet and a more assured one than many phases of the industrial world, which findom, since the advent of talkers, has been credited with next surviving.

In home pictures, the film industry sees itself in the position to dominate the entire peoples of the world, particularly those wealthier citizens of America.

Originality

Original stories, casts, direction—in fact the same technique that Hollywood exerts for Broadway—are what interests bent on home film success have at last deemed necessary.

While engineers have been inclined to regard with skepticism the prospects of successful recording on a 16mm. sound track executives of Radio and De Forest during the past week have been emphatic in proclaiming optimism for sound on film in the home.

Radio is particularly jubilant. There the cross-patent arrangement whereby Western Electric is barred from the home field is dwelt upon. Technically, the DeForest interests claim the home device is so perfected that it will be announced for the market within the next month.

Jolson 2d for UA

Hollywood, April 1.

Joe Schenck has a deal on with H. H. Van Loan for an original called "Son of the Ghetto" for Al Jolson.

Idea is that this will follow "Sons of Guns" as Jolson's second UA picture.

Nite Club Girl Lands

Frances McCoy, former night club entertainer, depart for the Coast Saturday where she will begin work under a term contract for Fox.

Music Writers Quit

Unable to agree to studio standards Sol Violinsky and Harry Tobias secured their release from Tiffany, as music composers.

Laurel Lee on Coast

Laurel Lee has gone to the coast for the talking, "Top Speed" M-G-M.

Small office aid it.

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Unearthly!

Neville Flesson says he must be at the Warner's Brooklyn studio every morning by 8:30.

Mr. Flesson, writer, lives in New York.

At 8:30 is such an unearthly hour to go anywhere, says Mr. Flesson, he has stopped going to bed nights, in order to punch the clock punctually.

MISS SHEARER OFF OF SCREEN?

Norma Shearer, one of the ranking stars of Metro for several years, is out. Her contract, which expired last week, is not being renewed, according to official notice in New York, advising there are no further options.

In private life Miss Shearer is the wife of Irving Thalberg, in charge of production at the Metro studios in Culver City. Her contract which has just expired was dated March 28, 1925.

Whether Miss Shearer is retiring from the screen to settle down to home life is not known in Inside Metro circles, although that is the assumption.

A featured artist with Metro whose contract is also not being renewed is Carollita King. Her contract expires April 18. Miss King joined the company a year ago.

McCormack's Next for Fox Will Start in the Fall

It's all set but the signatures for John McCormack to do his second singing talker for the maker of his first, Fox.

Dennis McSwaney, who represents the tenor in all business affairs, is remaining in New York and will probably close the Fox deal before joining McCormack abroad.

McCormack's initial screen play is "Song of My Heart," now on #2 exhibition at the 44th Street, New York, with other road show spots currently. McCormack received \$500,000 flat for that effort.

Gershwin and Metro

Metro is close to a finality, it is reported, in negotiating with George Gershwin in New York.

The composer, if closing the deal, will be under an exclusive with Metro on a term, with a heavy bonus. From the account, paid at the time of his signature.

Helen Ware's Film Role

Helen Ware, legit, has been engaged by D. W. Griffith to do a character role in "Abraham Lincoln."

Miss Ware trod in stock with Griffith 25 years ago. She will play the sister of Mary Todd, the prospective Mrs. Lincoln.

Marries Cheese King

Paris, March 22.

Lillian Cruze, French actress, has married the king of the Swiss cream cheese, Henri Gervais.

Gervais' connection with the stage, so far, had been confined to making a special brand of ice cream extensively sold to audiences.

ADJUSTMENT IS EXPECTED DAILY

**Blair - Bancamerica Group
Withdraws From Fox
Financing — Neither Side
Admits Anything While
Remaining Confident**

WILL WM. FOX LEAVE?

Hither divergent groups of Fox company bankers are reported getting together on the general proposition of the protracted Fox business complications. Some quarters state the bankers are together in an understanding at least, and that the adjustment the entire trade anxiously awaits in the Fox affair may be announced any day now.

Of the William Fox group of bankers headed by the Blair-Bancamerica in that firm's financing plan for Fox, one of the banking houses are said to have informed Mr. Fox by mail last week that they would relieve him from any obligation he might personally under to them for their participation thus far in the Blair finance plan. These banks are said to be Lehman Brothers and Dillon, Read and Company.

Yesterday (Tuesday) the Blair-Bancamerica advised the Fox company it would withdraw from any financing plan for Fox upon payment to the Blair bank of 1 1/2% fee upon the amount involved thus far.

Another report is that a renewed offer has been received by Mr. Fox of approximately \$12,000,000 for his stock and retirement from the Fox company. Fox's own price for those conditions is quoted as \$18,000,000.

Both sides to the controversy, now nation-wide, meet at around Times Square as the Sheehan and Fox factions rather than Halsey, Stuart, with whom W. R. Sheehan stands, and the Bancamerica, to which Wm. Fox is attached, refuse to comment upon the existing negotiations, of any, or of the many negotiations.

Met closely allied to either side yesterday admitted "something important is in the air," but would not disclose any information of value.

Fox's Retirement

The most talk revolves around the possibility of William Fox's resignation as president of both Fox companies and his retirement from activity with the Fox concern. Mr. Fox's associates wouldn't comment rumors of this character, saying that is impossible. Mr. Fox himself has been quoted this week as stating everything is breaking in his favor and that he will shortly be back in the saddle, with everything else everybody forgotten and forgiven.

A Sheehan ally when queried on the probable buy of Mr. Fox's stock holdings in Fox, countered with "Why?"

One story claims that Mr. Fox's co-trustees, John E. Otterson and Harry L. Stuart, will resume charge of the Fox business as the majority of the New York trustees, with Mr. Fox the other, before this week shall have ended. In that event, the story states, the Fox business will continue under the trustees' direction until the Fox annual meeting and election April 15, when the majority of trustees will vote in the new officers and board of directors.

The Sheehan side apparently casts all of its faith in the trusteeship agreement made by William Fox and later repudiated by him. The Wm. Fox people just as strongly claim that the New York decision by N. Y. Supreme Court Justice Aaron Levy, upholding the trustees agreement, will be reversed when the appeal is heard.

25,000,000 Television Sets on \$1 Week Lease Is Radio's '32 Objective

A Noisy Critic

At the "Mammy" opening, a femme critic with a girl friend kept up such an incessant chirp while twisting her head to the friend who were in the theatre, that no one believed her notice the next morning.

The girl had been so much occupied in rubbering she could not have seen nor heard the picture.

SHEEHAN SUES WILLIAM FOX FOR \$450,000

Suit has been filed in the New York Supreme Court by Winfield K. Sheehan against William Fox to recover \$450,000.

That amount is alleged by Sheehan to be cash money held by Fox and owing to him.

Sheehan was reported having made a demand on Fox for the money shortly before he instituted his application for an injunction to restrain Mr. Fox and the Blair banking affiliations from going through with their Fox financing plan, and also to enforce the trusteeship agreement Fox repudiated, affecting the Fox company.

Commencement of the civil action to recover the amount by Sheehan is said to be the climax of the rapidly widening breach between Sheehan and Wm. Fox, close business associates for nearly 20 years.

WHEN CHANEY TALKS, HE TALKS—IN 5 VOICES

Lon Chaney's first talker will be the "Unholy Threes," which was one of his silent successes and released by Metro Sept. 9, 1925.

Jack Conway, who directed Chaney in "White the City Sleeps," will meg the character star's first talker in which Chaney will speak in five different voices, as the sinister professor of the Tod Robbins story.

With Chaney already having made some talk production is scheduled to start this week on the Coast.

Harry Earles, who did the side show midget in silent version, has been engaged for the same role in the talker.

Marie Saxon with Fox

Marie Saxon, from musical comedy, has gone with the Fox coast studios on an agreement for six months. Contract holds three options, for second six months, with second and third year.

Miss Saxon is now on the coast with her husband, Sid Silverman. Her only previous picture experience was in a Columbia talker.

Jenie Jacobs made the booking.

"49" Cold for Fairbanks

Hollywood, April 1.

Douglas Fairbanks has temporarily dropped "Days of '49," picture yarn. He takes three months to dig out another idea.

Western "Round-Up"

Hollywood, April 1.

Paramount will probably make "The Round-Up," one of the oldest western yarns in the files.

Idea conceived when Universal submitted a bid to buy the rights controlled by Paramount. Latter rejected Universal offer.

Hollywood, April 1.

When the Radio Corporation finally markets television it will be on a leasing basis and not by the outright sale of sets. Plan is to hold back the new form of home entertainment until a sufficient number of sets are ready for launching.

Ultimate objective is 25,000,000 sets leased at \$1 a week with television in the parlor a fact in '32.

Television is said to be behind Radio's urge to acquire more theatres and picture studios. On the theatre end the angle is to broadcast from and not into the auditoriums, as previously supposed, although that will probably come in time. Additional studio space, it is believed, is to supply the persons with film in the additional theatres. It is known on the Coast that William LeBaron, head of Radio's screen production, personally looked over one of the physically unimpaired out there with this end in view. No confirmation can be obtained whether LeBaron was favorably or unfavorably impressed with the studio in question or whether overtures to a deal have been open.

Radio will broadcast some of its vast sets direct from the studios into the home to give the fire-siders a direct view of costumes, sets, general appearance, and anything else television happens to pick up. Whether the residents will also be permitted to flash a picture studio in action by remote control is also not improbable. This idea is perhaps similar to the "measer" campaign on the early views to steam up the populace for the local showing of the picture.

And 25,000,000 sets at \$1 a week sums up to \$1,500,000,000 on rentals—which makes any typewriter shiver.

Ben Hecht Tired

Ben Hecht, ex-Chicago newspaper man, wrote "Front Page" and a shelf of books, besides underworld pictures, walked out of the Paramount studios where he had been writing scenarios and dialog.

Hecht said he just will be restated. He will live on his new estate at Nyack, N. Y., where he has built himself a miniature theatre.

The parting with Paramount is temporary as he is expected to return in the fall.

GLOBIA SWANSON'S PROGRAM

Hollywood, April 1.

Gloria Swanson will sing over the radio as advance plug for her picture, "What a Widow!" She will sing three numbers from the film, in a national broadcast tie-up with General Motors.

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Holding Back Big Business Charged on Anti-Trust Laws; Now Washington Starts to See

Washington, April 1.

Idea that the Sherman anti-trust law, and its fellow business-controlling statute, the Clayton Act, are antiquated and should go is just beginning to actually seep through here. It has been pretty general throughout business in every section of the country for some time. Now the legislators' attitude is turning in the least catalytic beyond the thought that might be expressed in the old "where there is so much smoke" there must be something wrong.

As the picture industry has had more than its share of difficulties under these laws, this seeping business may be heartening.

Most important is the present spurge of the Department of Justice in trying to do something under these statutes. Department not getting far with big business doing everything possible to further complete things and to make it tougher for the department.

Unemployment

Next is the charge being made that these same business curtailing factors are responsible for much of the unemployment throughout the country, particularly among the white collar workers, admittedly the hardest hit at the present time. This applying to executives, clerks and on down through the line with equal force.

And now the powerful political writers known to be accepted by Congress as actually voicing and picturing conditions better than can be brought to the lawmakers from any other source, are repeatedly predicting the passing of these laws.

One stated recently that those responsible for them "were in the same position as those that couldn't foresee the coming of the present machine age, or the automobile, the airplane or the talking screen.

These same writers are giving much credence to the unemployment charge against the two laws. They explain it by a process of elimination. Money intended for expansion is concentrated in high powered legal fees. To counteract this the personnel officers slice the payrolls.

Thus where the picture industry is bound from proceeding with what at least, appear to be natural combinations, the box office gets it, too, through the unemployment angle. That angle is admitted by the administration and it is causing plenty of thought.

How long it will be before the predictions are realized is something else again.

Situation has reached the stage of many voicing the assertion that the President would welcome the repeal. Mr. Hoover is an organizer. He is sympathetic to big business. It is stated that he would have done so no Department of Justice spurge of enforcement would have even been undertaken. But Mr. Hoover stands for law enforcement as the Sherman and Clayton Acts are laws.

Habit?

It's all the same to Joe Plunkett whether he's buying a picture or host at luncheon. He never believes the first cost.

At the Picture Club other noonday Mr. Plunkett switched a guest from a minute steak at \$1.60 to frankfurters and sauerkraut at 90 cents.

Then Joe signed Jules Levy's name to the check.

JOAN BENNETT MAKES EX-HUBBY GIVE UP

Seattle, April 1.

Joan Bennett, film actress, got the local court's okay on her suit for \$50 per month sue for their child, from her ex-husband, J. M. Fox, now married again to local woman.

Joan averred she did not need the coin but chafed for principle that father should pay.

MINSTREL PARADE FOR ONE NIGHT ONLY

Broadway had a one-night-only minstrel parade last Wednesday evening when Al Jolson and the Warners' "Mammy" opened at Warners.

Edgar Wallace, the Warners house director, suggested the parade and A. P. Waxman arranged it, with the Jolson help.

Waxman could not induce Police Commissioner Whalen to consent to the street. When all else failed in pleas, A. P. got Al to make the request, which was at once granted over the phone by the commissioner.

The parade with a band of 30 pieces and 50 extras, all in minstrel costume, started from Madison Square Garden on foot, to 42d street, to 6th avenue, to 57th street, west to Broadway and down Broadway to Warners at 52d street.

Starting at 7 p. m. the parade reached the theatre at 8. From 8 to 8:30 the band gave a concert in front of the house. For one night only and the first minstrel parade in New York in years.

Western "Too Funny"; Remade in Serious Vein

Hollywood, April 1.

Robert Curwood is lining up releases for his first talking western, "Revenge on the Rio Grande," just finished at Darmour studio after five months.

Director who started it was making it too funny and Curwood had to put on another to get it serious again. Gus Mines and Francis Corby will be credited as co-directors.

Curwood formerly did short westerns for U.

Bushman in Lead

Hollywood, April 1.

Francis X. Bushman will have the lead in James Cruze's next picture. It will be Bushman's first work in a major picture in four and one-half years.

He has been out since "Ben-Hur."

Giving Kipling Credit

Hollywood, April 1.

An original on Central America sea adventure called "Rolling Down to Rio" is Denison Clift's first divergent assignment under Paramount contract. Story is for George Bancroft.

This is another instance of a picture based on a song. Kipling will get screen credit for the title.

Noisy "Manuslaughter"

"Manuslaughter" will be made into a talker by Paramount as one of its new releases.

Claudette Colbert left Monday for the coast to take the role which Gloria Swanson had in the silent version, made by De Mille.

ON A HOLLYWOOD CORNER ANY DAY

Hollywood, April 1.

What may be seen and heard any day around noontime at the corner of Hollywood boulevard and Vine street in Hollywood:

- 1 policeman smiling.
- 2 beautiful girls.
- 1 agent not smiling.
- 2 cowboys in makeup.
- 1 casting director.
- 2 agents.
- 2 men with long whiskers (not make up).
- 5 beautiful girls.
- 5 agents, 2 for Brown Derby, 3 for Henry's.
- 7 leading men (one with promise of interview).
- 1 beautiful girl.
- 1 successful comedian?
- 3 agents.
- No business men.
- 4 promoters talking millions.
- 2 beautiful girls (mother and daughter).
- Policeman still smiling.
- 1 casting director, 6 assistants.
- 3 agents.
- 1 personal manager and opera singer.
- A father and his clever child.
- A song pluggers.
- 2 beautiful girls and agents.
- One actor.

All-Woman Films in London's Show Given 50% Razz

London, March 22.

Film Society, highbrow body which holds monthly shows at the Tivoli, London, tried the novel experiment of an all female program at its last screening. Only works by women film directors were shown and the idea was the critics could be able to see definite characteristics in all the pictures which plainly marked the product with the feminine stamp.

Actually, the boys didn't see anything of the sort. The program was very little worse than usual, and most of the stuff might have been made by men just as badly.

Two most interesting pictures were Pear's film "Fashions for Women," made in 1926, and a poor British synchronized sound film, "The Last Post." Comparison of the two merely showed that a woman like Dorothy Arzner can make films while Dinah Shore, who won a libel suit against a paper which attacked her recently, can't.

The British picture was about the most inferior of heroics which ever made the grade as hokum.

Educated Dirt

"The Sea Shell and the Clergyman," ultra-highbrow impressionist picture by Germaine Dulac served to show how sexy the women can make it come to pictorial symbolism. Film was full of educated dirt.

Program concluded with cuts from "Pagan Women of Riazan," Russian picture made by a woman with a name like nothing on earth. It sought to show that men may come and passions may go, but the good old soviet goes on forever.

The high hats of frequent the Society gave "The Last Post" a pretty good razzing and greeting the continuity titles put in by the editors—only a few reels of the film were shown—with ironic cheers. Best reception was given to "Fashions for Women," that type of audience liking the Par polish.

Fire Panic Prevented By Use of Sound Device

Geneva, N. Y., April 1.

Jay Fowler, operator, used sound apparatus to request the audience to leave quietly when he discovered a fire in the attic of the Regent theatre. An audience of 400, mostly children, was saved.

A small boy was playing with matches, which ignited a celluloid comb, nearly caused a stampede in the Temple here. Winton Starb, usher, put out blaze with hand extinguisher.

"Page" Postponement

Hollywood, April 1.

Howard Hughes is reported postponing picture production of "Frost-Page" for five months.

Delay on New York opening of "Hell's Angels" is one reason.

POVS HOT OVER CARTOON CYCLE

Los Angeles, April 1.

Success of cartoon novel and their inexpensive production have caused small producers to make room for drawing boards and pencil sharpeners in their offices.

Poverty boys figure they can get the most out of the cycle which is their stuff, synchronizing it cheaply, and cash in while the cycle's hot.

Stage Shows May Be Solution for Downtown S. F. Neighbourhoods

Tails and Toppers

Hollywood, April 1.

Tails and toppers at Saturday's Mayfair Club dance were conspicuous. Aftermath of the Goetz-Mayer wedding, which socialites topped Christmas for the local tailors.

Some boys squawking on wearing soup and fish regularly as they're afraid to sit down because of their party suddenly leaves they can't get up.

French Corn Beef and In U's New Free Feed-Stuff

Getting a first class French joint to serve film folk 'corn beef and cabbage is only one precedent Universal has established in the way of press luncheons in New York.

Some of the ladies, repro-ambitious, are literally cheating themselves out of film feeds. They are not being included in the new list of things when they have interviewed the victim-star before the blow-off. That is where film trade paper men are proving their non-chalance for material benefit.

At the Laemmle spread for John Boles not a single critic who Boles had talked to or written about Boles before the expose of food was invited to it.

An amusement to the old time luncheon grifter is the mode for all-food and no speeches at a U luncheon. Universal can be credited with editing in this new policy since Boles spoke only four words at his Longchamps repeat.

200 Houses Selling Songs And Books at Pop Prices

Due to the profits which the sheet music and record counters in Public theatres are showing, Max Stark, departmental head under Boris Morros, states that by the end of the year a 151 more Public theatres will be equipped with counters.

At present are 43 Public theatres handling sheet music and records.

Stark's plan calls for a total of 200 theatres to sell sheet music and records before the year is out.

In addition to the music accessories, each counter will shortly be supplied with a full line of books. Mainly books which novelize pictures will be sold, but they will also distribute pop books at the usual retail selling price.

"Outside Law" With Jack Coogan's Brother

Another dug up from the silent archives is "Outside the Law," which U intends to do as a talker. Todd Browning will direct, with Edward G. Robinson in the role first played by Lon Chaney.

Engaged for the picture is Jackie Coogan's little brother. Some discussion is now on toward billing the kid as Jackie Coogan's little brother. U feeling that Lon has more box-office draw than the lad's right name.

Priscilla Dean starred in the silent opposite Chaney.

Al Green with Pathe

Hollywood, April 1.

Al Green, former Warner director, goes with Pathe.

Starts work within about a month.

Buzzell Sails West

Eddie Buzzell expects to leave for California Saturday via Panama Canal on the "California." He has a couple of offers, but he is going to look into.

Since returning east after finishing "Little Johnny Jones" (F.N.) Buzzell has made some two-reelers for Warners.

San Francisco, April 1.

First run picture managers are facing a situation, growing as a menace. Neighbourhood quickie issues as establishing new attendance records in downtown downtown flicker establishments are suffering a gradual falling off in attendance.

Within the last two weeks, first run picture destined for at least three weeks' run have been yanked ahead of schedule. In two instances, neighbourhood houses extended the run of their pictures.

Several managers have voiced complaints that exchanges were not giving them a break in releasing features for the neighbourhoods within a month of their downtown run. One writer, who has been in point concerns the El Capitlan, Fox West Coast's big residential theatre which screened features shown in the downtown Fox houses within three weeks. Customers beginning to realize that the neighbourhood prices are under 40c, at night, while on the main stem it is 55c. Moviegoers in the neighbourhood have put in perfect sound that at least equals and in some cases exceeds the first run brand.

Fratrons who formerly got out the family bus or took a street car downtown are doing it in far less numbers than heretofore, with parking another problem. By getting up for the dinner table, not bothering to dress and going to the picture house in their neighborhood they can save about 30c. on every ticket as well as the carriage or the gasoline and the annoyance.

Stage Shows

Only houses not feeling this situation are the Fox, where in addition to the picture program, is a Fanchon & Marco stage show of about 40 minutes and a Walt Rosner orchestra production, and the Golden Gate providing four acts with the film feature. Practically all of the other first run houses are giving up most of their quantity, quality, but the bigger neighbourhoods are offering.

One manager predicts that a complete reorganization of price scales in downtown residential districts is the only way out to meet the competition from the residential districts.

\$2 "Ladies" on B'way?

Columbia is looking for a Broadway house for a \$2 run for "Ladies of Leisure," tentatively scheduled for April 5. Picture has been taken by R-K-O for other run showings in key cities.

Besides Orpheum, San Francisco, where it opened last Thursday, R-K-O opens special at the Orpheum, Los Angeles, today (April 2) for a run and at the Woods, Chicago, Saturday (5).

A \$2 run in New York, though brief, is wanted because "Ladies of Leisure" heads the pictures in the April anniversary drive of 'Col.

REFLECTIONS ON THE PICTURE BUSINESS

Tobis May Get Its Wiring in Over Here Through Inter-Country Deals

Getting American producers to buy in at the rate of 20 and 30% per company is admitted by representatives of the first move in a campaign Tobis-Klanfilm is testing in a double attack on the big electric, and an American invasion.

Since the return of George E. Quigley, Vitaphone head, Warners have held numerous conferences. There is every indication to the T-K people that their proposition will be accepted. Paramount has manifested an interest during the past week which makes the Tobis crowd in New York feel certain of action in that direction.

Tobis is so anxious to get a footing in this country, after permanently barring the electric's taker equipment from Germany, that its representatives say the interests will divide with American producers at figures ordinarily way below par.

Most important to the Warners is the new law of the T-K and the deal is that it would fortify them with a sound on film system independent of Western's, which, for some reason never satisfactorily explained, has been snubbed by the brothers.

Getting an "In" with two big chains would give the foreign interests their first real opportunity for installations over here. It is not in the plan to undermine Western in equipments already functioning, but more to secure numerous smaller theatres which are without equipment or have indie makeshift devices.

Primarily the deals would give foreign product publicity to Tobis an outlet here. At the same time American interests who come in would be equipped with a method which would eliminate the high royalty, and be 12% which the Tobis people have been exacting.

The Hays office, which attempted to thwart dealings with Tobis many months ago, admits finding itself in an embarrassing spot, since both producers and electric contribute toward its welfare. Major Herron, official dispenser of things foreign, has shut off communications with the subject, and those around him describe the organization as taking the position of "innocent observer" in the entire affair.

"FRENCH GERTIE" HELD OUT OF P.T.S.B.G.—CENSORS

Pittsburgh, April 1. Local censors turned down late last week Bebe Daniels' new picture for R-K-O, "Allas French Gertie." Sheridan Square was forced to do some quick work to get another feature to open Saturday.

Advance stuff was out on "Gertie" before the action had had another picture released to shoot in. "The Golden Call" was bought from Fox, marking first time since Sheridan went under Radio banner any other titles R-K-O product has played there.

Talking "Resurrection"

United Artists will do "Resurrection" for the second time within three years.

Dolores Del Rio will be starred as in the first silent version. An attempt will be made to give the dialog story entirely changed in a new production. "Down the Silent Picture" is still in circulation.

Schnitzer-Dowling's Trip
Joe Schnitzer, president of Radio Pictures, and Ambrose Dowling, foreign sales representative, will leave New York on the "Leviathan" June 11.

Dowling will traverse the Continent for three months. Its a year since he returned from the other side on a similar R-K-O promotion mission.

Gladys Glad's Papers

Commencing next week around 500 dailies over the country will start using a syndicated column of Gladys Glad's beauty department in the New York "Mirror."

Miss Glad, Ziggy's most glorious, temporarily retired from the stage a few months ago to take up the writing end on the New York tab, when her husband, Mark Hellinger, shifted from the "Daily News" to "The Mirror."

RADIO MAY LEASE SOME U STUDIO STAGES

Radio Pictures may make a deal to lease a part of the Universal studio property on the west coast, according to reports in the east. U's plant is closing for eight or nine weeks. On reopening it will not require its entire capacity due to a cut down on production next season to 20 features and fewer shorts. Company is willing to submit a part of U City.

Hiram S. Brown talked the matter of leasing a part of the space for Radio with Carl Laemmle when on the coast, but to date it is understood, an actual lease has not entered into. William Lee Baron, Radio's production head, is reported having looked over the U plant last week, probably to determine what space and facilities are desired, if any.

U uses the Western Electric system and Radio the RCA Phonograph recording apparatus. If leasing some of U's sound stages, it would be necessary for Radio to equip them with Phonographs.

Radio is now building two new sound stages on its own lot, with completion to bring the number to 10. In addition the company recently acquired a ranch in California for exterior shooting.

Joyce & Selznick Involved In Alleged File Larceny

Hollywood, April 1. Standard Directory, charging removal of its confidential files by ex-employees now with a new publication, General Casting Directory, has caused Deputy District Attorney Moses to summon for examination Lester Yard, Jack Merlyn and Frank Powell, former Standard employees, and Jack Volton of the Joyce-Selznick agency.

It is alleged the files were secretly removed and copied and used by the new directory for solicitation purposes two weeks later for the new General Directory "backed by Joyce and Selznick."

If the purloining is established Moses will send the Standard issue complaint against defendants charging grand larceny.

No Date on Gov't Coast Suit Until May

Los Angeles, April 1. Government's action against Fox West Coast Theatres and numerous M-G's "His Glorious Night" will be alleged unfair trade practices, is set for assignment in the U. S. District Court (Tuesday) today.

At present there is no judge available in this district to hear the case, which would take about two months to try. It is expected that it will be placed on the call calendar for assignment at the May term.

None of the witnesses originally subpoenaed from various parts of the east have been summoned to appear on the call date.

FOX DISCOUNTING BANK TRUCE SOON

Paramount Shows Net for 1929 at \$6.35 a Share—Profits Doubled in Last Quarter—Eastman Reveals \$22,000,000 Net Income for Year—Columbia Pictures Soars

AWAIT CURRENT TRADE

By AL GREASON

Large scale profit taking came into the amusement share Monday and again yesterday, with prices drifting somewhat off from many new 1930 and all-time peaks last week. Old leaders were in the van, with Par holding within a narrow margin of its best of 7 1/2%, and Warner Bros. losing only around 2 points from its pinnacle of 80%. Fox was prompt to reflect prospects for settlement in the Bancamerica's tender of terms for withdrawal.

Yesterday's Prices Leading Amusements

Sales	High	Low	Last	Chg.
10,000 B-Balke	20 1/2	20 1/4	20 1/2	+
6,200 Con. Film	20 1/4	20 1/4	20 1/4	+
18,000 Fox	20 1/4	20 1/4	20 1/4	+
4,700 Fox rit.	20 1/4	20 1/4	20 1/4	+
18,000 Gen. Elec.	20 1/4	20 1/4	20 1/4	+
6,500 Loew	20 1/4	20 1/4	20 1/4	+
20,000 M-G	20 1/4	20 1/4	20 1/4	+
3,800 Pathé	20 1/4	20 1/4	20 1/4	+
114,700 R-C-A	20 1/4	20 1/4	20 1/4	+
1,200 Shubert's	20 1/4	20 1/4	20 1/4	+
22,400 W. B.	20 1/4	20 1/4	20 1/4	+

Curb

2,400 Col. P.	45 1/2	40 1/4	45	+
1,100 Loew	41 1/2	40 1/4	41 1/2	+
1,700 Tech.	40 1/2	40 1/4	40 1/2	+

14,000 Pathé ... 90 5/8 80 + 1/2

788,000 W. B. ... 111 1/2 111 1/2 + 1/2

Insiders have known bankers were close to agreement and the announcement that the closure had found the development already discounted.

Elsewhere incentive for both up and down appeared to come from announcement of income for 1929, particularly in the case of Paramount, which made a spectacular showing in comparison with the previous year. Feature of the Par. statement was net profit for the Oct.-Jan. quarter of \$5,812,651, or \$2.16 a share, which compares with \$2,731,000 for the fourth quarter of 1928, or more than double.

It was in the cards that Paramount should pause in its advance on the coming out of this statement on the basis that now that it was in the open the element of anticipation was removed.

Eastman Kodak continued yesterday its performance of Monday in giving way further to profit taking on the coming out of its brilliant statement for 1929 showing record profits of more than \$22,000,000, and a remarkable cash position.

Await 1st Quarter Figures

Warner Bros.' statement is still to come. Also all the important theatre shares will be bringing out soon their statements for the first quarter of the new year. It seems likely that the cliques behind the various issues are marking time until they can base new bullish operations on these profit statements. From the records already made public for late 1929, the first quarter should be extremely favorable, some hint of what is to be expected being reflected in the Paramount fourth quarter which was emphasized in the company's own analysis of its statement.

General Theatres consistently refused to get into the movement just as it has for a month back, situation (Continued on page 75)

HAYS' FILM REQUIREMENTS, DELETIONS AND OMISSIONS

(Printed in Variety Feb. 19, last. Reprinted owing to the Hays office now lead a double life as official. No change from the original as appeared previously in this paper.)

GENERAL PRINCIPLES

Hollywood, Feb. 18.

"No picture shall be produced which will lower the moral standards of those who see it. Hence the sympathy of the audience should never be thrown to the side of crime, wrongdoing, evil or sin.

"Correct standards of life, subject only to the requirements of drama and entertainment, shall be presented.

"Law, natural or human, shall not be ridiculed, nor shall sympathy be created for its violation."

PARTICULAR APPLICATIONS

CRIMES AGAINST THE LAW:
"These shall never be presented in such a way as to throw sympathy with the crime as against law and justice or to inspire others with a desire for imitation."

MURDER:
"The technique of murder must be presented in a way that will not inspire imitation.

"Brutal killings are not to be presented in detail.

"Revenge in modern times shall not be justified."

METHODS OF CRIME SHOULD NOT BE EXPLICITLY PRESENTED:
"Theft, robbery, safecracking, and dynamiting of trains, mines, buildings, etc., should not be detailed in method. Arson must be subject to the same restrictions."

"Use of firearms should be restricted to essentials. Methods of smuggling should not be presented. Illegal drug traffic must never be presented.

"The use of liquor in American life, when not required by the plot or for proper characterization, will not be shown."

SEX:
"The sanctity of the institution of marriage and the home shall be upheld. Pictures shall not infer that low forms of sex relationship are the accepted or common thing.

"Adultery, when necessary plot material, must not be explicitly treated, or justified, or presented attractively."

SCENES OF PASSION:
"They should not be introduced when not essential to the plot. Excessive and lustful kissing, lustful embraces, suggestive postures, and gestures are not to be shown.

"In general passion should be so treated that these scenes do not stimulate the lower and baser element."

SEDUCTION OR RAPE:
"They should never be more than suggested, and only when essential for the plot, and even then never shown by explicit method. They are never the proper subject for comedy.

"Sex perversion or any inference to it is forbidden.

"White slavery shall not be treated.

"Miscegenation is forbidden.

"Sex hygiene and venereal diseases are not subjects for motion pictures.

"Scenes of actual child birth, in fact or in silhouette, are never to be presented.

"Children's organs are never to be exposed."

VULGARITY:
"The treatment of low, disgusting, unpleasant, though not necessarily evil, subjects should be subject always to the dictate of good taste and a regard for the sensibilities of the audience."

OBSCENITY:
"Obscenity in word, gesture, reference, song, joke, or by suggestion (even when likely to be understood only by part of the audience) is forbidden."

PROFANITY:
"Coarse profanity and other profane or vulgar expression, however used, is forbidden."

COSTUME:
"Complete nudity is never permitted. This includes nudity in fact or in silhouette, or any lecherous or licentious notice thereof by other characters in the picture.

"Undressing scenes should be avoided, and never used save where essential to the plot.

"Indecent or undue exposure is forbidden.

"Dancing costumes intended to permit undue exposure or indecent movements in the dance are forbidden."

DANCES:
"Dances suggesting or representing sexual actions or indecent passion are forbidden.

"Dances which emphasize indecent movements are to be regarded as obscene."

RELIGION:
"No film or episode may throw ridicule on any religious faith. Ministers of religion in their character as ministers of religion should not be used as characters or as villains. Ceremonies of any definite religion should be carefully and respectfully handled."

LOCATIONS:
"The treatment of bedrooms must be governed by good taste and delicacy."

NATIONAL FEELINGS:
"The use of the flag shall be consistently respectful. The history, institutions, prominent people and citizenry of other nations shall be represented fairly."

TITLES:
"Salacious, indecent, or obscene titles shall not be used."

REPELLENT SUBJECTS:
The following subjects must be treated within the careful limits of good taste:

"Acting hangings or electrocutions as legal punishments for crime, third degree methods of execution, brutality and possible gruesome scenes of people or animals. Apparent cruelty to children or animals. The sale of women, or a woman selling her virtue. Surgical operations."

Three in Person

Winnie Lightner, Joe E. Brown and possibly Georges Carpentier, featured in "Hold Everything" (WB) will appear in person at the premiere of the special. It opens WE's new \$2 Hollywood on Broadway, April 11.

Langdon Freelances

Hollywood, April 1. Harry Langdon has obtained his release from Hal Roach on a four-picture contract. Langdon will freelance.

Italy's Talker Situation Now as Seen by "Variety's" Am. Reporter

By Abel Green
(“Variety's” special correspondent for the Continent)

Rome, March 19.
Italian film field merits special attention right now for the American industry, along the same lines as does the various regional tongues, taking in, besides Italian, the German, Spanish and French.
While Italy is only productive of 5% of the negative cost of the average picture, and while, as one Italian distributor-executive for an American firm had it that a picture in one week at the Romy, New York, can gross more than three features in an entire year in Italy, there is danger of America losing its supremacy abroad if it doesn't pitch into the linguistic problem in a big way, for from that may come the increasing development of the foreign film business generally.
At the same time, the Italians and the Spanish are synonymous in their tastes. The smallest market, taking in the Latin-American countries, is of even greater importance than Italy.
Latin is an idealistic dreamer. They love to see beautiful faces on the screen; glamorous photographic effects, action, tension, and the like, all of which has suddenly been deprived them through the muting of speaking voices for their beauties; limiting the action through too much transpiring in drawing room sets for conversational reasons.
Italy's favorites have been such personalities as Garbo, Gaylor, Shearer, Gilbert, Farrell, Alice O'Brien, Dolores Costello, George Terry, comedians like Lloyd and Keaton.

Germany's Films
Italy is looking forward expectantly to Germany, the Italian version which that country is readying. Signor Stefano Pittaluga is fooling around with native talkers but can't get directors, talent or anything, although possessing a fancy studio and the latest photo-phone equipment. Pittaluga will have to tie-in with others internationally and is already doing this in Germany and with British International.
Italians don't want the synchronized scores. Too mechanical for them. They love real music. These deluxe houses along with the Corso, Moderno and Metropole, two of the big pit orchestras and stage shows. Variety bills to supplement pictures always cluttered loaded with elaborate equipments now, the orchestras and stage shows were omitted. Biz suffered.

Broken Contracts
Paris, March 21.
Jack Smith, whispering baritone, has not kept his European contract, apparently preferring to stay in the States.
The Carson agency had booked him here. After two successive postponements, Smith has refused to sail.
The Odéons, who were to sail from Europe in March, but in the Redding circuit in the States have also broken their contract, currently playing in North Africa.

SPANISH TALKERS NOT APPRECIATED AT HOME

Madrid, March 18.
“La Bodega,” the talking film produced by Benito Perojo, with Spanish actors, has not been a big success. It is founded on the novel by Blasco Ibanez. Weak in technique and failed to rouse enthusiasts. Most interesting parts are limited to the dances and songs.
Another-Spanish film, “Gloria,” by a new company, Omnium Cine, has been shown these last few days. Subject and technique very Spanish, but no sensation.
Another Spanish is “Esperanza O La Presa del Diablo” (“Hope or Satan in Prison”) silent, by Manuel San Germán, at the San Carlos cinema, Madrid.
This year there is great activity in filming Spanish productions, but nothing new in the system of making them. Use of great capital, actors, managers and other necessities.
“El Pueblo del Pecado” (The First Russian film “City of Sin”) was shown in Spain at the Royal Chateau in Madrid, but without success.
It is a film with music and talking parts, but not a true talker.

French Firm Claims UFA Using Composer Illegally
Berlin, March 19.
Alfred A. Aronheim, young Berlin engineer, is working on a method for broadcasting colored talkers by radio. He showed his first experimental results when he found the colored pictures satisfactory.
The inventor admits that he has not perfected his method, but is continuing experiments.

First Cuban Studio

Havana, April 1.
First picture studio ever built in Cuba began operations yesterday (P). The Cuban company called B-P-P Pictures owns it. Plant will turn out only silent pictures for the present with Antonio Feriades starting in the first picture.
Company is headed by Arturo del Barrio, president, and Ramon Leon as director. First is “The Cadet of Moro,” silent.
Structure housing the operation is 177 feet by 46. It represents investment of \$40,000.

Braunberger Says Haik Will Not Join Richebe

Paris, March 21.
Pierre Braunberger, producer of “La Route Est Belle” and interested in the Richebe circuit, denies Jacques Haik, at present suing him for alleged lifting of talent, will join the circuit to increase the number of houses. Haik has the Olympia in Paris, and his entering Richebe's combine would give it additional buying power.
Haik refused to talk. It would be of great advantage to him at present to join the Richebe circuit, since it would mean sure release for his (Haik) pictures as Haik is producing a number of pictures, recently becoming a theatre owner.
The Richebe circuit comprises 12 houses, mostly in the south of France. Seven are already wired, all with W. E.

G-A-F Rep in N. Y.

Paris, March 22.
The Gaumont-Aubert-Franco Film merger, when some more legal technicalities are completed, will probably open New York offices with Max R. deVaucorbeil as its chief representative.
De Vaucorbeil, currently with the G-A-F, is widely acquainted in the picture business on both sides of the Atlantic.

Robinson with Metro

An old UFA director, Arthur Robinson, one of Germany's outstanding film makers, has been placed under contract by Metro.
Among Robinson's outstanding pictures were “The Last Waltz,” released in this country by Metro, and “Kamin Shadows.”
Besides directing English versions, Robinson will do pictures in German.

“Arty” Showings May Be For U. S. Talker in Europe

Paris, March 22.
The best of the American talkers may yet be released generally in the capitals of non-English speaking Europe, according to a suggestion by a theatrical trade newspaperman, chief of the Paris office, Berlin, Vienna, Budapest, Madrid, Barcelona, Brussels, and the like, all have enough of a permanent English colony to make it worthwhile for a special show one week of the best of the American talkers.
These expatriates would pay anything for a real good American picture.
That takes in the usual diplomatic corps, assigned abroad, correspondents, international businessmen and the like, whose residence abroad for extended periods becomes necessary and who would avidly welcome Hollywood's product in their city once a week, on some special night, at almost any price.

RADIOING COLOR TALKERS TRIED
Berlin, March 19.
Alfred A. Aronheim, young Berlin engineer, is working on a method for broadcasting colored talkers by radio. He showed his first experimental results when he found the colored pictures satisfactory.
The inventor admits that he has not perfected his method, but is continuing experiments.

French Firm Claims UFA Using Composer Illegally

Paris, March 19.
Pathe-Natan contemplates legal proceedings against UFA, alleging that Ralph Benatzky, Viennese composer, is rendering services as songwriter for UFA productions, although under contract for three years to E-N-Lator's claim, Berlin agent, made for five of the leading Teutonic composers with Sidney Garrett, British producer. Lator sold his contract to Pathe-Natan.
These five composers are Benatzky, Ralph Erwin, composer of “I Kiss Your Hand, Madame”; Walter Kollo, Oscar Strauss and Hugo Hirsch. Last named called March 20 on “Europa” to do one film in America. Strauss was also released by Pathe-Natan to do one picture in Hollywood.
Natan is retaining the other three excepting he has granted special permission to Erwin to make a talking short for Max R. deVaucorbeil, meaning it in three languages, independently at the Gaumont studios.

UFA and Fritz Lang Separate—Too Costly

Berlin, March 13.
Ufa has issued a cautious statement which is worded as follows: “Between Fritz Lang and the UFA, negotiations are under way to amicably dissolve the agreement between them.”
The flop of Lang's latest picture, “Woman in the Moon,” seems cause of this. This silent, which took almost a year to complete and is said to have cost over a million marks, is not likely to get back more than a small percentage of the sum expended on it.
Lang's gigantic “Metropolis” lost a pile and UFA was evidently only encouraged to sign him up again because the detective picture “Spies,” which followed, turned in a large profit.
Lang is the vonStroheim of Germany, as he is on the States. The times comes when the business end kicks at the idea of re-engaging such a money swallower.

British Film Field

DANES SEE GERMAN AND AMERICAN TALKERS
By Knud Gantzle
Copenhagen, March 20.
“The White Devil,” German super-production, has been running two weeks to capacity at the Palace, largest Copenhagen cinema. Based on a novel by Tolstol, the film holds peculiar appeal to Scandinavian audiences, always lovers of Russian literature. Slung by Don Cossack and music by London Symphony Orchestra, added attractions. Moshukine, now at zenith of his career, did fine work in the lead as a Caucasian chieftain. Betty Amann is lovely as Caucasian village girl who is kidnapped by Russian officers and brought to Petersburg, where she becomes star at the Imperial Ballet.
“Miss Elsie,” German silent film version of Arthur Schnitzler's farce, first shot for long run, some weeks at Trlange, leading suburban house, has moved to Metropole in center of town, giving public reason to draw large audiences, fascinated by Elisabeth Bergner, Germany's leading stage star of the moment. Critics agree in praise of Miss Bergner's remarkable acting.

Complete Flop
“The Guardian of Virtues,” French production, first shot, gives no new proof of the total inability of the French to produce anything that would attract English public. Complete flop and only kept on owing to great shortage of suitable films. Silent comedy has Nicolas Rimsky playing leading roles.
“Welcome Danger,” Harold Lloyd's first talker, hit here. Four weeks at Metropole, where it drew the largest but one of Copenhagen's cinemas.

“The Mysterious Murder,” from S. S. Van Dine's novel (Paramount), excellent plot, perfectly synchronized good actors, attracts good audience.
“The White Hell,” silent German super-production, big in Germany, produced at the C. L. S. C. at C. Oberheim, first-run houses, which chiefly show talkers. Background the film respects, interesting story from Switzerland, very fascinating nature but disillusioning plot; two great leads, Gustav Diersch and Lenz Freestahl.
“The Trespasser” (U. A.), at the Grand, first shot. Swanson film after long service, over-sentimental plot for Scandinavians, who, however, admire Gloria and through her film attracts. Sings with feeling and good voice. Excellent acting and applause.
“The Circus King,” at the Carlton, film version of German playwright, Carl Zuckmayer's play of same name; runs at the same time as the stage performance here. Shows artistic life in the circus, a film for adults as well as for children; silent, good houses, leading actors, Madril, Sokolof and Carmen Boni.

In Copenhagen this week in all 15 American films, two German, two Swedish, one French, two Danish, one of which is at five different cinemas. Stars the comic actors, Long and Short).

Gance with New Co.; French Films in 3 Versions
Paris, March 21.
Abel Gance, most expensive director in France, has joined a new producing company as artistic manager. It is the Societe d'Etudes pour l'Expansion de l'Influence Cinematographique Francaise, meaning a technical organization for the development of French picture influence. A fine name for a German controlled company, recording in English and French. Tobis studios.
Dr. George Azanagoff is at present directing the “Dernier Tango,” made in three versions, French, English and German, by the same title, including the French, Manuel del Rio; also Victor Varconi, Betty Aman, James Thomas, Fritz Kampters, George Alexandre, Enrico de Rivoro.

Less German Films
Berlin, March 19.
During February but seven native features were passed by the censor. From America five were first run and seven from other countries.
This makes the domestic percentage 27 per cent as compared with 56 per cent in January and 64 per cent in December.

British Film Field

London, March 21.
Just because Board of Censors refused to okay some Russian films this week, a petition for such censorship is giving tongue. Board of Film Censors refuses to join in discussion and London County Council says it is getting sick of applications for permits to show films after rejection by censor board.
Film Society and Masses Stage and Film Guild responsible for London. Sir William Wyke protested the L. C. C. exists to deal with London public affairs and should not have its time wasted by these applications, and the council decided to accept the recommendation from the Theatre and Music Halls Committee to refuse permission to the Masses Stage and Film Guild to show the Russian film, “Mother.”

Home Sec. Says No
H. Horabin, Socialist member for Peterborough, asked in the House of Commons whether the Home Secretary, J. L. Clynes, would deal with Home Office censorship. This question followed the inspired agitation already outlined in this department over the last few weeks.
Mr. Clynes, replying, said, in addition to the Board of Censors appointed last year, he has to see that responsibility rested in law on local authorities. Most of these relied on the judgment of the trade censor, but he has no reason to doubt the independence or fairness of the board's decisions.

Members of the Board of Film Censors has two classes of certificate: “A,” fit for general exhibition; “B,” fit for exhibition in public places. The London County Council and most local licensing authorities make it a condition of license that they alter, when shown in public, the admission of children under 16 unless accompanied by a responsible adult, theory that parents have no right to decide, once they know a film is in the “A” class, whether they want their children to see it.

Odds and Ends
An attempt to form an exhibitors' club in London is being made. The Board of Film Censors, at first meeting Harry Rowson told about Motion Picture Club of New York, which was decided to follow the same line.
Reginald Smith appointed managing director of P. D. C. by Tom Deighton.
J. C. Graham takes the chair this 27th at annual dinner of K. R. S. (British Board of Film Censors). “Turksib,” Soviet film of the Siberian Railroad, got by the censor. It will be distributed by Atlas Film, which has been in London. This has forced the pro-Russian film agitation through the Film Society and other organizations.

Yell here about some American talkers which get past censor coincides with the current possibility of an exhibition of “White Cargo” in New York. That he did before it was made, at that. Let's all laugh.
The London Exhibition of radio, tea and bun shops, putting Western Electric sets experimentally.
Francis Mangan back after a long spell in the American Hospital, Paris, after a severe attack of rheumatism.
Carlyle Blackwell about to direct and play in four 4,000-foot films for British direction. Shooting at Twickenham.

“Variety's” Story on Picture Cos. Translated

London, March 21.
“Variety's” probe into financial position of picture-makers in British film companies, printed in issues of Oct. 9 and 16 last, seem to have been translated into French, German and Dutch for broadcast on Continent.
Federation of British Industries is concerned at “damage” to British film industry from articles causing lack of confidence on the Continent. It has urged the British in Britain, without F. B. I. considering such lack already caused to banks and investors at home by current records and position of many of the flotations being near to broke, not having paid dividends and with little, if any, future prospects.

French Film Booking Combine's Dictation Worrying Am. Distribs.

Paris, April 1.
Formal ratification of the Gaumont-Aubert-Franco amalgam and a booking agreement with Pathe-Natan have so threatened American product in this market that Arthur Loew has cut short his Mediterranean cruise. He is hurrying here from Naples to seek an adjustment.

Loew is due tomorrow (2) accompanied by Joe Freeman, Loew's British theatre head. They will be met by Ludwig Lawrence, Loew's European supervisor.

The situation is that Aubert-Franco and the Pathe-Natan circuits control all the best theatres in France and are dictating rental terms and dates. Metro would like to play with the independents, but the real money is with the big circuits.

Up to now the American distributors have generally got themselves a break, by playing one of the circuits against the other, but the reported booking agreement and the possibility of an all-round amalgamation puts an end to that.

Now the distributors are caught between two fires and the situation is distinctly uncomfortable.

Election of officers of the new combine is set for April 15 at which time there will be appointed a general managing director and a finance organization. In all probability Albert Kohan, the banker of Leon Gaumont, will get the berth Robert Hurel aspired to.

Gaumont owns no theatres, engaged solely in producing. Forces of the booking accord, says Natan, is that where both groups have interests in the district, it is agreed that the better house gets first choice on product. It also means that each circuit will play the films made by the other group.

Together the groups would operate 117 houses—P-N 72, and Franco Aubert 45.

If Hurel's resignation is at length accepted there is a likelihood that he will hook up with Natan. Natan is not on the best of terms with Edgar Costil, Gaumont's general manager, nor with Kohan, but he does regard Hurel favorably.

Natan is understood to be rumbling at a Gaumont-Aubert-Franco and Pathe-Natan amalgamation are heightened by several of the Aubert-Franco theatres displacing Fox Movietone with Natan's own sound newsreels.

Aubert-Franco's general theatre operator, gives as the reason that the Pathe-Natan service is more intimately French and he wishes to himself to French news events which recommend it over the Fox service. He adds the replacement is only partial, since Fox contract makes it impossible to discontinue that service altogether.

Officials in a position to judge express the view that the P-N and G-A-F deal will be put through by October.

Meantime Jacques Haik, picture producer, is at work on the development of a third theatre circuit of major proportions with the Olympia, a Boulevard house, and the Palace, Nice, as the key stands. Olympia opens about April 15.

Reginald Ford, British capitalist and former owner of Radio City, Paris cinema, is returning to this field as Haik's managing director and also assisting in the program of expanding the circuit.

Ford, in the past associated with Andree, the gambling king of Cannes, having charge of realty developments for him.

Native Language Prologs For "Hallelujah" Abroad

Culver City, April 1.
"Hallelujah" will be released in English dialog in Italy and in Spanish speaking countries. However, picture will have a prolog of a player making a speech in each language, explaining the picture.

Majority of explanation will be on psychology of the American negro.

ONE GERMAN CO. PAYS DIVIDEND

Berlin, March 19.
National Film held its annual meeting last week and the statement for the year ending June 30, 1929, was accepted.

The company declared a dividend of 6%—a wonder, as this is the only picture firm in Germany paying anything to its investors, not excepting UFA and Emelka.

These returns are evidently ascribable to the affiliation with Warner Brothers for whom National distributed "Singing Fool."

Increased Income May Bring Increased Taxes

Sydney, April 1.
Amalgamated Pictures in the United States group showed a net profit for the year's business of \$105,000, compared with \$11,000 in 1928, according to an income statement just issued.

Showing outlook favorable for the native industry, but with its unfavorable side. Politicians have seized upon the record of mounting profits to urge new tax burdens upon the amusement business, quoting this business showing among others as evidence that the trade can stand such an increased income.

W. E. Wired "Leviathan"

Western Electric has wired the U.S. Lines' "Leviathan." The boat shortly starts its first trip across from New York after a drydock clean up.

It appears there was something of a race among the electrics to wire the ship.

Talkers in Buenos

Buenos Aires, April 1.
"The Jazz Singer" (W. E.) opened big at the Portento theatre, contrast to Sono-Art's Spanish version of "Baze of Glory" (titled "Sombras Gloriosas" which flopped in pre-release and now has repeated its failure release to the neighborhoods.

"Love Parade" continued to do capacity business right to the end of its run, with "Buildog Drummond" succeeding. Town is to have "Sins of the Fathers" this week and the "Cock-Eyed World," which has been made into a semi-talker for foreign release.

Bill Gueringer III
New Orleans, April 1.
William Gueringer has been ordered into the Tour Hospital here by his physician, for observation.

Gueringer returned from a western vacation and health trip. Immediately upon arriving in his home town, he commenced guesting in numerous parties arranged for his wife and self. That set Bill back again.

DEMAND FOR SILENTS
So keen is the present demand for silent product that many exhibitors are booking in sound pictures and running them silent as half their double bills. Even dialog pictures are being so employed.

Secretaries

London, March 21.
Eric Dunston, ritzzy film critic of the "Star," was accosted at private view by W. Fischer, publicist for Western Electric. Never met before.

"I spoke to you on the phone," said the space hound.
"No, my secretary answered all my calls," replied the legman.
"That's okay, then. Because it was my secretary, too."

British Co. With \$1,150,000 Capital Has \$750 Cash Now

British Photone Co., balance sheet now in preparation will show cash in hand at only \$750, with the company's outstanding capital stock representing \$1,150,000.

Accountants are reported saying they have found difficulty in verifying many items claimed by the company as assets.

TECHNICOLOR'S PLANT IN ENGLAND OPENS JUNE 1

Hollywood, April 1.
Technicolor will open its first foreign laboratory and plant at Elstree Street, London, June 1. This plant will cover the continental territory.

Karl Freund is now here from Germany with no dividends shown on the stock and all earnings used for improvement and expansion.

MAXWELL OF ENGLAND ANGRY AT WORLDWIDE

J. Maxwell's British interests are again threatening to withdraw from World Wide, distributing agency over here for foreign product.

Rejection of some of Maxwell's pictures as unprofitable for the American market is claimed by officials here to be the reason for the latest fuss.

George Westing, Sono-Art executive, reported getting into World Wide combo at a time when it most needed finance, has taken a fast trip overseas to avert the blow-off.

Belgian Films Hissed Off By Dutch in Amsterdam

Amsterdam, April 1.
Certain releases of Avant Garde Films, Belgian concern, operated by one Keukelele, have met with violent opposition in the city.

Pictures were shown by Films Liga but withdrawn promptly, practically hissed off the screen.

Lowbrow Comedy

Berlin, April 1.
"Vienna, You City of Songs" is new at the Universum theatre here, produced by Marowski in all-dialog form. It is frankly addressed to the lowbrows of the public, being but the picture in sure fire. A flock of well-known Berlin comedians contribute bits, with Max Hansen, comedian and singer, showing possibilities for building as a German folioson.

Spanish at Night

Hollywood, April 1.
First National's first foreign language version will be on "The Bad Man."

Separate Spanish cast working nights.

Language Immaterial, Believes Budapest, if Talker O. K. Otherwise

Watching Warners' Deals On Foreign Sound Patents

Amsterdam, April 1.
The Amsterdam Bourse is following the negotiations between Warner Bros. and the German and Dutch sound patent holders with interest.

Price movements on the Exchange are rapid in an effort to discount in advance the ultimate outcome of a deal in this direction, with dealings in the Warner and Tobis shares getting lively.

SWEDE EXHIBS TALK BOYCOTT

Copenhagen, April 1.
Groups of Danish and Swedish exhibitors in a meeting here, have issued an opposition to American distributors, threatening a boycott to fight the 30% rental toll as against the former 20% charged for silent pictures. Norwegians later joined.

If American pictures are not reviewed downward in the rental scale, the exhibits say they will establish a boycott, pleading in defense that they are impoverished due to costly sound installation without increasing their business.

Reason set forth for this condition is that the Scandinavians do not understand English, and American story material is alien to the native viewpoint.

Exhibitors' ultimatum on lower rates also included the extra charge for discs and trailers and the showmen are aligned on a solid front.

British Quota Deletions May Be Year or More Off

London, April 1.
The film group of the British Federation of Industries meets today (1) to receive the report of its sub-committee on operation of the quota act.

It is understood the sub-committee will recommend the deletion from the act of the clause requiring that scenarios of native made picture shall be written by British subjects, and the removal of the stipulation that 75% of salaries charged to negative cost must be paid to English players.

Another detail recommended for deletion is that calling for a minimum of \$50,000 negative cost.

These proposals will go to the president of the Board of Trade from the federation, but it is not believed there will be any new film legislation along these lines for a year at least.

No Emelka Buy

Zurich, April 1.
Dr. Ernst de Leo, Films has made a denial here of reports that his concern had in mind the purchase of Emelka, German producing company control of which is held by the German government.

Fysher Again in London

Paris, March 21.
A. Nilsson Fysher is again moving his 25-year-old Czech Fysher cabaret idea to London.

Fysher has been eased out of the Lido Arcade on the Champs Elysees, where he made his tea-time cabaret—only 4:20 until 7—one of the biggest and most decisive clicks in Paris.

Leonard Rosenthal, financier and industrialist owner of the Lido structure, decided to tilt the rent. Fysher decided on London.

Budapest, March 19.
Chief objection to the talkers a year ago was the language problem. No one believed audiences would crowd to see English or German-speaking pictures. Every effort was made to synthesize foreign pictures with Hungarian dialog.

Now the two first pictures to come here with dialog in Hungarian have been "The Englishman at the Palace," "Eric the Great," directed by Paul Fejos, Hungarian (with Universal in Hollywood), and in spite of Hungarian dialog and of Conrad Veidt's favorite here. The Universal picture is a slump. The other Hungarian dialog picture, with out-door photography done in this country, is "The Sunday Afternoon" (Melodie des Herzens), previously reported. Although out heavily since the ministers of war and justice insisted on having portions of the English and French picture is still considered offensive, and what is worse, dull. Beside the German and Hungarian version there was an English and a French one made of "Melodie des Herzens," but it has little chance of success, although as far as photography goes, very poor.

As to the highest bid for the dialog doesn't matter as long as the picture, the story and the acting are up to the highest bidder.

"Atlantic" (British International) was the biggest success here during the last few weeks, running for nine weeks at the Radius theatre. Paramount's "Four Feathers" following it a few days ago promises a much shorter run.

Chevalier, in "Innocents of Paris," is another big hit at the Decsi theatre. "The Redskins," at the Royal Opera, is a modest success.

Greta Garbo, whose first talker has just come here, attracts large enough crowds to make during this first week of the run.

"Rio Rita," at the Forum, is mild success. Looking for local success, although much of the English dialog has been cut out. Another Ufa production, "Der Unerstliche Lump," a low budget film.

"Cock-Eyed" Stopped
"Cock-Eyed World" was prohibited by the censor at the last moment. Karania theatre, only just produced and whose first sound version this should have been, was at a loss what to bring. Instead, it dragged in Fox's "Christina," which struggled for a week. Next came the German version of "The Night Is Ours" ("Die Nacht gehort uns"), which seems to make up for the loss of "Cock-Eyed" in the technical, but Budapest audiences prefer American pictures to German. A great exception if a German picture can vie with a really successful American, or, quite lately, English production.

These whole native picture houses find it difficult to make two ends meet. Omnia, one of the largest and oldest in Budapest, went into this month with the Edison-Bell wiring and every other effort. They were behind with the rent.

Importing for Versions

Culver City, April 1.
German and French versions of M-G's "His Glorious Night," will be titled "Olympia" in the foreign countries. This is the title of the stage play from which the film is taken.

Jacques Feyder, who will direct the two foreign versions, is finding it difficult to get suitable distributors here. She has asked the studio to import two male players and one girl from France, and a male lead from Germany.

Newman and R-K-O

London, April 1.
Solly Newman, RKO agent, called suddenly on New York late last week. No announcement about his mission, but the story here is that he goes to settle details for the opening of Radio Pictures' own exchange in London upon the expiration of the present release contract with the Ideal Co., ranch of Gaumont British.

This agreement covers only Radio's product for 1929-30.

French "Scarlet"

Hollywood, April 1.
Paramount will make a French version of "Scarlet," as well as an Italian edition.

Louis Gasnier may direct it.

WHY INDIE EXHIBS SLIDE

Cong. Hudson of Mich. Talks of Films and His Bill in Congress

Washington, April 1. Congressman Hudson, R., Mich., told the House of Representatives last week that the picture industry is "showing signs of nervousness and agitation now that a 'big stick' to control them threatens to fall." By the 'big stick' the Congressman controlled he had reference to his federal control bill which includes plenty of don'ts as to what can and cannot be used as subject matter for pictures.

Mr. Hudson failed to state any concrete examples of actions on the part of the industry that created the belief in his mind that same was getting nervous and agitated over the matter.

He did delve into plenty of statistics, most of which have been compiled by the Hays organization though he credited them elsewhere in several instances. At the same time he said some unkind things about the source of those statistics.

Congressman Hudson stated it is "not the morons and illiterates who support the picture industry." He said everybody canceled entertainment because the only entertainment left and that "you have to take it whether or not it offends your sensibilities."

Congressman So. Bloom (N. Y.) broke the speech of his colleague when interposing a defense for the industry. This led to a statement from Mr. Hudson that he actually is not so much interested in the labor group, but he is to kill off block and blind booking of pictures.

UNION JURISDICTION OVER SOUND WORKERS?

Washington, April 1. I. A. T. S. E. (stage hands and operators) and the Electrical Workers' union are meeting here this week to settle a controversy over the jurisdiction of sound engineers and installation workers. The talker mechanics are comparatively a new labor group, with recognized status in the union-but no direct connections.

The stage hand and electrical mechanics of the I. A. T. S. E. have been battling for some time for control of the sound men. I. A. has had the edge up to now on the grounds of "possession," but the Electrical Workers lay claim to the new unionites.

I. A. delegation is headed by William Canavan, national president; Dick Green, of New York, and Tom Maloy, Chicago.

Hollywood Party

Hollywood, April 1. "You're going to like these Hollywood parties, Charlie. Nothing like New York—everybody's one big happy family. You can't see if you like, and you can go bare if you're that type."

"An' org, Emmett?"

"That's what the newspapers call parties back east. We don't have orgs. We don't know how to spell it."

"Who's giving the party, Emmett?"

"Frank Bowlover, the big picture producer."

"Never heard of him."

"No! Say, don't let on; it'd kill him. Frankie and I, by the way, are just like that."

"Like what?"

"Like this. Can't you see my fingers?"

"How can I see your fingers in a dark atmosphere like that, too?"

"This just happens to be a dark street, Charlie. Most of our streets are so light you can read a newspaper at midnight."

"Always like that, too?"

"Yes, but Broadway's artificial. (Continued on page 55)

Fox's Lawyer Nifty

So many lawyers have smelled fees in the Fox case that their cluttering court-rooms has by now become common gossip. New suits everywhere have so complicated the situation it is almost necessary to keep books for track of them.

It was William Fox himself who hit the nail on the head so far as the lawyers are concerned, taking one of the more troublesome of the small-time group to task at a meeting.

At one of the counselors had gone rather far with his bickering, Mr. Fox suggested that if he went much farther they may have to send for an ambulance.

"I don't need an ambulance, I'm not sick," the lawyer shot back.

"That's true," returned Fox, "but if you heard the gong, you might chase after it."

DETROIT WOMEN ASK FOR THEATRE MUSIC

Detroit, April 1. A local women's music club is circulating petitions asking that orchestras be retained in the local Public houses. Bonafide stunt. Originated by the Hyde Park Women's Music Club about 200 petitions were circulated.

The names were turned over to Walter Immerman, local Public head. He sent out a circular letter to all the signers stating that music would be kept in houses that now had orchestras. In the same letter he stressed the development of the talking picture and recommended the program at the State theatre, which plays an all sound policy.

Grauman on 'Hell's Angels' Opens at Pans, Hollywood

Hollywood, April 1. Sid Grauman will return to the picture business if a deal now pending with Howard Hughes is consummated. He may handle world wide distribution of "Hell's Angels."

Deal gives Grauman full privileges in the distribution and exploitation of the picture. It is understood he will stage an atmospheric prolog to be used for all the de luxe showings of the film which stands Hughes around \$3,000,000.

With Fox Coast theatres getting 50-50 control of the new Pantages house on Hollywood boulevard, it is likely that the picture will have its world premiere there when the house opens May 15.

Deal for the house is for a 25-year period, with Rodney and Lloyd Pantages local operators. Theatre has 2,758 seats and cost about \$1,200,000.

TARIFF ON SILVER

Cost Film Industry \$10,000,000 if Remaining in Bill

Washington, April 1. As the picture industry is the largest user of silver, experts here estimate the 30 cent rate written by the Senate into the tariff bill will mean an extra \$10,000,000 in cost to the film manufacturers.

Hereafter silver has entered this country free of duty.

Kohlmar Agenting

Hollywood, April 1. Fred Kohlmar is handling authors and stories for the William Morris office.

O'REILLY TELLS WITH FIGURES

Lost Two New York Indie Theatres Through Inability to Secure First Run Talker Product — Both Houses Rented for Much More Money — Property Values Increased

"PROTECTION" DEADLY

The film industry is on a licensing basis. Millions in outside money can erect theatres but cannot buy suitable pictures. Even the mortgaging companies are wise to this angle, putting it before every other in the consideration of a indie. Indie leaders, themselves years in the business, have been driven out when they attempted to compete with the chains for the de luxe trade.

Admitting that he is one of those washed up, not because of profligate investment or over-ambition, but simply because he is one of hundreds of independent exhibitors who could not get first run pictures for cash offerings more than that paid for by some of the chains, Charles O'Reilly declares he is considering submitting his story of the Park Lane and Park Plaza theatres, originally two outstanding indie de luxe houses, to the government.

Aside from O'Reilly, there is another leader of a state organization who attributes his losses to film protection methods. Plus these there are countless indie owners who have raised the same hue and cry about the non-workability of U. S. gold for better pictures, the lack of which has forced them to the wall quicker than overhead.

Overlooked

That contract and arbitration have always been secondary to protection, or buying privileges, and that every indie leader and independent has brought in to head their perpetual fight against film capitalism has flopped because he overlooked the "salient" feature of indie life, i. e. reiteration by O'Reilly, Aaron Sapiro, the attorney brought in by the Theatre Owners' Chamber of Commerce, dove because of it, and Abram Myers as consequence of spending his time on consequent "salient" and simply taking a little longer in going the Sapiro way with the irate TOCC chief, O'Reilly.

Property Values.

Burned over the charges of bankers now running his Park Lane and other theatres will be in their hands if small time indie fighting with the de luxe ambition, O'Reilly claims his judgment is sustained in that the value of the property has increased from the \$250,000 he paid for it in 1927 to over \$700,000 today.

Arguing that his houses were both right for their neighborhoods, O'Reilly cites figures on the Park Lane, a 21-screen theatre. O'Reilly states he was paying \$35,000 a year. Knowing, he says, that he could not get necessary first run material, he turned that theatre over to Universal for operation. The Laemmle organization went on the "in" to meet the competition in the Bronx, so that the builders assumed charge under their own lease to O'Reilly.

More Rental

With the popularity of pictures, inability to get better pictures, and class returned, owners O'Reilly, before this happened the builders, knowing the trend of things, under the O'Reilly lease and turned them

Christie Brothers, Sennett and Educational Studios Combine

1st Runs on Broadway

(Subject to Change)

Week April 1

Capitol—"Girl Said No" (Metro).

Colony—"Dames Ahoy" (U).

Paramount—"Honey" (Par).

Rivoli—"Puttin' on the Ritz" (CA).

Roxy—"High Society Blues" (Fox).

Strand—"Disraeli" (WB).

Winter Garden—"Under a Texas Moon" (WB).

Week April 11

Capitol—"Montana, Moon" (Metro).

Paramount—"Beison Murder Case" (Par).

Roxy—"Crazy That Way" (Fox).

Other Openings

April 8—"Journeys' End" (Tiff) (Galexy).

April 18—"Paramount on Parade" (Par).

April 18—"King of Jazz" (U) (Roxy).

April 19—"Hold Everything" (WB) (Hollywood).

April 28—"All Quiet on Western Front" (U) (Central).

HAYS' ANNUAL MEET "WITHOUT A RIPPLE"

While it was predicted that the annual meeting of directors of the Hays organization would witness their hottest session in history of 5th ave. Monday, these knowing prophets proved all wrong. At least, according to officialdom. This relates:

"The most agreeable and pacific meeting of the directors of this organization ever held occurred this afternoon. All officers were re-elected. There wasn't even a ripple suggestion of dissent all afternoon. The meeting lasted nearly three hours."

Trade reporters, despite the salubrity of the occasion, were not wanted around the Hays office while the assistant moguls were in annual gab-fest. Suspicion that there might be some snooping and some of those unjust and inaccurate reports were given. Gents who usually open up their offices and proffer cigars even pulled the chill on scurrilous lounging in the official room, many wooden leaguers from the sound-proof compartment in which the lovely time, as reported, was being had.

Meeting's most important work was to ratify the newest Hays code for making pictures perfect.

U LETS OUT WESTERN STARS—NO PROFIT

Universal City, April 1. Universal will not exercise options it holds for services of Hoot Gibson and Ken Maynard, its two western stars. Company figures that on current season product of these stars the financial returns were not sufficient to warrant a renewal.

It is likely that Maynard will be taken by Fox, with Gibson possibly going to Pathé.

Plaza over to Fox at the rental of \$110,000 a year.

Where the Plaza, shortly before the turn-over, was commencing to lose at the rate of \$2,000 and \$3,000 a week, the same house now under the Fox lease is bringing in between \$5,000 and \$10,000 a week.

The deal is a 25-year lease for the Plaza, with a 10-year option to renew. The deal is a 25-year lease for the Plaza, with a 10-year option to renew.

A combination of the Christie, Educational and Mack Sennett studios, makers of shorts, whereby one executive personnel will handle the affairs of the three is reported set. Charles Christie is now in New York.

Signing of any release contract will be delayed until the Christies' current one with Paramount expires within a few weeks. It is also confirmed at the home office that Par is through with the Christies.

The Sennett interests are under a three-year agreement with Educational which also holds an additional two-year option on their product.

NON-INFLAMMABLE RAW STOCK FROM GERMANY

Schlessinger interests in New York have acquired world rights to a non-inflammable film which will commence producing at the rate of nearly 200,000 feet per month, as soon as machinery arrives from the inventor's home in Germany, it is claimed.

Demonstrations prove that the raw stock flares for a second and goes out of its own accord. The manufacturers will present this film, which will sell as cheaply as the lowest grade of inflammable stock, to various state and city legislative bodies in an effort to have it authorized in lieu of costly sprinklers.

Suit for a laboratory has been selected in Newark, N. J. Golden inventor, is in New York and will be general superintendent. The first batch of machinery, due to arrive here next month, weighs five tons, it is stated.

P. A.'S MEETING ON NEWS RELEASE CODE

Hollywood, April 1. Because a number of producers have failed to okay the Hollywood press agents' plan for simultaneous news release on all studio publicity, a meeting of p. a.'s will be held to-day (Tuesday) in the producers association offices to urge unanimous acceptance.

Otherwise, the press agents point out, there will be no change with certain favored chatter writers getting the breaks and exclusives against the international wire services.

Buy-Back Pledge Goes

Under the ruling that an oral agreement for purchase of bonds sold was binding, Isaac Mittenhal of the Mittenhal Brothers, formerly producers of road shows, was awarded a judgment for \$16,700 against the Greenbaum Sons Securities Corporation.

Since retiring from the theatrical field, averred Mittenhal, he bought investment bonds from the Greenbaum Corporation with the understanding that if he wanted to realize on them the company would buy them back for 1 1/2 less than the purchase price.

In Dec. 1929, Mittenhal says he offered \$16,500 of bonds to the company for re-purchase, as per their agreement, but that they refused to take them.

Mittenhal alleged that Greenbaum Sons admitted the agreement with him, but stated that their policy had been changed since the agreement was entered into.

When the suit was brought Mittenhal obtained judgment in full, plus accrued interest. The court ruling that though a written contract was necessary for purchase it was not necessary for re-purchase and that an oral agreement was binding.

Metro and U's New Contracts Differ from Each Other and Markedly to Par's, for Exhibs

Besides markedly different systems of compulsory arbitration, a comparison of the new exhibition contracts of MGM and Universal, just completed, with the individual contracts framed by Paramount several weeks ago, reveals the retention of a number of clauses under the old outlawed agreement that were left out by Par.

IND. EXHIB SUES FOX AND FILM BOARD

Indianapolis, April 1. Harry Mueller, theatre operator at Anderson, Ind., has filed suit in the Federal Court against the Fox Film Corp of New York, asking \$30,000.

SUES PUBLIX FOR PAR NAME INFRINGEMENT

Seattle, April 1. Indie operator at the Paramount theatre, a neighborhood house and so named for many years, in the northern end of the city, has started an action against Publix for infringement of title.

Grainger at Studio

Hollywood, April 1. Advent of James E. Grainger, the Fox general sales manager, at the Fox coast studios happened at an opportune time.

Indies and Sentry

Abram Myers and his lieutenants yesterday (Tuesday) inspected the plant of the Sentry picture, projection machine free precaution company, in Philadelphia.

\$147 Hello

Jed Harris and Howard Hughes talked \$147 over long distance apropos the forthcoming production by Caddo of "The Front Page."

DALLAS INDIE EXHIBS' BUILDING CAMPAIGN

Dallas, April 1. Robb and Rowley, operators of largest indie chain in Texas, are getting set to stab at theatre monopoly in Dallas.

U'S CUT SALES FORCE

Many Exchange Managers Removed Under the new sweep of Universal's apparent retrenchment policy or a proposed influx of all new blood, some of the Big U distributing systems' divisional sales managers have been let out.

U'S CUT SALES FORCE

Among those retained were Spencer Sladdin, Buffalo; F. F. Vincent, Portland and Seattle; Andy Sharick, Cleveland and Pittsburgh. It is understood that U is condensing the territory with men from the home office, news reels and contract departments taking care of the sales promotion.

Fox's N. W. Wheel

Hollywood, April 1. Fox West Coast Theatres has a deal on to operate, but not buy, five Fred Mercur houses in northwest towns.

DAY AND DATE

Downtown and Neighborhood Warner Houses in Pittsburgh

Pittsburgh, April 1. Radical change in picture policy goes into effect next week at Enright, Warners' deluxe in East Liberty, suburb. Beginning in a few weeks, house will play day and date, with Stanley downtown for one week, and the following week take on the picture that happens to be rounding off a fortnight at Warner, run stand downtown.

LOBBY FREAKS TO STAND OFF R-B CIRCUS

To offset competition from the Ringling Circus, Publix will set up a freak show in the lobby of the Brooklyn Paramount time and date with the big top, week of April 28.

METRO'S RELEASES THROUGH TO JULY 1

Scheduling general release dates on production unprecedentedly far ahead, Metro has set all its pictures through to July 1. Unusual angle is the general release of five during one month, this occurring in May.

Contract Pow-Wow On

That pow-wow for the return of arbitration and one contract to the film industry started today (Wed.) in New York. According to the agreement Abram Myers and Nate Yamins, accredited as chiefly responsible for the issue and for the producers will lay down their cards.

"Silents" Are About Washed Up; Not Enough Income in Sight Outside of the Foreign Market

Thursday for Fox

Thursday, April 3, is the red letter day in the Fox legal tangle. On that date four of the present 32 actions are scheduled to come up.

Federal hearings are not expected to start until 4:30 in the afternoon which will give the state suits right of way.

Advocates of the silent picture in the state courts are similar in the first premise. Both are brought in the N. Y. Supreme Court. In the Federal court the question of restraining Harry Stuart and John E. Otterson from taking possession by proxy of the 51,000 shares of "B" stock under the trust agreement, now held in escrow by the Bankers Trust Co., and the joining of the state court action brought by Winfield R. Sheehan with the receivership actions pending in the U. S. district courts.

Adjustment of the actions in the state courts if accomplished will serve to even complicate the legal tangle more than it is now with the probability that they may be adjourned until after the federal hearings are held.

Warners, Ptsbg., Cut 75c Top to 60c and Less

Pittsburgh, April 1. Warners' only picture house in town asking 75c, has cut prices after a year's trial.

U WOULD UNLOAD 9 HOUSES IN NORTHWEST

Hollywood, April 1. Louis Cohen, Universal theatre head, after three wo-ho conferences with Carl Laemmle at the studio, has left for Seattle. He will try to dispose of leases and operation of nine houses which Universal owns in Washington and Oregon.

Nat'l Out of Bankruptcy

Chicago, April 1. The 11 National Playhouses, operated in bankruptcy by the Guaranty Trust Company, were taken out of receivership, as of noon, March 26, by the Bird Theatre Corp. Two months ago, the Bird company secured the equity in the properties for \$100,000. The total indebtedness of the theatres was \$450,000.

Radio Is Joining the group planning the elimination of silents, having decided to drop the making of the noiseless features with the beginning of its '31 program.

Paramount was the first to no the silent prints of its product, Columbia following. Latter company cut them out entirely because of the market returns available from unwired accounts.

While other companies have not yet made up their minds on the silent versus sound picture outlook, is for the minimization of titled product to the point during the coming picture season where an actual scarcity of silents may exist.

Foreign Market

Advance talk in various producing quarters indicates that the large producing companies will probably decide to drop silent versions by the time the new production year rolls around. Only recent news reported holding back on a decision is the foreign market and the part it plays in silent production.

Only houses of lesser importance and designated mostly in the trade as shooting galleries, now remain un-equipped for sound. These houses, though large in number, represent a very small percentage of distribution returns, rendering them profitable for producers to continue turning out the silent versions, it is claimed.

Because there are some houses un wired, due to pinched financial conditions, Fox recently considered the purchase of equipment for the exhib, allowing the latter to pay off the producing company in weekly installments that they could afford. Nothing to date has been done to carry out this plan.

PAR UNIT HOLDS OVER WHEN TALKER DOES

In the future Publix stage shows will be held over for a second week at the Paramount on Broadway in every case when a picture is retained for 14-day run or longer. Polley goes into effect Friday (5) when both "Honey" (Par) and "Mrs. McTulvie" (Publix unit, are kept for a second week.

W. C.'s "Sunkist" String

Los Angeles, April 1. West Coast theatres is applying for copyright on "Sunkist Theatre," the name of its new house in Beverly Hills.

Warner-W. & V. Hot

Wilmer and Vincent-Warner deal is still hot. Yesterday (Tuesday) several days after the indie chain's headquarters in Richmond stated that no deal would be consummated until Warner Vincent returns from the west coast. This was stated in New York.

TWO ARISTOCRATS

AMERICA'S foremost actor makes a new box-office history in the most brilliant comedy hit of the year. An amazing standout attraction at the Central Theatre, New York \$2.00 top. Available to you Day and Date with Broadway.

WARNER BROS. present

JOHN BARRYMORE

"THE MAN FROM BLANKLEYS"

with

LORETTA YOUNG

Adapted by HARVEY THEW and JOSEPH JACKSON from the play by F. Anstey

Directed by ALFRED E. GREEN



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

TOP ALL

Hold Everything for
"HOLD EVERYTHING"



OF THE SCREEN !!



JOLSON'S greatest! The King of Entertainers takes New York by storm in a merry melange of minstrelsy. Packing them in at \$2.00 Warner Bros. Theatre. Will be S.R.O. at popular prices. Available to you Day and Date with Broadway.

WARNER BROS. present

AL JOLSON "MAMMY"

with LOUISE DRESSER — LOIS MORAN —
LOWELL SHERMAN — HOBART BOSWORTH —
TULLY MARSHALL — MITCHELL LEWIS

Story and Songs by
IRVING BERLIN

Screen play by GORDON RIGBY and JOSEPH JACKSON. Directed by MICHAEL CURTIZ



ATTRACTIONS !

"HOLD EVERYTHING"

has Everything

The biggest
SURPRISE
OF THE YEAR ! ! !

Selected as the opening attraction for the new policy at Warner Bros. Winter Garden

•
World Premiere
Thursday, April 3rd

WARNER BROS. present

"UNDER A
TEXAS MOON"

THE "inside" from Coast pre-views is that this is one of those naturals that come along once in a blue moon. The public is going to rave about it.



Frank Fay in the dashing role of a gay caballero is the answer to the maiden's prayer. He's an all around bad hombre, who lies his way into feminine hearts and laughs and fights his way out of danger.



"Under a Texas Moon" will be hailed as one of the season's greatest—a glamorous entertainment—replete with thrills and laughs—the lure of fair women—the melody of Spanish guitars and the picturesque beauty of old Mexico in dazzling hues of Technicolor. (All Outdoors.)



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

with FRANK FAY ▲ RAQUEL TORRES
 MYRNA LOY ▲ NOAH BEERY ▲ FRED
 KOHLER ▲ ARMIDA ▲ TULLY MARSHALL
 Based on the story by Stewart Edward White.
 ▲ ▲ Scenario by Gordon Rigby ▲ ▲
 ▲ ▲ Directed by Michael Curtiz ▲ ▲

Song Hit
"UNDER A TEXAS MOON"
 Published by
 M. WITMARK & SONS

MONSTER RADIO TO MAKE WORLD



Titan Gods of Mirth Hurling
Mighty Bolts of Laughter . . .

BERT
WHEELER

ROBERT
WOOLSEY

World's Greatest Comedy
Team . . . Mad Wags of "Rio
Rita" . . . Turn Chuckles into
Bull Roars and Titters into
Belly-laughs.



THE

CUCKOOS



Year's Merriest Girl
and Song Show . . .
All in Fabulous
Mounting With Dar-
ing Surprises In
Talking Screen Tech-
nique . . . Towering in
Dimension . . . Bewil-
dering in Magic of
Technicolor and As-
tounding in Sheer
Spectacular Beauty . . .



AIR JAMBOREE CUCKOO-MINDED

Radio Titan Will Own the Air the Night of April 8th. 48 NBC Stations and Multitude of Hollywood Stars In Spectacular Stunt to SELL the World... Hook, Line and Sinker... on the GREATEST COMEDY SENSATION SINCE THE ADVENT OF TALKIES...

**Day of Days...
Night of Nights
Hour of Hours...**

GRAND NATIONAL

"CUCKOOS" BROADCAST... April 8th

On the night of April 8th there will be broadcast from Radio Pictures Hollywood Studio THE FIRST GRAND-SCALE RADIO HOUR EVER SENT DIRECT FROM A MOTION PICTURE LOT! This is the greatest single stroke of show salesmanship, in advance of an attraction, ever accomplished.

The "Cuckoos" Hour will herald Radio's mighty new fun show, featuring the world's greatest team of comedians, Bert Wheeler and Robert Woolsey, whose gay lunacy enlivened "Rio Rita." It will mark the beginning of Radio's new and aggressive campaign on the air and send the Titan spirit thundering across the land.



The Year's Biggest
RAVE

Outstanding

Ladies of Leisure will be remembered. It should stay indefinitely.

Ada Hanfin
 S. F. Examiner

A Columbia Picture

A strangely beautiful and moving picture.

George E. Warren
 S. F. Chronicle

A Columbia Picture

Classic

It Triumphs! Rare comedy.. Wholesome charm. Ladies of Leisure is not to be missed.

Fred Johnson
 S. F. Call-Bulletin

A Columbia Picture

Highest Rating

Clean and decent.. not a dull moment anywhere. Smiles.. Tears... Heart gripping.

Curran D. Swint
 S. F. News

A Columbia Picture

about the year's biggest picture
Ladies of Leisure

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.

Arnold Korff, Peter Erkeling, Arno Frey and Frank Reicher, will be given screen credit for their voice dubbing in the German version of M-G's "Mysterious Island."

Suit was filed against the Pathe Exchange, Inc., by Altamont Pictures for \$149,763 damages, on asserted breach of contract. Altamont claims it agreed to produce a series of two-reel comedies for Pathe, which the latter refused to accept.

Jack Kearns was ordered to pay \$2,000 to Legana Kearns, who claims she is his wife, for back money due on an agreement to pay her \$500 a month. Kearns denied the marriage, but admitted signing the agreement.

Two new sound stages at Fox-Movietone City to accommodate the 30-31 schedule.

Alma Bennett, pictures, testified for her mother, Mrs. Doris Erickson, who received a divorce from Albert Erickson.

Anne McKnight, film extra, was shot and killed, allegedly by her former husband, William Berkhardt, at a party celebrating the reconciliation of the pair.

Berkhardt, who says he was drunk, is being held by police.

Grant Withers is being sued for \$50,000 damages, for injuries alleged sustained in an automobile accident by three girls and two boys.

Helen Twelvetrees, pictures, 1e-

Still Going Strong 4th Consecutive Year Benny MEROFF



MARBRO PUBLIX GRANADA CHICAGO

gally split from Clark Twelvetrees on mental cruelty grounds.

William Eugene, actor, arrested on check forgery charge.

Two bandits took \$1,840 from the Fox Broadway theatre in Santa Ana.

Joe Tenner, orchestra leader, lost a \$132,900 damage suit against Mrs. Francis Wilson, songwriter. Tenner claimed he had been wrongly arrested on charge of using a number by Mrs. Wilson without permission.

Bench warrants were issued for arrest of Sally O'Neill and Barry Norton, who failed to appear after a traffic violation.

Jack Noonan, brother of Sally O'Neill, pleaded guilty to looting \$10,000 worth of clothing and jewels from the home of Ted Lewis. Probation hearing was set for April 11.

Hilda M. Romain, opera singer, awarded judgment of \$37,521 against Mike Tredin for injuries received in an automobile accident.

Crystal theatre at Topeka, Kan., purchased by Fox West Coast and will be opened June 1.

Suit was filed by Stanley Fish, acting for William Morris, against Vivian Rometta, Tredin, for \$2,275, and Vivian Segal for \$2,625, claimed due as commissions for obtaining picture work.

Attorney for Isabel Drew, pictures, asked that her annulment suit against Roy Tredin be struck off the calendar.

Sugar Glese, pictures, started an \$80,000 damage suit against William Langen and R. D. Hansen for injuries in an automobile crash.

Dispute between Mary Beban Smith, sister of the late George Beban, and the Lawyers Trust Co. over the \$500,000 estate was settled when it was agreed to administer the New York property there and the Los Angeles property here. Most of the estate goes to Beban's son.

Hale Hamilton's screen debut will be "Common Clay" for Fox.

Bob Murphy is to open a 30-week RKO vaude tour in Chicago April 5.

Paul Whiteman is getting a guarantee of \$25,000 for 10 days in the northwest. He's never played that territory. Following the concert states he returns to New York for the summer.

Claiming his reputation would be injured, Jimmy Mac, newspaperman, is trying to stop production of "This New Dope." Grounds are that he says his dramatization of the play has received tampering.

FN has bought "When We Were 21," old stage play. William Setter will direct and David Manning has the lead.

Al Jolson has the screen rights to "Penny Arcade," by Marie Bau-

mer. Bringing it out here on spec, probably not for himself.

Pageant "Fire" opens at Windsor theatre April 8 for nine performances. First indoor production is backed by the Parliament of Man, of L. A.

Differences on a story at Pathe caused Paul Schofield, writer, to walk. Latter claimed changes unfavorable to him were made, and is now trying to collect on his agreement.

Equity trying to collect \$431 from Hampton Del Ruth and E. E. Ellis, producers of "Latest Murder," for the cast.

Ruling by local musicians' union says that any musician on a seasonal job who hires a sub must pay him for full week, regardless of how many days less he is employed.

Harry Sachs and Lou Snyder, Public men, are here on an inspection trip.

Fox-West Coast checking up on passes is trying the punch pass system. New passes will be issued every three months instead of yearly.

UA to make talker version of Tolstoy's "Resurrection," with Dolores Del Rio, who starred in the silent.

While the Vine Street theatre has been sold for \$800,000 to a Vancouver syndicate, W. E. Smith, former occupant of the house, will remain, he claims. Smith has been leasing from month to month.

Creator's band may become a civic institution here. Negotiations are on.

Herman Zoebel, Radio comptroller, is here on his quarterly visit.

Motion Picture Relief Fund ball is off. Will probably be held next fall in co-operation with the Writers Club.

Fox is remaking "One Mad Kiss," with Don Jose Mojica recalled. Picture was shelved for several months.

With Grant Whytock resigning from Tiffany as studio manager,

each unit manager there in future will be held individually responsible and report direct to Phil Goldstone, production head.

Studio building is helping unemployment situation here, giving work to more than 2,000. Radio and Paramount lead in expansion programs.

Arbitration of the Macloons' claim against Harry Gelpu, singer, set by Equity for April 2. Case postponed when Frederlek Burt dropped out as arbitrator for the producers.

Following injury of Gavin Gordon in an auto crash, schedule of "Romance," starring Greta Garbo, has been set back several days. Gavin is in hospital with sprained shoulder. He's opposite the star.

Harriet Parsons, daughter of Louella, transferred from the New York office of "Photoplay" to Hollywood bureau.

Seaton I. Miller and Howard Attridge, writers under contract to Fox, have been placed in the reading department. Lack of assignments.

Roland West does the stage play "Whispers" next for UA. Talker-version of "The East" is out; too much mystery lately.

Walter Vincent en route to the Wilmer & Vincent circuit office, New York, after a month's visit with his brother.

Sol Wurtzel called in eight Fox supervisors and producers and warned them that hereafter they must do their own thinking.

After he okay's story, cast, and director, the production problem is their's.

Radio execs took a preview at "The Cuckoos" and tore up Bobby Woolsey's contract. Prettier terms in the new one and him parallel the studio's agreement with Bert Wheeler, Woolsey's teammate.

Milton Ager asset to confer with his publishing partners in New York. Mr. and Mrs. Ager left March 29 for six weeks.

Nancy Carroll stars in Harry

D'Arrast's original, "Laughter." He will direct at Far's Long Island studio for next season's program.

Columbia is holding Ted Sloman for one more picture, forcing Paramount to turn the latter's eastern assignment over to Victor Schertzinger.

Winnie Lightner arrived March 30 to star in Warner's "Life of the Party," Hugh Herbert's original.

Moë Mark leaves for New York April 10 after three months of local vacationing.

Adolphe Menjou has a Columbia deal on to star in the picture version of "Hamburg," by Max Marlin, who will probably write the dialog and supervise production. Salary plus percentage for both star and author.

United States government again deporting aliens who have overstayed permits granted by immigration officials. Sam Spitel, reader at M-G-M, and Floren French, director, were sent back to France last week.

Irene Mayer, youngest daughter of Louis B. Mayer, will wed David Seznick, Paramount executive, April 29. Wedding will be for the immediate family and take place in the Mayer home at Santa Monica, Cal. Couple will go to Europe, on their honeymoon.

Grand Duke Alexander, cousin of the late Czar, is canvassing studios with a view to selling picture story based on the life of the late ruler of all the Russias.

R. L. Fargo will direct series of cartoon and puppet novelties for Radio-Cinema Productions at Teo-Art studios.

Fritz Tilden, former Shubert agent and now business manager for Clarence Brown, is in Hollywood hospital recovering from stomach operation.

"Pinto" Colvig, former Mack Sennett gag man, now parked at Universal in same capacity.

Joseph Kennedy's experiment of (Continued on page 53)

AR. 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.

AE DUVAL Presenting the MAGIC in Jack Partington's "MAGIC MELODIES" Held Over for a Second Week at PARAMOUNT THEATRE, NEW YORK Weeks of March 28 and April 4 Direction LEDDY & SMITH Still Featuring "A RHAPSODY IN SILK" TRAVELING MASTER OF CEREMONIES DAVEY WHITE Many Thanks to LOUIS K. SIDNEY, MARVIN SCHENCK, JOHNNY HYDE PLAYING LOEW DELUXE THEATRES WITH "GYM-JAM" UNIT

What I



ALICE WHITE
 SHOWS YOU HOW TO
 CRASH THE GATE
 IN
**"SHOW GIRL
 IN
 HOLLYWOOD"**
 WASHINGTON STREET
**OLYMPIA
 UPTOWN**
 HUNTINGTON AT MASSACHUSETTS AVENUE
**STARTS
 FRIDAY MAR. 28**

**WHAT HAPPENED
 TO
 "SHOW GIRL
 IN
 HOLLYWOOD"**
 WASHINGTON STREET
**AT THE
 OLYMPIA**
 AND
UPTOWN
 HUNTINGTON & MASS. AVE.
STARTS FRIDAY MARCH 28

Set for long
 run day and
 date Olympia
 and Uptown,
 Boston.

Set for
 long run
 Stanley,
 Pittsburgh.



A FIRST

did for Boston—

I can do for YOU!

Alice White

"America's Girl Friend"



Set for long run Rialto, Newark.

Set to play the WINTER GARDEN N. Y. for long run.

—set for Easter Week extended runs in the country's biggest theatres.

—the exploitation natural of the age!

—exposes the high road and low road to stardom.

—tells why girls leave home for Hollywood.

—introduces stars galore at play, in the studios, and famous Hollywood rendezvous.

—you don't know the half of "it" 'til you've seen Alice in Technicolor.

—from the sensational best seller which ran for fifteen weeks in Liberty Magazine.

Get Behind it for a Goldmine Cleanup!

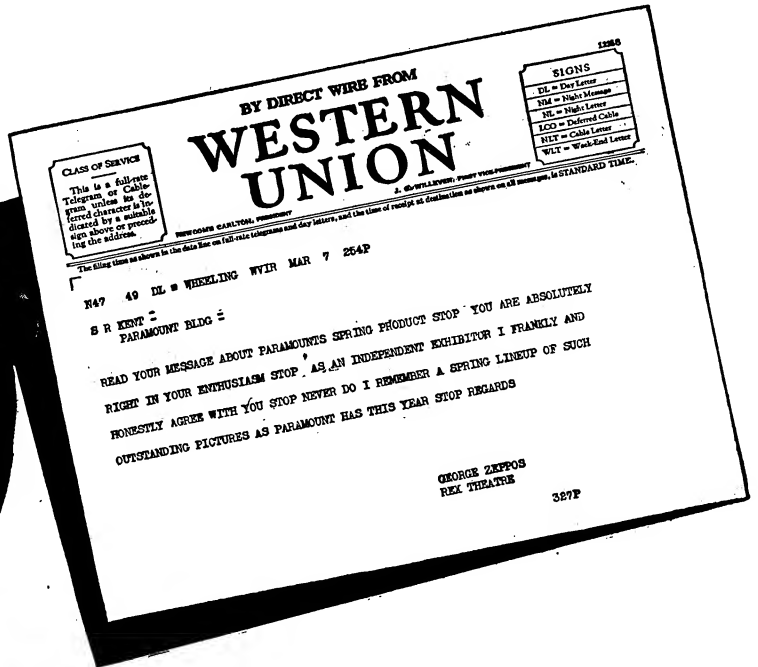
WITH JACK MULHALL
BLANCHE SWEET
FORD STERLING
JOHN MILJAN

Based on the story by J. P. McEvoy
DIRECTED BY MERVYN LEROY
Color scenes by Technicolor process.

NATIONAL and PICTURE

VITAPHONE
REG. TRADE MARK

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THANK MR. LASKY!

*PARAMOUNT'S Production Head Arranged
18 Weeks of Record Theatre Business
Between Now and August 1st*

¶ Mr. Zeppos is one of scores of exhibitors wiring congratulations on Paramount's strong spring and summer line-up. ¶ It's no accident that 25 Paramount Pictures of powerful box-office calibre, the cream of the New Show World, come to you at this time of year. ¶ Before Mr. Lasky left for Hollywood to set our April-August schedule in final form, the heads of Paramount production, distribution and theatres talked the situation over. We decided this: In the period from now until the new season, theatres need a flow of big pictures more than at any other time. Both our own theatres and our independent accounts must be protected. Refrigerating plants, improved showmanship and strong pictures make possible as much box office business in summer as in winter. ¶ Mr. Lasky at once revised production schedules, speeded up the studios, set higher budgets and went to Hollywood to give exhibitors THE GREATEST SPRING LINE-UP THIS BUSINESS HAS EVER KNOWN. Sensational theatre grosses on "Honey" and other Paramount spring product are already reflecting the results.

GR Kent

Mr. Lasky Mobilized Ace Stars, Stories, and Production Army for Mightiest Spring Product In Motion Picture History! ▲ ▲ ▲

"THE VAGABOND KING" Starring DENNIS KING. With Jeanette MacDonald, O. P. Heggie and others. All-Technicolor song romance. Proven clean-up!

RUTH CHATTERTON in the dramatic smash of 1930, "Sarah and Son." With Fredric March. Doing far above normal business in every town it's played.

"HONEY" Starring Nancy Carroll. With Harry Green, Skeets Gallagher, Lillian Roth, Stanley Smith. Smashing all "Sweetie" records.

GEORGE BANCROFT in "Ladies Love Brutes." With Mary Astor, Fredric March. *Variety* names him greatest drawing card on screen. Here's why!

"LIGHT OF WESTERN STARS" Richard Arlen, Mary Brian, Harry Green, Regis Toomey. Zane Grey outdoor action thriller. Bigger than "Virginian."

"SAFETY IN NUMBERS" Charles "Buddy" Rogers in better musical smash than "Close Harmony." Real story by author of "Sweetie."

"DANGEROUS NAN McGREW" Wow comedy smash with music. Helen "Sugar" Kane, Victor Moore, James Hall, Frank Morgan. The big spring surprise!

CLARA BOW in "True to the Navy." Her first in months and her biggest talking picture by far! With Fredric March, Harry Green.

WILLIAM POWELL in "Shadow of the Law" (tent. title), successor to Powell's electrifying "Street of Chance." A great star better than ever.

"YOUNG MAN OF MANHATTAN" Best selling novel in the United States produced on lavish scale. Claudette Colbert, Norman Foster, Charles Ruggles.

NANCY CARROLL in "The Devil's Holiday." The picture all Hollywood is talking about! Produced by the author and director of "The Trespasser."

JACK OAKIE in the big New York stage comedy riot, "The Sap from Syracuse." With a special cast of star comedians and pretty girls.

WILLIAM POWELL in a third one of the series of strong, red-meat dramas that are making this fine actor a mighty bet everywhere.

"WITH BYRD at the SOUTH POLE" Talking, sound. Most publicized thrill journey in history. Produced by two members of Byrd expedition and including actual flight over the South Pole.

CHARLES "BUDDY" ROGERS in "Young Eagles." With Jean Arthur, Stuart Erwin, Paul Lukas. Star and Director of "Wings" give new aviation thriller.

"BENSON MURDER CASE" with William Powell, one and only "Philo Vance." Bigger than "Canary" and "Greene." Standard box-office hit.

MAURICE CHEVALIER in "The Big Pond." With Claudette Colbert. Swift modern American romance. Great Personality Man in a money knockout.

JACK OAKIE in his first big starring picture, "The Social Lion." With Mary Brian, Skeets Gallagher, Olive Borden. Cash in on the Oakie craze!

"THE TEXAN" Gary Cooper in companion show to "The Virginian" with Fay Wray. The kind of big action picture sensationally popular now.

"RETURN OF DR. FU MANCHU" By popular demand, a fine sequel to "The Mysterious Dr. Fu Manchu." With Warner Oland and same cast as before.

"THE BORDER LEGION" Richard Arlen, Jack Holt, Fay Wray, Eugene Palette. By Zane Grey. Outdoor quality smash as only Paramount can make them.


GARY COOPER in "Civilian Clothes" (tent. title). With Mary Astor, Phillips Holmes. Cooper's popularity will take another leap forward.

GEORGE BANCROFT in "The Caveman." With Doris Kenyon, Kay Francis. Bancroft proves anew his title as the greatest box office star in the business.

CLARA BOW in one of two strong stories now being adapted for her. Both well known properties. Either will make a surefire Bowanza for you.

"PARAMOUNT ON PARADE"

The Big Party of the Stars! With Richard Arlen, Geo. Bancroft, Clara Bow, Evelyn Brent, Clive Brook, Nancy Carroll, Ruth Chatterton, Maurice Chevalier, Gary Cooper, Leon Errol, Skeets Gallagher, Harry Green, Helen Kane, Dennis King, Abe Lyman and Band, Jack Oakie, Zelma O'Neal, William Powell, Buddy Rogers, and 30 more! Series in Technicolor.



PARAMOUNT NEW SHOW WORLD April - August — Like the Start of a New Season!

THERE'S MILLIONS



LUPE VELEZ

"This Lupe is the most beautiful one ever seen upon the screen."

N. Y. Evening World

"H H

LAUGHS

The open
The music



JEAN HERSHOLT

as Joseph Horngold, the villain in the piece



JOHN HOLLAND

As Bob Wade, the American trader



AL ST. JOHN

as "Bunlon", right hand man to Wade

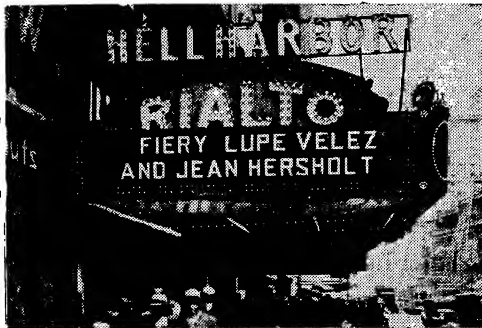
Presented by Inspiration Pictures, Inc.

TO BE HAD *in* ELL HENRY KING'S ARBOR

TEARS, THRILLS and DOLLARS.
 seasame to Big Business and Profits.
 that's sweet to any showman's ears!
 Play it and hear your ticket machine sing
 "Clap hands, here comes a new Record."

HERE —

Step in for a moment at the Rialto, New York and hear the cash buyers cheer.



THEN — push your way into the Granada, San Francisco, and listen to more packed houses voice their thunderous okeh.

See it anywhere, and you'll grant it's the most fascinating, enthralling one hour and a half of entertainment that has ever graced the screen of any picture emporium.

UNITED ARTISTS
 The Royal Family of the Screen

"You Said It"
 say the critics

"Throbbing Melodrama"
 — Post

"A thing of exquisite beauty."
 — Telegram



"Uproarious fights, murky murders, stolen pearls, love scenes in tropic settings, all the good old elements of a good movie are on hand."
 — Mirror



"Story moves at a rapid pace. In addition there is Lupe Velez stirring up a little tornado through every reel. 'Hell Harbor' is worth seeing."
 — Graphic



"Rare amusement. The buccaners of the box-office will pay many pieces of eight for a host of cash customers. If spring is in your blood, the thrills and romance of the Spanish Main await you."
 — American



"3 Stars. It boasts thrill, sparkle and adventure. A welcome contribution glorified by the most beautiful scenic backgrounds the talking screen has ever offered."
 — News



"'Hell Harbor' is in the bag. It has every ingredient necessary for a successful film and a few more in addition. You'll want to see 'Hell Harbor.'
 — Brooklyn Union



"One of the best entertainment films of the year. Rare pictorial beauty, pathos, comedy and high speed."
 — San Francisco Call Bulletin



"A thriller of the Spanish Main. Thoroughly entertaining, engrossing picture."
 — San Francisco Examiner



HONEY

(Continued from page 19)

other reasons to pester a trifle toward the end.

Until the picture is within seven minutes of being half over, there is no indication of any musical numbers.

Four numbers are: "In My Little Hope Chest," "Sing, You Sinners," "I Don't Need Atmosphere," and "Let's Be Domestic." Outstanding are "Sing, You Sinners," done by a chorus of negroes in a setting that is somewhat foreign to the story, and "I Don't Need Atmosphere," light tune with a catchy swing.

Latter song is introduced rather cleverly with three different couples picking it up after each other. This ties in with the love interest nicely and is a novel manner of building up a number.

Kid nuisance spying on everyone is a very clever little girl named Mitzl Green, daughter of vaude team, Keno and Green. While a couple too mature lines are placed in her mouth, most of her work is highly amusing. As the old crab to whom she squeals, Jobyna Howland does a nice job, giving her tough role a comical side in a serious way.

Miss Carroll, Stanley Smith and Skeets Gallagher all give excellent performances. The star only once uses bad judgment, whether so directed or not. This occurs when the dowager informs her the boy friend is engaged. Miss Carroll, who wants to dispulse her interest in the matter, gives herself so away no one could mistake the startling nature of the news to her.

Some poor photography, with scenes a little blurred and existence of ground noises and other inferior recording, particularly in the first half of the production, are among its detriments. Char.

FRAMED

(All Dialog)

Radio production and release. Story by Paul Schofield. Dialog by Wallace Smith. Directed by George Archambault. Associate producer, Henry Robert. Film editor, Jack Kitchin. Photography by Leo Tover. Recording by Clon Portman. At the Globe, New York, week March 21. Running time, 42 minutes. Evelyne Brent Jimmy McArthur.....Reyn Toomey Chuck Gaines.....Ralf Haroldo "Bing" Murosek.....Maurice Black Inspector McArthur.....William Holden Sergeant Schutte.....Robert O'Connor Headwaiter.....Edith Kane

"Framed" owes the business it will do as a standard programmer to the punchiness of the situations, lack of padding and the able direction, plus some very good acting. Nothing to set the picture's plot aside from stereotyped formula, but for racketeering mellers it has been handled with a freshness that gives it a fairly good entertainment rating.

Concentration of action with the least amount of preliminary matter and excess dialog existent, turns "Framed" into product that holds the attention admirably. Sustaining of the suspense, without disturbing the smoothness of the continuity, is another outstanding trait.

Narrative involved has little that's original for film fans. Evelyne Brent's role is reminiscent of the one she played in "Broadway," to which "Framed" bears a certain similarity in plot. The opening shot finds her, crouy of gangsters, undergoing a tough third degree for the murder of a cop. It seems that her father, in the racket, was also shot, this leading the girl to a desire for revenge against Inspector McArthur, well played by William Holden.

Five years later finds the girl a hostess in a night club, surrounded by the kind of crime now in style.

An attractive young chap who has stirred the proverbial spark in her, is, unknown to her, the inspector's son. When discovering this, the situation arises if whether she is to allow her revenge or love the upper hand.

Ending is done differently, as are other sequences and situations in the picture, direction alone giving it better than average rating as a programmer.

Regis Toomey is opposite Miss Brent. His is an outstanding performance, matching nicely that of the heroine's, and Ralf Haroldo, as Chuck Gaines, the racketeer, is a heavy with all the desired menace. In a minor role Robert O'Connor plays a smooth detective with some of the suavety of the part that existed in "Broadway."

Dialog has been moderately well written. Its crispness and lack of wordiness are in its favor.

Recording and photography both average. Char.

SLEEPING PARTNERS

(BRITISH-MADE)

(All Dialog)

London, March 18.

Genesee Films production, released as quota by Paramount. From Sascha Gultny play, directed by Seymour Hicks and Saesha Genesee. Photographed by Carl Fraad. Recorded by RCA Photophone. Cast includes Seymour Hicks, Edna Best, Lyda Harding. At Plaza Theatre, London. Running time, 50 mins. Censor Certificate "A."

A picture which gets away with it by good miming and class dialog. As a director's picture it just doesn't exist; boasts about three sets and precious few camera changes. With an expert stage cast and dialog which gets the sophisticates every-

time, it's the sort of subject a property boy couldn't go wrong on.

Picture suffers through being under-produced and bears obvious resemblance to "Broadway." But, aside, with houses which don't care a darn for pictures, providing they get the show, it's okay. Although it looks anything but a million dollars, it's about the first British film in which the femme lead, Edna Best, dresses well and carries clothes Swanson fashion.

Story deals with a Parisian bright boy whose husband married woman while hubby is studying banking with a brunt. Takes the woman to his flat and accidentally gives her a sleeping draught. Does the night watchman stuff until the morning, when hubby arrives, not having been home all night, on lookout for some advice.

When the husband isn't vacant bedroom, brings the wife out of next room and stages reconciliation scene, then giving hubby a dose of sleep.

The wife, however, decides she's through with the triangular stuff and runs off with the husband. Seymour Hicks gets everything out of the role of the lover, while Edna Best, as the girl, is only another player in small parts. In Harding, the husband.

Film is undeniably funny, on the whole, but occasionally Lyda's well here, with strong b. o. pull on the Hicks-Best names. If the picture is to be taken, might have been a cinch if they'd spent another 10 grand on it. Frat.

PLAYING AROUND

(All Dialog)

First National production and release. First All-Color. Directed by Marvin Leroy. Cast includes Chester Morris from Vina Dimaria, "Sheba" Chester Morris, Edna Best, Lyda Harding, New York, week March 28. Running time, 64 mins. Censor Certificate "A."

Kind every major studio turns out but bunches yearly, aiming them squarely at the flapper trade and generally hitting the mark. This one concocted for the purpose of starring Alice White in something hot, goes for everything in the gangster, night clubby and Bronx stenographer manner, just like its predecessors, with nothing new but the title to set it off for individuality. "Playing Around" tosses temptingly enough at the flaps, should gross moderately good like the others before the camera.

Plot was adapted by Frances Nordstrom from something by Vina Dimaria, called "Sheba." and reads like a short in a heart throb and pash stuff magazine. Miss White, in the Bronx stenog with a white-haired dad who runs the cigar counter in an uptown store and a sweetheart who jerks soda for \$30 per. In the same place she craves romance on a more expensive plane, and gets it in form of Nick Solomon (Chester Morris), cheap stick-up guy with a sheik pan, a tux that fits, a roadster with a horn, and money to go with.

Or course she doesn't know his racket. His last job is on her father's store, where he shoots the roasting old man. It's to the pen for Nicky and back to her soda jerker-sweetheart (now \$35 per) for Sheba. Pop's wound wasn't serious.

If Sheba hadn't entered a leg contest (which she won) at the Pirate's Den night club, she wouldn't have met Nicky, nor would there have been a picture. At this care Miss White sings the theme song and there are the usual dancing chorus and leader numbers. One of the chorusses is colored.

Lead tune, "You Learn About Love Every Day," is breezy and fairly catchy.

Nicky assignment was a routine job for Chester Morris. He walked through it knowingly, having walked through often before. Richard Carlyle made a good father. William Bakewell, juve, okay innocent soda jerker.

Inserted for relief and carrying the theme by padding dialog, a series of yid talk across-the-alley talk fests by Ann Brody and Nellie V. Nichols. In the Mill Gross way. Funny at first, but the far fetched characterization is lost ground by repeating too often.

Miss White, an attractive girl always never mind flapperish and showing enough to satisfy. Again she takes a shower. Bye.

Hugh Trevor and Dorothy Lee for "Half a Dollar" at Sunlight Radio. James Bradbury, Jr., "Last of the Duanes," Fox.

Jack Buchanan opposite Jeanette MacDonald, "The Blue Coast," Fox. William Collier, Sr., "Tommy," Radio.

Mary Astor, "Holiday," Pathé. Ada Williams, 16-year-old Kentucky prize beauty, who quit films to marry Thomas Ince, "Last July, back in pictures for "Common Clay," Fox.

THE LAST COMPANY

(GERMAN MADE)

(All Dialog)

Berlin, March 19. "Die letzte Kompagnie," Ufa production. Directed by Kurt Bernhardt. Cast includes Kurt Bernhardt, Conrad Veidt starred and Karin Evans featured. At Ufa Pavilion, Berlin.

Without question the most artistic talker that has been turned out on the Continent. It has the simplicity of story and acting of the best days of German silents, while the photographic and scenery for which Gunther Krampf and Andre Advieter are responsible is magnificent. It catches the mood of a battlefied day after the conflict and keeps this atmosphere of somber and threatening mistiness. The picture was taken entirely in the studio, but you are never for a moment made aware of this, although three-fourths of it plays outdoors.

For Germany, especially the provinces, its heavy tragic tone and story are no setback, and it should clean up. For the States, it is far too somberly dramatic and can only appeal in the key cities, there principally to the cure-seekers. An English version is being readied on the synchronization basis. The actors have spoken the dialog in English, presumably with accents, and other voices will be dubbed to these mouth positions.

The story is filled out chiefly with episodic detail. After the battle of Jena in 1806 the Prussian army had to retreat before the victorious Napoleonic troops. A company, of which there were only 12 men and the captain left, was ordered to hold the river and the bridge had been blown up, it was the company's duty to hold off the French.

This was possible as the mill controlled a narrow road through the middle of a swamp, the only line of attack.

The miller and his wife and daughter are sent away, but the girl returns to be with the captain, as

(Continued on page 35)

Here is COLOR at the price of black-and-white

COLOR and sound together may be considered too high-priced a combination for some productions. Yet the color in Eastman Sonochrome Tinted Positive Films does exactly nothing. Sonochrome, developed specifically for the new era of the motion picture, gives both sound and color at the price of ordinary black-and-white positive.

EASTMAN KODAK COMPANY
ROCHESTER, NEW YORK

J. E. Brulatour, Inc., Distributors
New York Chicago Hollywood

ALICE MARCO DEALS
Fox West Coast Theatres Unit, Los Angeles

ANSLEY LAMBERT DANCERS IN PUBLIX THEATRES CHICAGO
Joseph Jackson Has Signed a New Long Term Contract with WARNER BROS.

Behind the Keys

New York City. Shaking up of managers continuing in R-K-O, a new batch are effected in changes, switches and outs.

Harry MacDonald, idle with the closing of the Riverside, has succeeded Harry Mitchell at the Jefferson, New York. He followed Mitchell into the Riverside several months ago.

Other changes in the Met. area are Jack Sheridan's appointment to the Orpheum, Brooklyn, to succeed Sol Schwartz, transferred to the Prospect. Herman Lawrence, manager of that house has not been given another.

Two changes have been made in J. E. Plunkoos' district; Ralph Walsh to the Hippodrome, Cleveland, succeeding William C. Watson and Allan S. Green at the Palace, Akron, succeeding Herb Jennings.

places Pincus as city and Paramount theatre manager.

Richard F. Emig came here from the Columbia at Davenport, Ia., to take charge of the World. Irving F. Cohen transferred from State here to manage Paramount at Waterloo, Ia. Irving Waterstreet returns to Paramount in Omaha as publicity head and Walter D. Fleck, his predecessor, goes to the Des Moines theatres. Stan Wisley, assistant p. a. at the Paramount, has gone to the Lincoln (Neb.) Orpheum as house manager, and Rowan Miller, general publicity director for the division with offices at Lincoln, has established an office in the World here and will circulate.

Clinton, O. The Colonial has been closed by Manager Fred Reichert to be wired. It will reopen as the Madrid.

Albany, N. Y. Publix has created a new division with headquarters in Springfield, Mass. Herbert Chatkin, of Paramount theatre, Springfield, district manager. He is succeeded by F. F. Gallagher of New York City.

New division includes 30 theatres in New England and New York state and is in charge of Edward A. Cuddy, promoted from manager of the Springfield district. George Cruzen, formerly of Paramount, New Haven, succeeds Cuddy.

Changes in publicity and advertising staffs. Gene Curtis, formerly at Paramount, New Haven, goes to Springfield, with Cruzen's district. Ray Fickett, in Cuddy's district, assumes same duties in Chatkin's district.

Champaign, Ill. Grant Martin, manager of RKO Majestic, Springfield, Ill., transferred here to RKO Orpheum, succeeding J. Knox Strachan, sent to St. Paul by RKO.

Hillsboro, Ill. Petition, signed by 1,000 residents, swung four of the town's five councilmen into line in favor of an ordinance permitting Sunday shows. New ordinance becomes effective in 30 days.

Yakima, Wash. J. C. von Herberg and associates are going to build a hotel here. The Yakima Chamber of Commerce has endorsed another group that plans a

Easier Title

Trouble with the spelling and pronunciation of "La Marseilles" has prompted Universal to change the title to "Captain of the Guard."

14-story hotel, but von Herberg and partners will build anyway.

Centralia, Wash. Fox West Coast theatres intend to build a theatre here. Capacity 1,500.

Reading, Pa. Capitol, Shamokin, Pa., sold at sheriff's sale to C. E. Morganroth, trustee for security holders, for \$281.30, plus a mortgage for \$225,000.

Allentown, Pa. Boyd Enterprises, Philadelphia, has bought the James K. Bowers Embassy theatre here.

Wheeling, W. Va. Herbert B. Ray, of Hartman, W. Va., near Elkins, is named defendant in two suits filed in the U. S. court here by film distributors. Suits allege infringement on copyright by use of copyrighted music in a theatre without having obtained permission.

Fox in one suit charges Ray used two talker songs, while in the other Universal alleges Ray used three of its film songs.

Hartman is a small town in Randolph county and its population is 100.

Reading, Pa. This city will join other Pennsylvania communities observing daylight time April 27. City officials put up a half-hearted protest, but industrial corporations, railroads, stores and banking houses favored the change. It's the first time in 10 years in this city.

Orange, N. Y. J. D. Marpole from local Orpheum to local Paramount and R. C. Glasman to the Orpheum.

Newburgh, N. Y. E. M. Dowling has replaced Elmer Brill as manager of Broadway. Brill is no longer with Publix.

St. Louis. Following managers have been engaged for theatres recently added to the St. Louis division of Fox West Coast:

R. C. Cluster to the Annex and Hippodrome, Hartin, Ill.; John Meinardi, American and Palace,

Johnson City, Ill.; J. P. Martin, Hippodrome and Liberty, Murphysboro, Ill.; and Hugo Dudenbentel, Lyric and Orpheum, Salem, Ill.

Newark, N. J. J. Edwin Mittlein, formerly of the Mosque here, has gone to Elizabeth, N. J., as assistant manager and treasurer of Warners Riiz.

Beloit, Wis. Beloit is to have a new picture and vaude theatre to be known as the Beloit, backed by Lawrence Cunningham and local business men. Seats 1,800.

Fairfield, Ia. Court here has upheld Jaeger Carter who fined Luther and Richard Day, Centerville, for operating their film house here on Sunday, against a town ordinance.

The Day brothers had filed suit for damages for \$25,500 against the court, charging malicious prosecution.

Tilton, N. H. William Reeves will open a new theatre here. He managed the Strand, Portland, Me., for 15 years.

Knoxville. William E. Drumbar, after a year here, has been promoted to district manager of the Dallas, Texas district.

Danbury, Conn. Warners shifted a number of managers in western Connecticut last week. Charles H. Oakley from Empress, Danbury, to Commodore Hull, Derby, succeeding E. J. Harvey, who goes to South Norwalk; Benjamin Von Pliskil of Palace, South Norwalk, to Capitol, New Britain; Albert Grasgrin, Rialto, South Norwalk, to Alhambra, Torrington, succeeding Max Melinoff, who goes to Gardu, New London; William Evans succeeds Grasgrin at South Norwalk house.

Karl Borst has resigned as asst. mgr. of Palace, South Norwalk, to give his time to music writing.

Canton, O. R. S. Walsh, of Palace, has resigned. Frank Phelps succeeds.

Phoenix, Ariz. In continuous operation since 1914, the Columbia, former Richards and Nace house now run by Publix, will be torn down and a 12 story office building erected on the site. House closes this week when the lease expires.

At the same time the Ramona,

also Publix, discontinues its tab policy of more than 10 years to become a class B picture house with sound. Strand, last of the chain's local silent stands, also goes into a talker policy April 16.

San Francisco. Fred Hanlin has been appointed Pacific Coast publicity supervisor for Publix Theatres, with headquarters here.

Indianapolis. American Theatre Corp., formed by Carl Mote, Samuel Mantel, and Mrs. Mary Shields, has leased the Walker Theatre, negro playhouse, for 20 years.

Denver. America Theatre, Fort Collins, under rebuilding process.

Hannibal. Work has started on 1,800-seat house here, to be leased to Paramount.

"Mamba" on Broadway. Tiffany's "Mamba," now playing to \$2 at the Gaiety, New York, will either land at the Roxy (Fox) or Globe (R-K-O) for the first popular price Broadway stand a Tiffany special has had in a long while. Up to yesterday the starting point nor release date had been set.

ALL TECHNICOLOR TALKING TRAILER
ON PARAMOUNT'S STUNNING PRODUCTION
"Vagabond King"
NOW AVAILABLE
National Screen Service
New York—126 West 46th St.
Chicago—810 S. Wabash Ave.
Los Angeles—1922 S. Vermont Avenue

EDDY ARKIN and DEAN
Originators of the "SPARK DANCE"
This Week—Oriental, Chicago

BECOME A MOTION PICTURE CAMERA MAN!
Earn \$60-\$250 a Week
Prepare NOW to enter the BIG, UNCROWDED FIELD of Motion Picture Photography everywhere in movie studios, news films, educational or industrial work.
You Can Qualify Quickly at Home!
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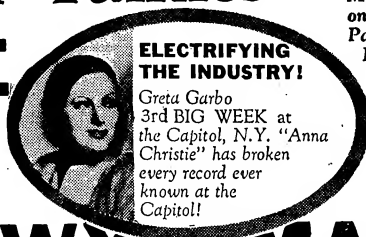
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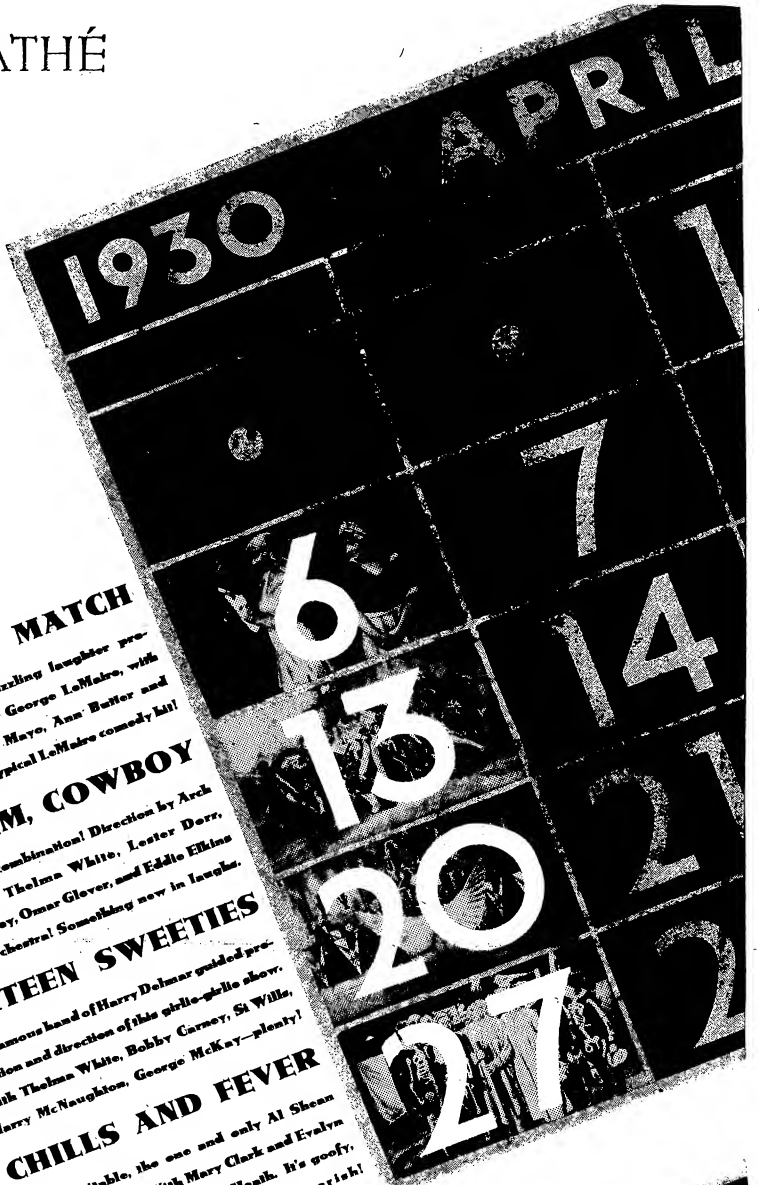
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And don't forget—4 out of every 5 theatres wired for sound are playing Pathé Comedies, and liking em!

THE LAST COMPANY

(Continued from page 30)

she has taken a violent fancy to him. The army gets across the river, but all the soldiers and the girl are killed after a long siege. The French general when he enters the mill finds only corpses and removes his hat in honor of the heroic dead.

What interests principally is the characterization of the captain and his various soldiers, each of whom is made a human being with individualized personality. In some the humorous is uppermost, in others the tragic.

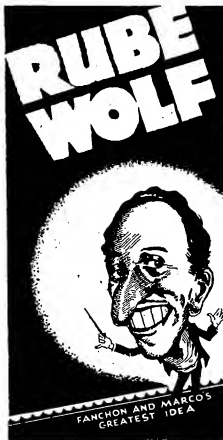
Conrad Veidt as the captain underlines the sense of duty which underlies his every action. Only when the girl asks him to stay with him does he soften. In the work of Paul Henckels and Ferdinand Hart the comic is uppermost; Martin Herzberg is boyishly juvenile; Werner Schott is the hysterical embodiment of fear, and Ferdinand Aser leads the songs to the accompaniment of his guitar.

The cast disappointment is Karin Evans, German-English girl, as the daughter. She hops about in a goofy manner.

Recording satisfactory, always understandable and consistent in tone quality. Trask.

Howard Esterbrook has writing term with FN "Kismet," adaptation for Otis Skinner, his first.

Brandon Hurst, Fern Andra, Una Merkel, Frederick Burt, Hugh Huntley, Nance O'Neill and Florence Roberts, "Eyes of the World," UA, Henry King directing.



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DAMES AHOY

(All Dialog)

Universal production and release. Directed by William C. Sullivan. Based on the novel by Matt Taylor. In cast: Glenn Tryon, Otis Harlan, Gertrude Astor, Eddie Grayson. At the Colon beginning Mar. 29. Running time about 63 mins.

Daily change theatres can't ask for better product to round out all-satisfying program than Universal's "Dames Ahoy." As an attraction of this kind it is excellent.

While all the screen themes on the navy are contrived, its knock-bag amusement parks, and this is no exception to the rule, "Dames Ahoy" has well knitted its action around the slim nut of an old sea dog who has married some dame while stewed and is trying to find her.

A birth-mark above the knee being all that Otis Harlan, in that role, can remember about the little girl, makes his compatriots, Eddie Gribbon and Glenn Tryon take up the greater part of the reelage hooking up women's skirts or standing guard at the funny houses where the camera feasts on teddies of all measurements.

A dance hall in Venice, Cal., comes in for a great plug. One of those familiar marry-for-prize contests is staged. Glenn naturally wins, but doesn't deign to go through until the bromide that the \$500 will buy of his pal from the first sailor's wife, incidentally covered and burgled with before the contest. Gertrude Astor does her best in the digging role.

Lot of stuff that family trade will griebly round the bungalow, which is also included in the winnings. Pair of twins provide a few laughs. Some rather over-the-top shots of battleships are in the opening. There the only singing and music is offered by banjoists. Wally.

Two Hearts in 3-4 Time (GERMAN MADE) (All Dialog)

Berlin, March 19. ("Zwei Herzen im 3/4 Takt"). Deutsches Lichtspiel Syndikat. Recorded at Tobis. Scenario by Reich and Schulz. Directed by Geza von Bolvary. Music by Robert Stolz. At Capitol, Berlin.

Despite evident faults this picture is good entertainment for the Continent. Without in anywise comparing with the class of UFA'S "Love Waltz" it will have nearly the appeal of that opus.

Lighthearted and lightheaded little story keeps moving, peppered with entertaining verbal gags. It begins with two operetta librettists, the brothers Nicki and Vicki, who are keeping their sister, Hetty, a secret from the operetta composer, Toni.

The latest product of the three is ready to be put on except for the waltz melody for which the composer has not yet had an inspiration. Toni has invited 30 people to a big party, but the librettists cancel all invitations without his knowledge as they want him to work on the score.

The girl overhears the conversation and appears alone as an uninvited guest. After dinner he is playing her the music of the new operetta and a waltz melody comes to him. She sings it with him. Before he is aware of it, she has left the house without disclosing her identity. The librettists appear but now Toni has forgotten the tune and, as he can't find the girl, is stuck again. Needless to remark, she appears at the dress rehearsal in time to save the show.

The comedy which concentrates chiefly in the roles of Nicki and Vicki is in the very competent hands of Will Forst and Oskar Hartweiss. Especially the former seems on the road to stardom. Also Szokle Szakall and Karl Dittlinger as his secretary miss no chances to deliver. Walter Janssen as Toni is less interesting, but registers sympathetically within its limits and produces a singing voice of quality.

In the feminine lead Gretl Theimer, new name, is a blank from all angles: looks, dialog, singing and dancing.

Robert Stolz, known as an operetta composer, has delivered a first rate score. Unfortunately the title waltz, "Two Hearts in 3/4 Time" is not the best number and it is therefore plugged too much. They should have settled on the "You Will Be Faithful to Me Too" ("Ach Du wirst mich eimal betrogen"), cooing slow fox.

The big out of the production is the sound. The picture was completed only a few weeks ago and evidently represents the best that

Tobis can turn out. Recording and reproduction are punk. Seldom a picture in which the tone quality varied so violently. The loud speaker seemed to be almost continually stuffed with cotton. Often, for example, in a long shot the quality would be satisfactory and then in a close up of the same scene the voices would either be hollow or shrill. It may be partly in the projection here, though.

Singing is seldom satisfactory, the operetta singer, Irene Erlinger, whose voice records so splendidly in radio, is almost never done justice here.

The picture was completed in five weeks, perhaps, too short a time to get competent results while sound recording is still in an experimental stage here. Trask.

ISLE OF ESCAPE

(ALL DIALOG)

Warner production and release. Directed by Howard Bretherton. Starring Monte Bluc. Adapted by Lucien Hubbard and J. Grubb. Alexander from a story by Jack McLaren. At Warner's Beacon, week March 29, on double feature bill. Running time about 60 minutes.

David Wade.....Monte Bluc
Merna Loy.....Merna Loy
Stella Blackney.....Betty Compton
Tom Shane.....Noni Beery
Judie.....Ivan Simpson
Hank.....Jack Ackroyd
.....Nina Quartero
Manana.....Duke Kahanamoku
Ma Blackney.....Rose Dione

Nickel novel version of South Sea Island men and women, bad and good, the theme. No attempt is made for logic in dialog. Were it not for sound and the cast "Isle of Escape" would impress as a re-

issue of some pre-war meller. Strictly a thriller for lesser grinds, it can also be chanced by some of the second runs for its novelty and music.

Monte Bluc makes a better railroad man or sea captain than a South Sea lover. In this he can't help himself since he has to recite lines as written.

Surprise comes in that singing voice of Noah Beery. A deep, rich basso quality that could win appreciation in an encore is revealed. Beery is the bad man and ruler of the island.

"White Cargo" from the Itays' perspective has Blue, as Wade, escaped from hungry headhunters, giving the cold unemotional shoulder to Myrna Loy in the snubbed Tondeleyo role of Moira. This Moira even gets her old man and all the (Continued on page 33)

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SON OF THE GODS, starring Richard Barthelmess (First National), Technicolor Sequences.
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THE MELODY MAN, with Alice Day and William Collier, Jr. (Columbia).
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THE SINGER OF SEVILLE, starring Ramon Novarro (Metro-Goldwyn-Mayer), Technicolor Sequences.
THE YACABOND KING, starring Dennis King, with Jeanette MacDonald (Paramount).
UNDER A TEXAS MOON, with Frank Fay, Nash Berry, Myrna Loy and Armda (Warner Bros.).
UNDER WESTERN SKIES, with Sidney Blackmer and Lila Lee (First National).
VIENNESE NIGHTS, all-star cast (Warner Bros.).

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ISLE OF ESCAPE

(Continued from Page 35)
native women to witness her advances to sleep in Wade's hut, it "only for a week." It's a great victory for Hays' ethics when Auntie resorts to the big push instead of English hug.
Betty Compton is a Stella married in name only to Shane, the mighty Henry. Although Shane poisoned her father and mother with drink, it being understood the marriage would be consummated after the double demise. Thelma comes out of the jungle just in time.
Fast and thick the action after that. Some flabby nudity, excepting the tights. Here comes the grand climax when enemies' shake in the cause of a common quarry.
Miss Compton screams with as much painful artificiality as the chief head hunter, who brandishes a knife amid the frenzied dancers' wail-wails. Wally.

THE LAST DANCE

(All Dialog)
Produced and distributed by Audible Pictures, Inc. Directed by Scott Pembroke. Starting Vera Reynolds and Jason Robards. Scenario and dialog by Jack Townley. Photographer, M. A. Andersen. Recored by RCA. Theme song, "Sally, I'm Lovin' You, Sally," by Ray Gamble and Nell Moran of double bill, March 25. Running time, 93 minutes.
Sally Kelly.....Vera Reynolds
Tom Malloy.....Jason Robards
Sam Wise.....George Chandler
Sally Kelly.....Gertrude Short
Pa Kelly.....Harry Todd
Ma Kelly.....Lillian Leighton
Babe Lee Marr.....Miami Alvarez
Jenna.....Lyonel Brent
Dolgan.....James Hertz
Lucien Abbott.....Henry Roquemore
Weber.....Fred Walton

Okay indie product for the inlands mostly. Biggest fault is the extraordinary liberty taken by the author with human nature, which paradoxically provides this film with its entertainment. It has laughs, but of a burlesque nature—more at the characters than with them, and on this score fits with any prejudices prevailing in inland towns.
Little to exploit, Miss Reynolds' name providing a limited publicity outlet. Recording is a bit on edge and the photography is okay.
The theme song, "Sally, I'm Lovin' You, Sally," is sung twice during the film, once in toto and another time in chorus. No great shakes and working no improvement whatever when sung by George Chandler, who should stick to the dumb pan comedy.
Nobody is extended in acting honors, but the kite goes to Miss Reynolds. Miami Alvarez, who plays the

high note vamp, screams for a photo; sizzling voice and too much effort at histrionic display.
Looks like Townley got his dope from the recent headlines of the paper millionaire who married a taxi dancer from a Broadway dance palace. Anyway, the film theme is along the same line, but with a family milked in for sentiment and the neat clothes of Miss Reynolds takes the situation offside. One other spot that looks hard is the fact that the playboy's society pets look scarecrow in dress and manners as compared to the dancehall hostesses. And latter also use the broad "a" in language which don't belong to taxi dancers, they are known to big city locales.

But where the film takes its biggest technical flop is a lawyer with the deliberate nerve of phoning a girl to sign a false complaint and file it in court without the girl knowing its nature. Picture makes the heroine out a smart girl clever enough for anything except reading newspapers about herself in headlines.

Lillian Leighton as Ma Kelly helps to create a few laughs with the assistance of Chandler's dumb pan, and these are rather artfully scattered through the picture to lift it from flop.

A peculiar technique in introducing the theme song is employed. Regular sheet music cover is flashed in full closeup, with title announcing the name of the tune, the film title and Miss Reynolds' name in bold face, as the orchestra takes a space cue in before playing. Looked like a deliberate attempt to jamming the song down, and only helped to scure the story being portrayed.
Altogether the film proves too much for granted and no attempt at research for proper settings of types.

The Parting of the Trails

(Silent)
Produced and released by Syndicate. Written and directed by Bob Custer. Cast includes Bob Dunn, Harry Roquemore, George A. Miller, Tom Ray and Vinton Ray. Story by Sally Winters. Photographer, Nap De Pauw. F. B. Brown. At Loew's, New York, N. Y., one day, half of double bill, March 26. Running time, 54 minutes.

Best spot is double bill. Usual stereotyped acting, horse flesh sequences and slow motion fist fights. Different only in that the love interest almost ain't—and the titles serve to confuse the audience as to the identity of one of the central figures. He might be "Thompson" or "Johnson." Exploitation possibility is nil except for Bob Custer name wherever that may mean

something. Photography is okay.
In present day of talkers and bigger western silents the projecting of a quick finish film as this one is something for serious consideration by the exhibitor. In this one the exhibitor has got to figure that the film is silent and also that its story and characterizations are familiar. There isn't the slightest iota of action in this picture to overcome these two facts.

TRAILING TROUBLE

(All Dialog)
Universal production and release starring Hoot Gibson. Directed by Arthur Rosson. In cast: Margaret Qumbly, Peter McCall, Harry Neuman cameraman. At Loew's, New York one day, Mar. 23. Running time, 65 minutes.

Hoot Gibson, the boys and girls and the scenery are all there. The

shame is, however, that there is a jumbled mess for a story which makes a hodge-podge of the entire production and registers "Trailing Trouble" as inferior material even in the cheapest grind.

Walters, producers have got to realize that where they could hold meanings of this kind together in the silent days with subtitles dialog provides no such elasticity. Either it's there, or not there, with talk. This particular one starts off on the wrong foot. It has Hoot talking to a girl and then flashing back to some irrelevant stuff with the Gibson voice doing a talking reporter. Toward the end it has a cheap and most obvious plug for that Universal appeal, "All's Quiet on the Western Front."

Talking cattle to market in a big city is all right until the city is reached. Then some very amateur

gunmen decide to waylay Hoot for his dough. A Chinese dive is worked in with Hoot all of a sudden developing an unusual sincerity for the welfare of a little Chinese girl. Action here is neither fish nor fowl. All of the old window sill swinging tactics are cheaply rehashed before Hoot, although broke, stows away in a plane and drops into his country girl's back yard.

While the story is chiefly to blame, Arthur Rosson, as director, should also have known better even if he was writing the script while the cameras were grinding. Wally.

Peter Gawthorne and Hobart Bosworth. Du Barry, U.A. Margaret Churchill, Henry Kolker, Hale Hamilton, Wm. Davidson, Robert Mac Rae, Georgia Calne, "Fatal Wedding," Fox.



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Publix Vaude Circuit May Be More Extensive Than Any Previous Reports on Venture

A Publix vaudeville-picture circuit of magnitude, split and booked in two divisions, east and west, now looms as greater than anyone could have anticipated. This circuit, contemplated for an immediate start with about 12 theatres and poised for rapid expansion by the season will, if developing as indications denote it will, come nearer to R-K-O in playing time than Loew's or even the Public presentation of circuit of two and three years ago.

So far it is composed of three theatres, in Rochester, N. Y.; Brockton, Mass., and Boston (South Ave Square), all booked by the William Morris office, New York. The nucleus for a western section will be planted in two weeks when the Public theatre in Omaha, having dropped presentations several weeks ago, goes to vaudeville, with vaude booked by the Chicago Morris office.

How large a circuit will develop from the Public theatre resources now at hand is not known, nor has it been determined by Public itself. The possibilities are tremendous.

The approximate number of theatres in the U. S. operated by Publix is 1,400. Of this number half are booked by the Public, the other half adaptable to vaude. What Publix is seeking to determine through division managers throughout the country is the number suitable for vaude-playing. Question on the way and up for settlement is the way these theatres would possibly advance themselves with a vaudefilm policy.

Staggering Number
With the trend of the country now toward stage accompaniment for pictures in second as well as first grade theatres, and the taste pointing to start vaude in preference to presentations, which are becoming sparse, the number of houses Publix might chose to add to the vaude list could prove staggering.

Story of a week ago was that by the end of this month Morris-booked vaude will be playing Public theatres in the following cities besides those already being played: Utica, Syracuse, Buffalo, Toledo, Cleveland, Detroit, Chicago, Ill., and Des Moines.

This list, accounts stated, would be appended to important proportions by next season.

Erection of a large Publix vaude circuit would create more big circuit competition than vaude has ever known. Present supply of acts for R-K-O's 50 weeks, Loew's 35 weeks and the 20 or thereabouts comprising Fox, Warners and the few remaining independents, would be affected.

Such a circuit would more than likely renege the interest of acts in vaude, giving them a considerably expanded field to work in and perhaps generally raise a standard of vaude stage material.

WRESTLER BOOKED IN ADVANCE OF MATCH

Holman, 226-pound Cossack, challenger for the vaude's wrestling title but more noted for his size 28 collar, goes vaude April 16 at the RKO 86th Street, New York. Charlie Hart half-nursed him in vaude wrestling and man is booked for a title match next week with Shikat, the champion. Clinching of the vaude date in advance makes that sound funny.

Durante Trio for Show

Clayton, Jackson and Durante, following intervening picture work on the Coast, will be featured next season by Ray Goetz in his "The New Yorkers" musical.

The three boys were set with the Goetz show this week by Jack Curtis. They may play a few returns of vaude dates immediately for R-K-O.

Flash Act from Show
Flash act composed of eight show girls from the last "Vanities" opens for R-K-O April 9 in Yonkers.

R-K-O MAKES ACTOR SETTLE FOR RELEASE

Following a previous refusal, R-K-O has agreed to release Ken Murray from two weeks of his remaining vaudeville time in order that he may step into the new Bessinger musical being produced on the coast by Alexander Lefwitche. R-K-O's terms, agreed to by Murray, are for payment by the comedian to the circuit of the equivalent of his salary for the two weeks, under his play or pay contract. Settlement gives R-K-O about \$3,500 in place of the comedian's services. Payment will be made by the show. The two weeks from which Murray has been released are April 16 in San Francisco and May 9 in San Diego. Reason offered in the request for release from the Prisco date was that the Bessinger revue opens in that city, with Murray's prior appearance there in vaude, apt to take the edge off the show.

May 9 is the date set for the show's opening.

In between the two released weeks Murray will play out his R-K-O bookings in Oakland and Los Angeles.

Charlie Morrison placed Murray in the show.

Reports are that R-K-O through a similar settlement may rescind its refusal to release Al Trahan, another star vaude comic. Trahan applied for permission to drop off the vaude circuit to go with the forthcoming "Little Show" in New York. He has until July 1 to go with R-K-O. Earl Carroll also has entered an offer for Trahan to Morrison.

Los Angeles, April 1.
Johnny Burke replaces Ken Murray in the latter's RKO unit at the Golden Gate, San Francisco, April 16. Murray drops out to make a picture for RKO.

Burke's booking is for three weeks, with further time probable.

Organization is on For N. V. A. Collections

Pat Casey has started organization for the N. V. A. Drive week of April 27. Casey has commenced to hear from independent theatre owners, unaffiliated with the Variety Managers' Association, who say they want to join the collection plan in their theatres during that week.

Casey left for the coast Saturday, to arrange for the western midtime benefit performance of the drive cause, to be held in some key cities. In the absence William Lee, in the V. M. A. is in eastern charge of the Drive.

Los Angeles, April 1.
Local theatre managers have chosen April 23 to give a big N. V. A. performance at the Shrine Auditorium.

Motion Picture Producers' Association will aid the theatre group in getting the show together and disposing of tickets. It is figured about \$45,000 can be realized, with boxes sold at \$1,000 each.

Harold B. Franklin is head of the committee in charge, which consists of Frank W. Vincent, for RKO circuit; Morris Sills, Warner Bros.; Gus Eysell, Public theatres; Bruce Powley, Fox West Coast Theatres; Frank Whitebeck, supervisor of publicity and exploitation, loaned by Fox West Coast Theatres; J. J. Murdoch and Harry Weber, secretary; Jack Warner will be chairman of the picture division, with Fred W. Becton representing the Association of Motion Picture Producers.

Pat Casey is expected here Sunday to supervise the campaign.

GREEN BACK TO ACT

Hollywood, April 1.
Harrison Green, has sloughed agenting here, returning to his former vaude act of Green and Parkie.

Green was with the Harry Weber office the past nine months.

"PEACHES" AS "INFANT"

Mrs. Carolyn M. Heenan, mother of Frances "Peaches" Browning, was appointed legal guardian ad litem of the girl on "Peaches" application in the N. Y. Supreme Court. Attorney Daniel P. Cochran represented Miss Browning, appearing as an "infant."

This ruling may make possible prosecution of a separation suit by the actress against "Daddy" Browning.

Dick Kearney Ill
Dick Kearney, former vaude booker, seriously ill with bursted appendix at St. Luke's hospital, New York.

Always Professional

Six despondent layoffs went down to the river to commit suicide. A cop, inquiring the reason for their presence at the water's edge, sarcastically asked:

"Well, why don't you jump?"

To which one of the actors replied:

"You're waiting for someone to open the show."

TALKERS CAN'T REPLACE 'LIFE-OF-PARTY' RACKET

New York, March 26.
Editor of "Variety":

Do you mind if I tell you that you're damp, if not all wet, in some of the statements in the "Life-of-Party" article this week? Eight years in the racket at Camp Leo Tavern, Milford, Pa., qualifies me to set you right.

No outdoor resort is in a position to cut its social staff from 22 people to three, talkers or no talkers. The only edge the talking pictures can give a camp is the elimination of indoor athletic games, camp fires, novelty nights and masquerades that usually turn out to be flops, substituting pictures for these activities.

Dramatic and musical shows will still be necessary to appease the tremendous appetite for entertainment at camp, and a staff of three can hardly be expected to supply that demand. Guests at an outdoor resort are not keen on the sort of stuff they can get on Broadway, having forsaken the city to "get away from it all." They will accept diluted entertainment only as a minor portion of a "camp" program.

There are vacationists who stay two weeks or more and will expect to see a new film at each showing. It will be costly and difficult to book first run or first-class pictures, and how much second rate stuff can a pleasure-seeking tourist stand?

—MacLieberman.

SISTER KICKED SISTER

Accidentally During Dancing by Gale Girls in Show

Peculiar accident occurred during a performance of "Flying High" at the Apollo, New York, last week. Jane Gale, of the Gale quadruplets, sustained a broken nose when kicked by her sister Jane white June and Joan when to do the floor. It happened while the girls were doing flip-flaps, using canes for support.

The acrobatic dancing sisters continued in the show, but Jane had considerable trouble over her damaged nose and it was said she was wrong and another doctor had to do the job over.

All-Irish Show

All-Irish bill, as tried recently at the Flushing, Ill. is planned for the Fordham, opening Saturday (5).

On show are Louisville Loons, Burke and Durkin, Roy Sedley, Joseph Egan, Florence O'Denishawn and Snow and Columbus.

Judgments

Agfa Raw Film Corp.; J. A. Cooper; Pacificque Theatres, Inc.; Gep. Out. Penn-Trot Hotel, Inc.; known as Siergen Theatre Corp.; Rudolph Yurkiewicz Co., Inc.; E. T. Mason; Joseph Urban and Abraham Berenson; M. Grossman; S. J. 31455.

Glove, H. T. Mason; H. T. Mason; H. T. 31109.

H. H. Holmes Co., Inc.; Holmes Airport, Inc. and Elmer H. Holmes; George Co. Trust Co. of N. Y.; 31517.

Bernard A. Gelman; T. O. Sheckel et al.; assignees; 37,013.

Union Trust Co., Inc.; A. Cohen et al.; 3201.

Robert Kipper; Amer. Motor Tours, Inc.; 31452.

John E. Dick Associates, Inc.; Van Lee Pub. Co., Inc.; 3169.

Patent Hotel, Inc.; 31507.

Green Room Club; N. Y. Tel. Co.; 31509.

Joseph H. West; Am. Newspaper Publishers' Assn.; 31455.

Commodore Athletic Club, Inc.; Centennial Athletic Club, Inc.; 31518.

Fox Film Corp.; Public Nat. Bank and Trust Co. of N. Y.; 31517.

David Verschelle; Charles P. Stevens; 31522.

Bankruptcy
Irving Garb, physician, 261 West 61st street; liabilities, \$7,497; assets, none.
New York Hotel, Inc.; known as Penn-Post Hotel, Inc.; liabilities and assets, none.
Cliff Music Stores, 35 West Mt. Eden Ave.; liabilities, \$1,743; assets, \$1,000.
Hays and Neary; liabilities, \$2,347; assets, none.

WILL MAHONEY'S BRAND NEW XYLOPHONE DANCE

Will Mahoney is performing a brand new xylophone dance in "The Sketch Book" at Channin's 46th Street, New York, this week. He first staged the dance, after months of practice, last Saturday.

Nothing of a similar nature in dancing has been performed on any stage. Idea was thought out and perfected by Mahoney, the dancing and singing comedian, with "Sketch Book" since it opened on Broadway.

Mahoney has had the apparatus patented in his name, though it is unlikely any regular performer would attempt to lift the dance idea, since even the usual alibi of "coincidence" could not possibly apply to this unique thought. Since but one man has thought of it in over 50 years, no one would believe that two men could have thought of it at the same time.

Mahoney's stage time Monday commenced six minutes. Of this three were consumed in the dancing portion. Mahoney went on at 11:12 and stopped the show next to closing, the applause continuing into the final bow. He did not retreat on a bow. House men reported even a greater furor at the Saturday's initial performances. Monday night Mahoney lost one of the hammers.

Dances With Hammers
The especially built xylophone is of the unusual size first mentioned. Mahoney with a hammer attached to each shoe, steps upon the instrument without his shoes causing a sound. He had just finished his "Mama" song on the stage, and went upon the instrument when urged back stage to finish his act after he had sobbingly said he couldn't do any more (business).

With the music starting Mahoney commenced to dance, the hammers hitting the keys to perfect rhythm. It's a complete surprise and when the dancer did his third and last number, Souss's "Stars and Stripes," the dancer burst into heavy sprints.

The idea is magnificent in its originality, and Mahoney is splendid in the execution.

This printed record is made to ensure Will Mahoney's claim to creation of this xylophone dance and himself as the first performer of it, due to Mr. Mahoney's bid in a production previously reviewed in "Variety." *Simc.*

Christy Thinks It Over And Quits Show Biz

Los Angeles, April 1.
Cancelling the unfinished work on his R-K-O tour, Ken Christy scrapped his three people sketch at Long Beach and is leaving show biz temporarily.

Christy is understood to have other business interests on the coast.

All-Girl Unit

All-girl unit for the west is being prepared by Charlie Freeman for opening in St. Paul Saturday (12).

The Egan and Redheads, Grace and Mary Eline and Gracie Barry engaged thus far. Flo Mayo considered as other act.

Ed Medley Out

Los Angeles, April 1.
With Ed Medley, of Medley and Ducey, to route, Ken Christy, the R-K-O booking office in New York, has ousted Jimmy Sargent to sub for Medley in Salt Lake and Denver.

Further than that R-K-O has not signified whether the bid at the Superior, Brooklyn, N. Y., Tuesday, due to illness of Miss Leroy with pneumonia. Miss Leroy played the Monday show with high fever and collapsed in her dressing room. She was taken to the Cumberland Street Hospital.

Carr and Leroy Off

Carr and Leroy were compelled to withdraw their bid at the Superior, Brooklyn, N. Y., Tuesday, due to illness of Miss Leroy with pneumonia. Miss Leroy played the Monday show with high fever and collapsed in her dressing room. She was taken to the Cumberland Street Hospital.

Hays and Neary went in a bridge guppens.

All Reasons but "Flopped" Given For Failure of Intacts in East

Because of difficulties in booking and routing, it is declared as unlikely intact shows will be attempted in the east by RKO until some better plan of handling them than existed previously is worked out.

On going back to spot bookings the last of February, the official word was that it was merely for experimentation during March and with a view to concentrating on all available big names for the March Community Drive.

George Godfrey, eastern booking manager, was in charge of the intacts and their booking. In addition to having trouble with some of them, various other difficulties arose to put thumbs down on them, as

compared with the smoothness and satisfaction of the road shows for the west under the supervision of Charles Freeman, which also are booked weeks in advance. East wasn't.

Godfrey Disagrees

Godfrey disagrees with others in RKO that the intact shows are feasible for the east, having many reasons. He, in part, ascribes the loss of acts to Publix and Loew over the necessity of stalling them because of no spots. Intact bills all over the east would make it impossible in a few scattered houses, according to the Godfrey angle.

Another problem as an argument against intacts in the east is the existence of Albee, Brooklyn, Newark, Providence, Boston, Akron, Youngstown and Cincinnati as full weeks, this meaning that in producing 104 intacts for the splits, week stands could absorb only half.

General attitude is that the intacts before flopped so badly in the east that they shouldn't be tried again in that half of the RKO chain.

Loew's Vaude Policy And Brooklyn Houses

A vaude policy of five acts on a split week is going into Loew's Pitkin, Brooklyn, Saturday (April 12), regular weekly stage units going out day previous.

Move follows the yanking of vaude from the Premier in that section of Brooklyn and reported indifference of business with the stage shows at the Pitkin. Both houses are practically opposition to each other.

Loew's stage shows will continue to play the Valencia, Jamaica and the Kings, Brooklyn, as well as all other houses on the route. Several minor changes in the routing follows decision to take the units out of Loew's, Canton, O., which had served as a jump break between Pittsburgh and Columbus.

Now Pittsburgh is to be thrown into a Friday opening so that the shows can make Columbus without a layoff. In doing this there is a layoff of five days between Baltimore and Pittsburgh.

While this merely places the layoff in another spot, Loew's stepped out of Canton for the half week because it was necessary to stretch 35-minute units to an hour, house other half using regular vaude. Fading brought about difficulties and complaints.

Pitkin, one of the new Loew theatres, opened three months ago. Loew's Palace, also in the Brownsville section of Brooklyn, and the L'oev vaude stand there until the Pitkin opened, remains in straight pictures.

Report that the 175th Street, Washington Heights, also new, of Loew's Kings, Brooklyn, will also shortly discontinue presentations is declared groundless by Loew's.

Idea Acts

Los Angeles, April 1. Frank Hamilton, Strong and Lee, Jones and Hill, Jacke and Goldie, and Hassans Blue Streaks were engaged to appear in F. & M. Ideas by Marco during his recent trip to New York.

Other acts contracted are State Brothers, Shapiro and O'Malley, Castillon and Mack, Buddy Howe, Frank Melino and Co., Webster and Marino, and Hall and Easley.

Rose Turned Down

Application of Maurice Rose to go with the Jack Curtis (R-K-O) agency has been denied by the booking office.

Rose was 50% partner of the Rose & Manwaring firm, one of the 10 recently disenfranchised offices.

Ingalls in N. Y.

Chicago, April 1.

Miles Ingalls will leave the Will Jacobs franchised R-K-O agency as associate, April 15, to join the Jack Curtis agency in New York.

Vaude Back in Trenton

Trenton, N. J., April 1.

Vaudifilm policy replaces musical stock at the State next week, with house playing four acts on each end booked by Arthur Fisher.

ENGAGEMENTS

Lowell Sisters, James Bowman and Clara Bennett with Ott-Morgan Co. in "Dr. Hoke."

Publix Vaude, Omaha

Omaha, April 1.

Having dropped the units at the Paramount, Publix is putting in William Morris vaudeville at the World Saturday, Sunday and Monday of each week, starting April 5.

Ted Mack will be m. c. An agreement was reached with the musicians' union to put the stage shows in after several weeks of haggling.

Louis E. Walters is handling the club department of the Amalgamated.

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AL TRAHAN

IMPORTANT

Anyone knowing of the present whereabouts of Mr. Martin Berk, formerly manager of the Nostrand Theatre, 276 Nostrand Avenue, Brooklyn, N. Y., please call the office of James E. Turner, 130 Clinton Street, Brooklyn, N. Y., Main 6400, attention Mr. Donner.

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When Pat Casey Told Indie Agents to Organize Did They Listen—Look at 'Em Now!

"I wouldn't give \$20 for one of your businesses just now. There is nothing to guarantee you'll still be in business when you wake up in the morning. Unless you organize for mutual protection, your racket, or what's left of it, is done."
—Pat Casey, quoted in "Variety," in July, 1929).

What Pat Casey told the New York independent vaudeville bookers at a meeting in the offices of the V. M. A. last July has come to pass. Because they have since refused to heed the warning; because they failed to see salvation in organizing and inevitable ruination in separation; because they declined to drop their cut-throat, cheap competitive methods which were eating from within; because they could not see the advantages of mutual protection; because of blockheadedness and petty inclinations—the indie booking business is, as Pat Casey said it would be, done.

It's 99% gone right now, remaining 1% is staggering. The indie vaude house operator of today is no longer the sap. It's

been educated with the rest of show biz. He no longer falls for the bull, bunk and stall of the gyp. He knows all the answers. He's been watching the bookers through a talking picture microscope.

That the business is shot is admitted by the bookers themselves. With the panic on their side using all means of keeping alive, but few are even slightly successful. The battle for existence, now just about over, has been waged among the brethren in such a way that they are bumping each other off and themselves at the same time.

At this moment there are about 20 or 25 theatres playing vaude one or more days weekly and booked in the open by the New York indie bookers. These are the remaining theatres buying their acts outside the R-K-O, Loew, Fox, Warner and Public offices.

Same Way Away

Away from New York the same condition exists and the same reasons for it apply. Such towns as Philadelphia, Detroit, Cleveland, St. Louis, etc., each former supporters of half a dozen indie booking offices, are off the indie map. Chicago, once a fertile spot, has nothing to offer.

The west coast booking centers, Los Angeles and Frisco, are also about through.

Nothing remains. The many bad boys made it tough for the few good ones. Even the good ones wouldn't co-operate.

That the bad boys are through may be a boon to acts and show business in general, although even with their passing there is the accompanying passing of playing time.

The good ones have only themselves to blame. They wouldn't listen.

MADISON AND KENMORE AS FREEMAN'S TRY-OUTS

Kenmore and Madison, are the two theatres selected by Charles Freeman as New York break-in spots for the four-act western (Orpheum) road shows.

First western bill opens July 13 at the Kenmore.

Last halves at the Kenmore and firsts at the Madison will be spot booked by Freeman's department, as they are now booked by George Godfrey. With both theatres playing five acts as a regular policy, one act will be added to the western intake bills for the week in New York.

Two suitable theatres comprising a week of playing time have been sought for the western shows so that they may be seen and reconstructed if necessary before getting out of reach. First out of town date for the bills will be Syracuse, immediately following the Chester with no layoff in between.

NO F. & M. DROP-OUTS

Los Angeles, April 1.

Reports that Fanchon and Marco Ideas will not continue in Denver and Oklahoma cities are denied by Marco. He states the contract with management of Tabor Grand, Denver, is protected by one-year notice of cancellation from either party, and to date none has been made.

Marco says shows will also continue in the Orpheum, Tulsa, where they are now playing four days; Orpheum, Oklahoma City, four days; and Miami, two days.

Contracts for these towns have minimum of one year to run, with shows playing there only two months.

Murray Bloom Out

Chicago, April 1.

Murray Bloom's verbal agreement has been taken up by B. & K. for \$3,400, and Bloom given his release.

He joined B. & K. production staff as one of the unmentioned "renewed contracts" when the Marx Bros. sold out to Publix.

No Fox Franchises For Booking Agents

Nothing doing on the reported agency franchise grant in the Fox vaude offices and as far as known there will be none as long as Jack W. Loeb is in charge. All of the agents visiting the Fox offices and this takes in the stampede on the Jack Allen books for the Fox Metropolitan houses are seen, although first there are the first interviewed, Loeb's aides, Phil Bloom and Jesse Kaye, are insistent every act booked through them must be seen and vised accordingly.

MAY ROUTE NORMAN EAST

Vancouver, April 1.

Arriving here after a tour of vaude houses in Australia, Karyl Norman is remaining in town pending communication from RKO. Understood that RKO intends routing Norman east from this point.

Tabor Holds Units

Denver, April 1.

Tabor is not discontinuing its stage shows on account of an agreement with Publix as reported.

Fanchon & Marco Ideas here as usual.

Middletown's Act

Middletown, Conn. April 1.

Vaude is back in Middletown. House now using five acts last half.

VAUDE ROAD SHOW MAY EASE PRESENTATION

Extending the vaude show and straight vaude wherever feasible and dropping out of the regular presentation idea in certain houses is now being considered by Loew. Execs explain idea as natural evolution and by no means spelling the out of the presentation. House program now being considered change takes in at least two metropolitan deluxers. One is the Pitkin, Brooklyn, where presentations now the vogue may be replaced by straight vaude.

Loew now has four vaude road shows enroute. With Canton, off for presentations it leaves the circuit with 12 weeks for presentations which will become 11 if and when the Pitkin is categorized into the same regalia.

Principal behind the idea is that the presentations are built to run an average of 35 minutes. When in certain houses where the firm takes a short end, the presentation has to be stretched with the same limited personnel, it has meant that the some players have had to add numbers to their regular routine for one house and cut for another. Loew execs have found that this method has jumped the original layout of the presentation which when moving sort of got slopped up by the off and on numbers.

ENOS
FRAZIER
"Acme of Finesse"
THIS WEEK (March 29)
Orpheum, St. Paul
MANAGERS
LEE P. STEWART & LEWIS NOBLEY

ATTENTION
If Charles Bonnor, Peggy Lightfoot, Vivian Barkley and Jack Lannar, or anyone knowing their whereabouts will communicate with
Timesly & Martagni, 137 So. La Salle St., Chicago, it will be to our mutual advantage.

HARRY and MARJORIE
RISTORI
PEP—PUNCH—PERSONALITY
Second Week in America
Now Appearing at PALACE, Chicago
Many Thanks to Yorke and King, Joe Marks and Fisher and Gilmore

WATCH FOR OUR NEW ACT—NOW IN PREPARATION

EDITH RAY

EVANS and MAYER

"The Cowboy and The Girl"

Week of March 29th R-K-O PALACE, NEW YORK

AGENTS TO SIGN FOR ACTS, R-K-O SUGGESTION

Power of attorney for R-K-O agents, giving them authority to sign contracts for the acts they represent, has been submitted to the agents by the booking office. The act reps are said to have reacted favorably.

Through this plan the booking office seeks to correct the present delay and waste of time in the return of signed contracts by acts. With bookings not considered binding until signed contracts are returned, delays frequently make it difficult for the bookers to set their bills.

The power of attorney to be given the agents would cover R-K-O vaudeville transactions only. Booking office does not suggest granting the proxy signature right to agents for other matters.

In the plan submitted by R-K-O to the agents, latter are asked to take the matter up with acts and determine whether they will agree to permitting the agents to sign contracts in their behalf as well as represent them for bookings with R-K-O.

SIMMONS GOING BACK

Talked Through to B. S. Moss About Vaudeville

Dan Simmons, former Keith booker, who declared his sudden return from abroad was for the purpose of straightening out his mother's estate, will return to Paris in another few weeks.

Simmons was reported called to New York by B. S. Moss on hurried notice. At the time Moss was talking about establishing his own circuit of vaude theatres. After Simmons saw Moss the latter stopped talking vaude.

Meyers Bros. Agency

Eddie Meyers is leaving the New York William Morris office to go with his brother Walter in an eastern indie agency. Walter was coast manager for Morris until recently. Joe Kornblith, also lately with Morris, may be associated with the Meyers brothers.

Louis Walters, who resigned from the R-K-O club booking department a couple of weeks ago, has accepted a similar assignment with Amalgamated Vaude Exchange.

"Out" Assn. Agents Set

Jack Hart, Bill Cowan, Phil Oflin, Tony Ferri and Nick Agnetta are the six "out" associate agents set to remain on the R-K-O floor through connecting with franchised offices. These six affected when the agencies with which they were affiliated were recently disenfranchised.

Hart goes with Billy Jackson, Cowan with C. B. Maddock, Oflin with Eddie Keller, Ferri with Harry Fitzgerald, and Agnetta with Charlie Bierbauer.

Booking office states this is the complete list of "out" associates to be permitted to remain on the floor. All of the others declared out, including the office heads.

Premier Losses Vaude

Straight film policy supplants former vaudfilm policy at Loew's Premier, Brooklyn, this week.

House former vaudfilmer and operated by independents was taken over last year by Loew's, with vaudfilm policy continued until now.

Harry Mitchell is out as manager of R-K-O Jefferson, New York. Harry MacDonald, from the Riverside (dark), succeeds.

Theatres Proposed

Astoria, N. Y.—\$75,000. Also stores and offices. Northwest corner 28th street and Steinway avenue. Owner, Loew's Inc.

Calumet City, Ill.—\$100,000. Also stores and apartments. 1524 place and Wentworth. Owner, Calumet City Theatre Corp.

Chicago, Ill.—\$2,000,000. Also stores and offices. 324 and Commercial. Owner, Fox Chicago Co. Architect, with-hold.

Franksville, Ind.—\$1,500,000. Also offices. Southwest corner 4d and Sycamore streets. Owner, company forming, care A. Phelps. Architects, Bowling & Shank.

Hamilton, O.—(Paramount) \$750,000. Also stores and offices. Owner, The Midham Company, Cincinnati. Architects, Rapp & Rapp.

Independence, Kans.—\$35,000. Also lodges and stores. Owner, J. O. F. Architect, D. R. Sanford. Site and policy not given.

Johnson, Kans.—\$19,000. Owner, Fias & Sons. Site and policy not given.

Long Branch, N. J.—\$100,000. (All.) Broadway, owner, Reade's, N. Y. C. Mauston, Wis.—\$15,000. Owner, A. A. Susszycki. Site and policy not given.

Middletown, O.—\$750,000. Also stores. Broadway. Owner, The Midham Company, Cincinnati. Architects, Rapp & Rapp.

Newark, N. J.—\$2,000,000. \$78-80 Broad street, 15-32 Lafayette street. Owner, Warner Bros. Architects, Eberson & Eberson.

New York, N. Y.—\$1,000,000. Also office building. 245-247 West 22d street and 230-232 West 24th street. Owner, Bentrly Theatre Corp. Architect, Eugene De Rosa.

Norristown, Pa.—\$700,000. Main street. Owners, Abe and Louis Solonky.

FOR STAGE SHOWS

(Continued from page 45) for stage support. There are not so many "money pictures" at present as in the early day of the talker.

Neighborhoods

On top of this is the matter of the neighborhood theatre as against the downtown palace with its straight picture show at higher prices. That is well covered in the Picture Department of this issue in a story from San Francisco. That story states some of the downtown film houses there must go to extra stage attractions to stand off the neighborhood's lower scales and quick release dates of the downtown first-run talkers.

Reports are of indie film houses in the smaller towns, many of which have been dependent for the side stage shows on talking shorts, evincing interest in vaude of late, writing to the larger booking offices inquiring. The Corner circuit of New York, Pennsylvania and Ohio is said to have this in mind with its present negotiating to booking through the independent owners are in a mood to listen to a vaude sales talk.

ILL AND INJURED

Mrs. Sabel Marlon (Marion and Marlon) in French hospital following major operation getting along splendidly.

Edna Archer Crawford has had the cast taken off her broken ankle and now able to walk around French hospital with aid of care and crutch.

Olga Kalinin, under N. V. A. care at French hospital, who was brought down from Saranac Lake, N. Y., for an operation on her neck, showing great improvement; permitted to go outdoors on pleasant days.

Richard Cook, who suffered paralytic stroke eight months ago and has been in N. V. A. room at French hospital, left there March 29 and is with friends in New Jersey.

Tommy Meegan, who has been ill in French hospital, improving.

Thomas R. Bell, operated upon for intestinal trouble in French hospital, showing improvement.

Harry K. Huffman, owner of Aladdin, America, Bide-a-Wee and Bluebird theatres, Denver, recovering from an operation.

After several weeks' illness from which he apparently recovered, Manager Joe Franklin, Keith's, Ottawa, was taken to Ottawa Civic Hospital March 28 for an operation.

Grace Wells, last with "Oriental Girl" (Mutual), recovering from a skull operation at the Indiana Christian hospital, Indianapolis.

Thomas J. Shea, stage manager, Middlesex theatre, Middletown, Conn., suffering from injuries received in an auto accident last week.

NEW ACTS

Al. Pharr and Johnny Barry, both from burlesque, have teamed for a new act. Barry has been in vaude since closing on Columbia wheel, while Pharr closed last week with the burlesque stock at the Play-house, Passaic, N. J.

George Jones and Joe Brady (Brady and Mahoney).

Bill Adler Moves Up

Chicago, April 1. By promotion of J. J. Hess to western R-K-O exploitation chief, Bill Adler steps into Hess' former post, in charge of theatre advertising for Indiana, Iowa, Illinois, Michigan and Wisconsin.

Mid-West R-K-O Mgrs.

Chicago, April 1. Mid-west district R-K-O house managers scheduled to meet here this week with Nate Blumberg, western boss, and J. J. Hess, exploitation chief, to draft plans for an April drive.

SURELY YOU HAVE SOME OPEN TIME!!!

CUT OUT THE ROUTE SHEET BELOW

"FILL IN" THE DATES YOU HAVE "BOOKED"

MAIL IT BACK TO ME—I WILL DO THE REST

A
ROUTE
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NAME..... ANY STANDARD ACT		PHONE..... HARRY A. ROMM		SALARY..... THE BIGGER THE BETTER	
APRIL	4 5	6			
	11 12	15			
	18 19	22			
	25 26	29			
MAY	2 3	6			
	9 10	13			
	16 17	20			
	23 24	27			
	30 31	3			
JUNE	7 8	11			
	14 15	18			
	21 22	25			
	28 29	2			
JULY	5 6	9			
	12 13	16			
	19 20	23			
	26 27	30			
AUG.	2 3	6			
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FILLING

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DIME

HARRY A. ROMM

NOW BOOKING WITH

LOEW WARNER

PUBLIX FOX

ALL INDEPENDENT CIRCUITS

TALKERS — RADIO — PRODUCTIONS

LEONARD ROMM Gen. Mgr.

804 PALACE THEATRE BLDG.

BRYant 8534-5

Cable Address "HAROMM"

NAUGHTON and GOLD

R-K-O. PALACE, NEW YORK, THIS WEEK (MARCH 29)

THANKS TO ALL OUR AMERICAN FRIENDS

YOUR NEW YORK HOME

Our Patrons

- Pauline Saxon
- J. K. Emmet
- George Fontana
- Lew White
- Charles Warren
- Hugh Cameron
- Mlle. Marguerite
- Frank Gill
- Armand Emanuel
- Gypsy Byrne
- Sidell Sisters
- Keller Sisters
and Lynch
- Paul Specht
- Chas. Abbott
- Spence and True
- Stan Kavanagh
- Willie West
and McGinty
- Louis Berkoff
- Edna Torrence
- Billy Sharp
- Al Bernard
- Angel Cansino
- Ross Wyse
- John Price Jones
- Kentucky Twins
- Watson Sisters
- Enlaie and Burnoff
- Fay Adler
- Carter Bros.
- Morton Blumenstock
- Wm. Seabury
- Dale Wimbrow
- Egon Putz
- Paul Tremaine

SHOW BUSINESS ENDORSES THE TRUE HOME COMFORTS OF THESE FIREPROOF MODERN HOUSEKEEPING APTS. AND HOTELS

*PLEASANTLY FURNISHED ~ OR UNFURNISHED
WHETHER YOU ARE IN NEW YORK TEMPORARILY OR PERMANENTLY, LIVE
AMONG YOUR FRIENDS IN AN IDEAL WAY, PRACTICALLY AND ECONOMICALLY.
CALL TO INSPECT OUR APARTMENTS ~ OPEN EVENINGS WITH AN OFFICE AT EACH ADDRESS.*

1500 SUITES - REASONABLY PRICED IN THE HEART OF THEATRE LAND

HANG UP YOUR HAT ~ ORDER THE GROCERIES ~ YOU'RE HOME!

BENDOR COURT

343 WEST 55TH STREET
A MODERN, 9 STORY, FIREPROOF ELEVATOR APMT
2-3-4 ROOM SUITES
FROM \$130 UP MONTHLY
FURNISHED

LANDSEER APARTMENTS

245 WEST 51ST STREET
9 STORY MODERN FIREPROOF
2-3-4 ROOM SUITES
FROM \$115 UP MONTHLY
FURNISHED

HILDONA COURT

341-347 WEST 45TH STREET
6 STORY FIREPROOF
1-2-3 ROOM SUITES
FROM \$18 UP WEEKLY
FURNISHED

IRVINGTON HALL

355 WEST 51ST STREET
2-3-4 ROOM SUITES
FROM \$22.00 UP WEEKLY
FURNISHED

HENRI COURT

312-314 WEST 48TH STREET
3-4 ROOM SUITES
FROM \$20 UP WEEKLY
FURNISHED

HOTEL RICHMOND

70 WEST 46TH STREET
FROM \$2.00
PER DAY

HOTEL MARSEILLES

103rd ST. AT BROADWAY - 7 MIN. TO 42ND ST. - ONE MINUTE
TO RIVERSIDE DR - 3 MIN. TO CENTRAL PK. - FROM \$2.00 PER DAY

HOTEL ANDERSON

102 WEST 80TH STREET
ONE MINUTE FROM CENTRAL PARK - FROM \$3.00

OWNER-MANAGEMENT

ALL APARTMENTS UNDER THE PERSONAL SUPERVISION OF

245 W. 51ST ST.
NEW YORK.

CHARLES TENENBAUM

TELEPHONE
COLUMBUS 8950

WITMARK CAPTURES MYSTERIOUS MOSE!

THE SEASON'S MOST CAPTIVATING AND NOVEL FOX-TROT
WORDS AND MUSIC BY WALTER DOYLE

REFRAIN

If your path at mid-night dark by a grave-yard goes, And
When you're get-ting lots of pet-ting where the fire-light glows, If
some-one whis-tles, (whistle) That's Mys-ter-i-ous Mose! Or on some dark and
some-one whis-tles, (whistle) That's Mys-ter-i-ous Mose! When you're park-ing
storm-y night While the tem-pest blows, If some-one whis-tles, (whistle)
with your sweet-ie On the coun-try roads, If some-one whis-tles, (whistle)
That's Mys-ter-i-ous Mose! He sees all, he knows all, He gets in ev-'ry-
That's Mys-ter-i-ous Mose! He sees all, he knows all, There's no place he can't
where, Some night he might wait for you up-on the stairs, So
get, But don't be ner-vous, he nev-er told a se-cret yet. And
when you're go-ing down the cel-lar walk up on your toes, And if
ev-'ry place the 'white mule' kicks, ev-'ry door-man knows When
some-one whis-tles, (whistles) That's mys-ter-i-ous Mose.

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WRITE LOADS OF EXTRA CHORUSES PHONE WIRE CALL

HANGIN' ON THE GARDEN GATE

THE NATION'S FAVORITE FOX-TROT

BY GUS KAHN & TED FIORITO

WATCHING MY DREAMS GO BY

FROM "SHE COULDN'T SAY 'NO'"
BY AL DUBIN & JOE BURKE FOX-TROT

YOU CAN'T GET TO HEAVEN THAT WAY

BY IRVING CAESAR & SEYMOUR SIMONS
FULL OF RYTHM AND MELODY

M. WITMARK & SONS

IRA SCHUSTER ... GEN. PROF. MGR. ... BOB MILLER ... RADIO and ORCH. MGR.
CHICAGO, 910 WOODS BLDG. ... 1659 BROADWAY, NEW YORK CITY ... 101 ASHLEY, 8425 HOLLYWOOD BLVD.
ST. LOUIS ... 401 AMBA/ADOR BLDG. PHILADELPHIA ... 1118 CHESTNUT ST. DETROIT ... 901 WURLITZER BLDG.
PITTSBURGH ... 1623 BLVD. OF ALLIES CINCINNATI ... 1206 CENTRAL PARKWAY MINNEAPOLIS ... 252 PANTAGER BLDG
SEATTLE ... 102 PIKE ST. BALTIMORE ... 827 HAMILTON TERRACE DENVER ... 1527 CHAMPA ST
BO/TON ... 108 TREMONT ST. AU/TALIA ... J. ALBERT & SONS LONDON ... B. FELDMAN & CO. NEW ORLEANS ... 731 CANAL ST

Learn to Be a Surefire Act!

Are you dissatisfied with your job as president of some old milly-willy bank? Do you tire of long hours on the directorial boards of various monotonous corporations? Why not start anew in a glorious trade where the plaudits of multitudes beat against your brow? Go to bed each night with applause ringing in your ears.

BECOME A VAUDE COMEDIAN
BY CORRESPONDENCE
Our series of 20 snappy lessons by mail are written so plainly that even an executive can understand them. We teach you how to dress and guarantee that your clothes alone will send the audience into roars of laughter. We show you how to wiggle your ears, do uproarious cart wheels, and cut your sex appeal across 12 rows of empty seats.

We tell you the difference between a gag and a pun, and explain why it is better to use either of them at a supper than to use did you ever hear of the locksmith who was so funny that even Love laughed at him? We

trained him! Another of our former students, Emmett Mulchahy, is filling the aisles nightly on a famous vaudeville circuit that has asked us to withhold its name for business reasons.

Read what some of our students have to say:

Limn, Ky.,
Attention Auditing Dept.:
You're a liar. I paid in full for the lessons when I started, and even if I didn't, I never will. Where am I now, after learning how to be a surefire act? Just try to find me. I won't be in Lima next week. Yah!
Gratefully,
Joe Klans.

Wagon Mound, Tex.
Gentlemen:

This is to let you know how glad we are that you took your excellent correspondence course in 20 easy lessons that even an executive can understand. Previously my husband and I owned a chain of grocery stores in Tulsa.
Now we are full-fledged vaude-

ville actors, and every week the guy who bought our store sends us a crate of mixed canned goods. We have asked him to do this until we get a chance to play our act. As we sold the stores in 1926, we figure our wealth will come any year now. Your devoted puppets,
Harry and Mary.
(Songs and delightful conversation)

Cross Roads, Ala.

Gents:
Why should I write a letter with one of them there new indorsements? Do you want me to lie and tell people I'm working?
I tried out my act at a church benefit here in Cross Roads. I am now the church janitor, and heaven have mercy on your souls, if any.
Amen.
Jerome Phasut.

These are just a few of the many letters which may be seen for the asking at our office in the Glutz building lobby. There are some we couldn't print because you wouldn't believe the government mails would permit such praise.

Wait no longer! Sell your business! Cast off your job!
Life is a lark, and the public is so much birdseed.
Write! Wire! Phone! Holler! to the Vaco Vaudeville Correspondence School, Glutz building lobby.
(Ask for Harry)

INCORPORATIONS

New York

Ridge Road Amusement Corp., Rochester, general amusement business; \$12,000; Harland R. Martin, Halton D. Biv, Adelaide M. Carroll, Harry Biv, & Biv, Union Trust building, Rochester.

Music Sales Corporation, New York, operate theatres, motion pictures; 100 shares no par value. Filed by Thomas & Friedman, New York.

Edwin A. Rekin Theatrical Exchange, Inc., Manhattan, operate theatres, motion pictures; \$10,000. Filed by Steinberg & Levin, New York.

Skippy Theatre Corp., Manhattan, operate theatres, motion pictures; 150 shares no par value. Filed by M. S. & J. S. Isaacs & New York.

Rosena Rosenberg Theatre and Amusement Corp., Manhattan, operate theatres, motion pictures; \$10,000. Filed by William Goldberg, New York.

Theatre Manhattanello, furnish amusement all kinds; \$51,000. Filed by John D. Lyons, Monticello.

Contract Jones Devices Corp., Kings County, deal in sound recording devices of all kinds; \$100,000. Filed by Conner, J. Burch Conner, Harry Jones. Filed by Harry Joachim, New York.

Natural Vision Projection Screen Corporation, New York, deal in motion picture cameras; 200 shares no par value. Filed by Saul Wilchins, New York.

Fifth Avenue Mannequin Studios, Inc., New York, operate theatres, moving pictures; 100 shares no par value; Walter Miller, Ted Kelly, Joseph Tecca. Filed by Harry Jones, New York.

Independent Operating Corp., Manhattan, operate theatres, motion pictures; 100 shares no par value; R. M. Abelen, S. A. Fein, E. H. Israel. Filed by Schechter & Lotich, New York.

Miranda-Phillips Recording Studios, Inc., New York, \$20,000. Irving Isaacson, Murray Rislin, Sidney Mendelsohn. Filed by A. Irving Isaacson, New York.

Coffee Dan's, Inc., Manhattan, operate theatres, motion pictures; \$20,000. Filed by Soliers & Gluskin, New York City.

Delaware

Vieton Animatograph Corp., pictures; 12,000 shares no par. H. E. Grandland, H. H. Snow, L. E. Gray, Wilmington.

Aeme Sound Products, pictures, etc.; 100,000 shares no par. H. E. Voshell, H. D. Hargrove, G. S. Salmors, Dover, Del.

Third Dimension Films; 100 shares no par. W. J. N. Loftand, William Virdin, Rebecca Dunbar, New York.

Inspirational Articles, shown; \$20,000; 10,000 shares no par. Harry Mc McNally, Gladys E. McNally, Georgia McNett, New York.

Nation's Capital Publishing Corp.; general publishing; \$50,000 and 2,500 shares no par. J. Yarnon Pimm, Albert C. Hauser, Philadelphia; R. L. Spurgeon, Wilmington.

Color Foundation, pictures; 600,000 shares no par. Raymond A. Kirchner, Emilio Bonnot, Harold Bradley, New York.

Universal Sound System, pictures; 1,000 shares no par. Franklin L. Mettler, M. E. Mettler, P. M. Gilkey, Wilmington.

Theatre Managers, Inc., theatres; 500 shares no par. Harry H. Green, Eastburn, Bayard W. Almond, A. Joseph De-Flore, Wilmington.

Community Auditorium, theatres, etc.; \$100,000. J. T. Cooper, Dr. R. E. Neving, F. G. Leighton, New Kensington, Pa.

Color Classic Pictures, New York; 100 to 1,000 shares no par. Plaster Base Co. phonographs, etc.; \$500,000 and 25,000 shares, no par. Harry C. Hand, Samuel C. Wood, Wilmington, N. J. Stevens, New York City.

Loric Amusement Co., pictures; \$10,000. Henry McKewon, G. H. Reed, C. A. Donnelly, Wilmington.

Robb Amusement Co., theatres; \$1,000. Peter L. Garcia, Glensport, Pa.; Pete Tampa, Elizabeth, Pa.; Alexander J. Bieznki, Cravasburg, Pa.

Inside Stuff—Vaudeville

Palace billposter, Louis Lazarus, burned up Monday, with most of his animus against the American Burlesque people housed in the American. It seems Lazarus, mindful of Mutual burlesque's exit from the Columbia, New York, was planning to plaster the place with Palace stuff and on getting around to it, though bright and early, found the American burlesque crowd had beat him to it. Matter was taken up with R-K-O execs and even with the house's owner, Walter Reed. R-K-O feels it should have the spot for billposting since its lease started yesterday (April 1). American's angle in getting its bills on the Columbia was to grab off the patrons who came around finding the place closed.

With Bill Robinson, Adelaide Hall and Ethel Waters under term periods for Marty Forkins' vaude management, there isn't any chance of any of the three being obtained by Lew Leslie for his proposed new edition of the "Blackbirds."

It is reported that Robinson upon his return from the West Coast in May may head a new all-colored show but under other producing direction than Leslie's. Miss Hall is already engaged for it, upon her return from Paris in May.

Blue Noses Make Misery

(Continued from page 1)

men at the night show. They asked the show to stay in the state.

State-Center, dwindling town, two weeks ago discovered the populace was leaving too fast. Business men met to discuss plans for a new theatre. All present agreed that amusements were essential to normal business and the life of the community.

The spread of the idea, especially through Iowa, worries church members, but the opposition has been so overwhelming they have been unable to stop it.

Lina Basquette Faints And Cancels Bookings

Cleveland, April 1

Lina Basquette, fainted twice on stage while dancing at Palace last week. Too much dieting was the explanation handed to a skeptical press.

She folded up the act Friday, despite future bookings.



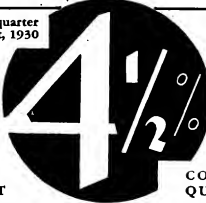
ANGELINA

"The Little Italian Girl"

She was born in Italy. She studied in the United States. She spent 18 months entertaining the A. E. F. overseas BEFORE she was a citizen of the U. S. She became an American citizen January 11, 1926. She is 4 ft. 8 in. big, and 104 lbs. heavy. She has a REMARKABLE VOICE. Look for ANGELINA next week.

WHERE CAN YOU FIND A SAFER INVESTMENT?

Interest for this quarter credited April 15, 1930



\$1.00 STARTS AN ACCOUNT

COMPOUNDED QUARTERLY

INTEREST PAID FROM DAY OF DEPOSIT TO DAY OF WITHDRAWAL

UNION DIME SAVINGS BANK

6th Ave. and 40th St., New York City

R-K-O—LET'S GO

ALPHONSE BERG

"Paris Fashions While You Wait"

This Week—PALACE, CHICAGO

Booked Solid Until August—Then Vacationing at Berg's Ranch—Los Olivos, Calif.

Direction HARRY WEBER-SIMON AGENCY

PALACE, NEW YORK—NOW

CHRIS CHARLTON

THE INTERNATIONAL ILLUSIONIST

Thanks to the R-K-O Executives

U. S. A. CHAS. ALLEN M. S. BENTHAM

EUROPE HARRY HILLING REEVES & LAMPORT

Musical Comedy Quality

Acrobatic Comedy

Comedy

Rhythmic Harmony of Films

billy m. greene

Now On Tour—Loew's Southern Times THIS WEEK AT MEMPHIS
Thank: AL GROSSMAN

Marcus Loew BOOKING AGENCY

General Executive Offices
LOEW BUILDING ANNEX
160 WEST 46TH ST.
BRYANT 7800 NEW YORK CITY

J. H. LUBIN

GENERAL MANAGER
MARVIN H. SCHENCK

BOOKING MANAGER
CHICAGO OFFICE

600 WOODS THEATRE BLD'G
JOHNNY JONES
IN CHARGE

EXTRAORDINARY! SPECTACULAR! DIFFERENT!
Armand and DeVore Co.
Featuring ALMA and ROLAND
E. Willis, H. Durr, M. Tracy, Offer "Music and Dance Unique"
NOW PLAYING JEFFERSON, N. Y. R-K-O, NEWARK, WEEK OF APR. 5
NAT SOBELL, Rep.

PHILCOFFIN

ANNOUNCES HIS ASSOCIATION WITH
EDWARDS. KELLER OFFICES
REPRESENTING ATTRACTIONS FOR R-K-O. AND AFFILIATIONS
1564 BROADWAY NEW YORK BRYANT 2973

PALACE

(St. Vaude) Helen Morgan is the bid for business this week, after a stretch of bad bills and sparse attendance...

They are not booking the Palace any more. A name act or two, with a new show and then, for foundation, and anything they can find to go with it.

Bookers of small-time theatres with economical budgets to fight are not enthusiastic about the Palace.

Palace audience is concededly the softest and most gullible in the country. It is easy to fool, possibly because it is influenced by environment...

And the headline, Miss Morgan, this week is a bill of eight acts, each batting high individually and not functioning as a unit.

Three acts from England—Chris Charlton, Naughton and Gold and Eppicola. All are first-class material.

A smarter stage money than 'La Belle Pola' never opened a Palace bill. The monk, with some minutes made-up with his own troupe.

Chris Charlton (New Acts) paces the magic with some English character and delivered English chatter.

Another New Act No.-3, Jimmy Cavanaugh and five specialty people from the floor of the Silver Slipper.

Naughton and Gold, now standard after a couple of weeks on the side, were strong fourth spot holders.

Miss Morgan, looking good, sang five numbers, including one encore, to close the first part. Sizeable hands at both ends, although no star of a stopped show here.

Bob Ripa (New Acts), imported by Joe Dugies, brought in his own troupe. Does the standard ball and stick tricks with his youth and age looks greatly magnifying the impression.

By this time the show seemed over. Evans and Mayer, expected to appear, were in at the finish after a slow start.

usual dance flash by token of striking, scenery, closed and held them in better than most.

'The Palace must have changed management,' remarked a little old fellow who has been here in weeks.

STATE

(Vaudeville) Bill Lowe laid out in accord with the hour for which called for solid comedy vaude as the foundation for the frame-up.

Manhattan Steppers ideal opener for this type of bill. Gets a brisk start with seven dancing youngsters at work with unison tap routine.

John R. Walsh pretty quiet No. 2 (New Acts), with his straight comical singing turn. Selections include ballads and love songs.

Joe Phillips, No. 3, life saver for the show with a fast start comical turn and a rough clowning with his two girls.

There's a favor of the burlesque about the show. The music is terrific and his vaudeville threats against the statuesque boys are Wheel stuff.

All set for Phil Baker with last week's talk, routine, which is a shade more alert than Brooklyn. New gag for the stock broker.

Skating turn of Van Horn and Inez trim closer, doing only 6 minutes. Fair, but not a great success.

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BERLIN

Berlin, March 19. Ernst Carow, knockabout comedian, favorite from the north of Berlin, where he runs a cabaret.

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presence and smoothness set him apart from other comedians, and in that looker at the piano he has an added asset.

Comedy sketches by Charles and Madelin Dunbar taking stage to mix clowning, joke, imitations and song.

Comedy opening number and following country adroit specialties fall to take hold right, latter probably because it is too long.

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Chicago, March 29. Another Atlanta act step by the booking office. Five out of the first five acts went heavy on the hoofing, and the Rooney family hadn't been seen since.

Opening, Harry and Marjorie Ristort, the novelty dancer, installed for the night and didn't catch on until Harry's comic ballad, with an extra twist. For this came called Chicken flirtation, barnyard imitations and kid crossfire for finish sell without coaxing.

And also the act of Murray and Allen, in next to closing. Comedy opening number and following country adroit specialties fall to take hold right, latter probably because it is too long.

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BUSHWICK

(Vaudeville) Pleasing turn, which turns with each going over. House plays six acts, one more than the majority of the other vaude houses.

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BEDFORD, B'KLYN

(Vaudeville) Fair neighborhood vaude show and act, but with business considerably of Thursday night. House was less than half filled.

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LINCOLN SQ.

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STATE LAKE

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Business excellent. Loop.

BOB RIPA (1)

Bob Ripa, youthful juggler, came from New England, and is a good one like a Swede. He is a juggler specializing with the ball and stick act...

CARROLL and DAVIS (2)

Betty Carroll and Wally Davis are doing the same turn Jeanette Hackert has been making for the past year, apparently by arrangement...

JACK GERSON

Jack Gerson, original lyric poet, "The Little Faith in Me," will be cut by the R-K-O censors if Friend and Straight singer of the concert style...

MARIO and LAZARIN

Mario and Lazarin, two boys, both possessing excellent voices, were adaptable to the duet harmony they use...

"KRAZY KATS" (8)

"Krazy Kats" is a new variety act featuring a question Hippodrome (V-P) with little talent and a setting room from novelty scenes presented by costumes in dimickry of comic cartoon act...

DEEP RIVER ORCHESTRA (10)

Willard Robinson and band are regulars on radio. They have something out of the ordinary in Robinson's numbers and arrangements...

FRIEND and WELLS

Friend and Wells is in erratic civilian attire with Wells in a cop's uniform. Comedy crossover between Wells as a cop and Friend as a cop...

LANE, HOWARD and NOBLE

Lane, Howard and Noble, three special comedians, Fred Allen is given credit for authoring the piece, which will do him good, for it is slow moving and does not contain one solid gag in the entire proceedings...

MARINOFF and CANINES

Marinoff and Canines, novelty dog act, evidently foreign, projecting the canine cast in a travesty on "Volga Boatman," which shows plenty of laughs from the handles, prefacing act with a trailer on screen explaining nature of the act and cast...

ERNA RUBINSTEIN

Erna Rubinstein, violinist, young Hungarian girl violinist prodigy, playing "The Blue Bird" and the enormous Roxy to hushed attention and took three legitimate bows, unaccustomed to the stage...

CHRIS CHARLTON (2)

Chris Charlton, English conjurer, are devoted to the two stunts that put him over. These are the "The Vanishing Girl" and a new twist in disappearing girl for the finish...

MEDRANO and DONNA (8)

Medrano and Donna, established team, are expert tango and Spanish style dancing. Medrano is a pianist and contains two concertina players and churns out some interesting music...

JOHN R. WALSH

John R. Walsh, straight singer of the concert style, doing a routine cycle of songs accompanied by a girl at the piano named Joyce Heaney...

SMART SET REVUE (7)

Smart Set Revue, principals are Mary Ferguson, and Del Val who once teamed in a mixed act, carrying Mary Brian, blonde dancer and a four-piece band...

SIM MOORE and PAL

Sim Moore and Pal, acrobats, doing a routine cycle of songs accompanied by a girl at the piano named Joyce Heaney...

JIMMY CARR BAND with Silver Slipper Revue (19)

Jimmy Carr band with Silver Slipper Revue, series of specialties, some of them good, one of them excellent, before a stage band with a conductor...

FAYE and BANNISTER

Faye and Bannister, whirlwind dancing by the principals, with a few variations in three routines, is stretched to pull this flash out of mediocrity...

KENNY and GREEN

Kenny and Green, two-man hoofing team and a girl, who sings at the piano as accompanist for her solo dance and before and after does some dancing herself...

FOUR CRACKER JACKS

Four Cracker Jacks, poor turn, of no marked merit, helped along by drunk dance, which backgrounds all turns at this house...

JONES and WILSON

Jones and Wilson, boys working in front of street door, performing in front of street door, each other with lazily delivered crossfire, reminiscent of Amos 'n' Andy...

SEALTIER (1)

Sealtier, digit sniper with finger graceful, one of them excellent, before a stage band with a conductor...

Hollywood Dailies

Hollywood Dailies, shooting the rehearsal of an entire production before starting on the final print is declared impractical by the act...

John M. Stahl's first directorial assignment

John M. Stahl's first directorial assignment under his new two-piece team of Jean Kenney and Ioleen Green in "Tale and a couple of songs. Groundwork for cross talk is credited to Joyce Heaney...

William Scully, recently elevated to directorship by Fox

William Scully, recently elevated to directorship by Fox, has been named as "Alcatraz" by Alfred Werkerplace...

Loew's Friday Openings

Loew's Friday Openings, Loew theatres here, Penn and Aldine, go from Monday to Friday openings this week. They're the last in town to get away from the beginning of the week opening Monday...

Variety Bills
NEXT WEEK (APRIL 5)
THIS WEEK (MAR. 29)

Numerals in connection with bills below indicate opening day of show, whether full or split week

PARIS

Week April 2
Cirque D'Hiver: Fullon Bergere
Gerson: Volande
Branca: Albert Carro
Lulu: Walter Choo

LONDON

Week of April 2
FINSBURY PARK: Victoria Palace
Empire: Thelma A Good Girl
LONDON: Hippodrome

PROVINCIAL

ENGLAND
BIRMINGHAM: Empire
GLASGOW: Empire
MANCHESTER: Empire
NOTTINGHAM: Empire
SOUTHAMPTON: Empire

Picture Theatres

NEW YORK CITY: Paradise (28)
NEW YORK CITY: Grand (28)
NEW YORK CITY: Grand (28)
NEW YORK CITY: Grand (28)

GI Bell & Co.
Barrett & Cuneo
Huntington
Gates Ave.
Nan. Blackstone
John Phillips Co.

OPENED IN
C. B. COCHRAN'S
"1930 REVUE"
Favillon Theatre, LONDON, ENGLAND

Ruddy Howe
Galtant 4
Lafayette (28)
Alfred Lottel
Sylvan
CLEVELAND
State (29)

THE TEN
KIKUTAS JAPS
OPENED ON
Loew Vaudeville and Picture House

Hamilton
Int. Revue (2-4)
Marilyn
Charmy
Charmy & Conroy
New Orleans
State (5)

HOWARD SLOAT
BONDS FOR INVESTMENT
A. S. Leach & Co. Inc. 17 William St. N. Y.

Great Rolle
Wm. J. Wagner
FLUSHING
Int. Revue (2-4)
Myra Langford
Ricardo Cortez

NEW YORK CITY
Boleward
1st half (2-3)
Gordon's Dogs
State (28)

TUESDAYS
JACK L. SHUTZ
MANHATTAN
159 West 47th St.
NEW YORK

NEW YORK CITY
86th Street
1st half (2-3)
2nd half (2-3)

Thank You Doctor
McManus & Hickey
Partner-Hall Orch
1st half (2-3)
2nd half (2-3)

NEW YORK CITY
1st half (2-3)
2nd half (2-3)

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News from the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

LONDON

Frank Vesper's adaptation of Gertrude Stein's "Deborah" is due at the Lyric next month, displacing his own "Murder on the Second Floor."

"Heads Up" is Lee Ephraim's next, due for the Palace in April. Sydney Howard, Louise Brown and Arthur Margerson to play.

"The Callender" goes out of Wyndham's for Wallace's play of Chicago gunmen, "On the Spot," April 2. First play, doing big biz, will probably get another theatre.

M. Guerrero and partner were badly knocked out when doing a motor-cycling stunt at a Welsh variety show. Off for months.

Lajest John Van Druten plays "After All," due at the Arts April 2. Helen Hayes featured.

Alison Leggatt, actress, married to Lt. Commander Shene Clarke, retired naval officer.

Tommy Fields, brother of Gracie Fields, married to Dorothy Whiteside, Gracie's understudy.

Cheapest Quota quiddey, untested, has been finished by small time unit at an estimated cost of \$4,000, including stock.

NEW YORK

Court of Errors and Appeals of N. J. reversed the decision of the lower court regarding the division of the \$1,000,000 Caruso record royalties among Caruso's inheritors and ruled that the \$1,000,000 should be divided according to Italian law in accordance with this. Gloria Caruso, daughter of the deceased tenor will receive 50% instead of the two-thirds which the lower court awarded her. Four other relatives will receive one-eighth each.

"Dinty" Moore's, at 216 West 46th street, restaurant, was again raided last week. Federal agents rushed into the kitchen and got a large quantity of champagne, whiskey and high-powered beer. William Moore, son of Dinty, and four employees were arrested. Moore, Sr., is in Miami.

Hotel Lafayette, Long Beach, Long Island, was swept by fire and only the four walls were left standing. Damage was estimated at \$100,000. Hotel not occupied at the time of the fire.

Mrs. Edith Janney, in her suit for divorce from her husband, Eustace Janney, stated her husband conducted himself in an unseemly manner with an unnamed young girl.

woman in the Canadian wilds and also in Chicago. William Burr was appointed referee.

Theodore Schoenheit, 22, actor, living in the Bronx, was arrested, March 19, non-admitted robbing Philip Balahim, taxi driver, of \$14 in cash and driving away in the taxi. Both were held until they were drunk at the time of the robbery.

Herbert Bronson, Jr., 23, son of the director, was arrested for carrying a concealed automatic revolver in New York City. He and his companion, Oscar Friend, when they aroused the suspicions of a State trooper, who was on duty with them, fled with the weapon. They were held in \$5,000 bail for the April Grand Jury. They furnished the bail and departed.

Gilda Gray vigorously denied the rumor that she and T. Frank Stewart, retired millionaire, were secretly wedded.

First rendition of the sound recording of General Electric's talking picture of the 100 mile race conversation between Admiral Byrd and Adolph S. Ochs, which took place March 22, was heard over the Advertising Club in New York.

Personal possessions of Marion Talbot, former girl who went back to nature, were auctioned off by the Broadway Art Galleries. It was quite a surprise to those attending when a number of spic books, which had run amok of the law were offered for sale.

Will Morrissey says he's back in the picture. He is making an announcement he has taken a lease on the Gansvoort theatre in Greenwich Village and starting soon will have Morrissey's "Tollie Berger Revue" there. Book and lyrics of show by Morrissey with music by Eubie Blake (formerly Sings and Blake).

It will be a mixed show. The white section will include Middle Miller, Ted Marcel, Jackie Beekman and Bill Brown. Principal Negroes will be Jess and Dade and Albert Hunter.

Will Osborn publicity injunction suit against Rudy Vallee was thrown out of court in New York Monday. Captain Mains is Osborn's P. A. Suit got plenty of type going in and out of court. Allegation Vallee had libeled Osborn in Vallee's book.

Three girle cooch dancers, Mary Allen, Helen Smith and Ruth Green were arrested and charged with putting on an immoral dance when the police raided another in the Lexington Dance Hall, 109 East 116th street. Three men, Jack Hadden, David Emmer and Harry Rothman, had to be taken to those attending the stag, were arraigned with the girls on the charge of aiding and abetting an immoral performance. About 500 men were watching the girls when cops smashed the windows and broke in.

Two theatre office safes were carted away bodily over the week-end, with the yeags realizing a loot of almost \$4,000 in cash. When the janitor of the Regway theatre, opened the office he found that the theatre safe, which contained \$2,000, was missing. Something was discovered when the janitor of the Ambassador, Brooklyn, opened. Safe gone with \$1,930.

Allyn King, showgirl, committed suicide March 29 by leaping from her fifth floor room window at Waverly Place. She was not proclaimed dead until Sunday. The doctors at the hospital were for her recovery. Despondency is reported to have been the cause for taking her own life. Miss King was the prima donna of "Follies of 1929" and also played the lead in "Florida Girl" and "Ladies Night." Overweight forced her to retire. She recently attempted to stage a comeback, but failed.

Marco Montedoro, costume designer for Roxty, will create and design the costumes for the opening performance of the Olympia, Berlin. Olympia, formerly a vaudeville theatre, will shortly on a picture presentation policy along the order of the Broadway cathedrals.

Therese French Shop, Atlantic City, started suit against Winnie Lightner for \$25, claiming the Miss Lightner ordered gowns from the shop and then refused to pay for them. Miss Lightner stated that the skirts were half an inch shorter than the custom, and since she could not wear them she did not see why she should pay.

Florence Wakefield, understudy for the femme lead in "Broken Dishes," announces her engagement to Alan S. Hays, attorney.

Lord's Day Alliance reminded the management of Ringling Brothers and Barnum and Bailey that the penal law of New York forbids circus performances on the Sabbath, and advised what the circus was going to do about it. Circus management said it would stage Sunday performances as heretofore; that is, as

Wealthiest Chauffeur

Hollywood, April 1. World's wealthiest chauffeur has been discovered. He's worth \$450,000, gets \$600 a month, and still behind the wheel after 22 years. Not an example of Hollywood profligacy. He has no charities for him. Drives for head of big milk company.

charitable benefits, a ceratin percentage of the receipts going to charitable organizations, and the charities for this year have yet to be chosen, they announced.

Judge Gordon, of Philadelphia, established the legality of sound films of a prisoner's confession as evidence against him. He talked of the confession of Harold Roller, 22, who was convicted of burglary, brought the judge to the above conclusion.

Alexander Werner, on an assigned claim from the Shuberts, secured an attachments for \$3,500 against the property of Oscar Strauss, Viennese composer, on the ground that Strauss is a non-resident, but now in California. Shuberts based their suit on an alleged breach of contract made with Strauss in Berlin in 1925, whereby the latter was to write the music for two of their operettas. Shuberts alleged they gave Strauss \$2,500 on advance royalties and an additional \$1,000 for expenses.

Walter Hampden relinquished his lease on the theatre bearing his name, at Broadway and 63rd street. The theatre will be taken back to R-K-O, who originally leased it to Hampden in 1925.

CHICAGO

No more guarantees for fighters at the Chi Stadium. Sheldon Clark, chairman of Stadium board, will resign and devote his time to his oil interests.

Jane Love of "Street Singer" was selected as typical American girl by

NEW YORK THEATRES

7th CAPACITY MONTH BROCK PEMBERTON Presents Strictly Dishonorable Comedy Hit by Preston Sturges Staged by Arthur Kober & Parkhurst VIVIAN THEATRE, West 45th Street, Eves. 8:30. Matn. Thurs. & Sat. 2:30

7th. W. 44th St. Eves. 8:30 Matn. Thurs. and Sat. 2:30 6th MONTH DAVID BELASCO Presents

It's a Wise Child A New Comedy by Laurence E. Johnson

ROXY 59th St. & 7th Ave. Dir. of S. S. Rathbun (ROXY) JOHN BONES In the All-Talking Musical Spectacle X CAPTAIN OF GUARD Mr. Bole Appears in Person at 8:30 P. M. Daily Violinist Regular. Roy Features

GRETHER GARBO TALKS "ANNA CHRISTIE" A New Musical Picture ALL-TALKING Based on EUGENE O'NEILL'S Play 5th St. 5th St. 5th St.

2ND YEAR IN NEW YORK CITY STREET SCENE has moved from the FLYHOUSE TO ANOTHER FLYHOUSE For further information see daily papers

THE APPLE CART Bernard Shaw's Political Extravaganza MARTIN BECK Thea. W. 45th St. Eves. 8:30. Matn. Thurs. & Sat. 2:30

THEATRE GUILD Presents Opening Monday Eve. 8:30 A Month in the Country By IVAN TURGENEV GUILD Thea., 52d St. W. of W. 3rd Ave. Eves. 8:30. Matn. Thurs. & Sat. 2:30

Woodrow Wilson chapter of the Disabled Veterans.

Harry O. Volter, Texas Gulman's business manager here, and held in connection with shooting of Leon Switzer, cafe owner, is also wanted in Cincinnati on charges of robbery and assault to kill, according to the police.

George M. Sunday, 36, son of Billy Sunday, evangelist, held here last week for Los Angeles authorities. Arrested on charges of being drunk and disorderly.

Harry O. Volter, manager of the Arthur Reed, were reported among in a true bill by the grand jury last week charging them with assault to kill.

Spurious Check Passer Gets 10 Yrs. in Sing Sing

A 10-year sentence in Sing Sing was imposed on Frank Masal, 30, salesman, of Boston, for flooding the Broadway district during the past two months with forged travelers' checks. Among those gyped by Masal were hotels, theatre ticket agencies and haberdashers along the main street. Masal pleaded guilty before Judge Max S. Levine in General Sessions to one indictment, to cover five others for the same offense. Investigation showed that the forged checks were part of a \$10,000 series stolen in a holdup at Matteawan, N. J., in January. It is believed Masal was the distributing agent for a ring of thieves with headquarters in New York.

Next to the stage door of the Palace Theatre, the new home of MRS. GERSON'S GRILL After 11 years on Broadway

RKO THEATRES LET'S GO B. F. S. PALACE 5th Ave. & 43rd St. Eves. 8:30. Matn. Thurs. & Sat. 2:30

R-K-O PROCTORS 58th ST. NEAR 3rd Ave. Wednesday to Friday, April 2 to 4 Can a Second Wife Ever Be a First "SECOND WIFE" with CONRAD NAGEL and LILA LEE THE CAVALIERS—LOUISVILLE LOONS, 9th

R-K-O PROCTORS 86th ST. NEAR 1st Ave. Wednesday to Friday, April 2 to 4 FANNIE BRON IN PERSON KENNEDY & GIBSON Present RKO Act "SEVEN LITTLE" with CONRAD NAGEL and LILA LEE

JOHN BARRYMORE "THE MAN FROM BLANKLEY'S" CENTRAL THEATRE Daily 2:45, 8:45 Eves. & 47th St. Sun. 3, 6, 8:45 Warner Bros. & Vitaphone Pictures

AI JOLSON in "MAMMY" WARNER BROS. Thea. Daily 2:45, 8:45 Eves. & 47th St. Sun. 3, 6, 8:45 Specially equipped seats for the Hard of Hearing. Tickets in advance.

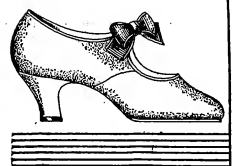
GRACE GEORGE In the St. John Ervine comedy "FIRST MRS. FRASER" with A. E. Matthews and Lawrence Grossmith PLAYHOUSE 45th St. W. of 5th St. Eves. 8:30. Matn. Thurs. & Sat. 2:30 Extra Matinee Every Thursday until June 15

"Sap" on L. I. Par will put "Sap From Syracuse" into production in the Long Island studio about April 15. Edward Sutherland will direct with Jack Oakie featured.

SIZES—AAA to D—2 1/2 to 9



HEELS—1 inch to 3 inches—flat, baby and high.



OVER 250 STYLES All Leathers—All Colors

Genuine watersnake, reptilian effects; kids; patent leather. Evening modes in satin; molre; silver kid; brocades. Sport shoes in linen; shantung; novelty fabrics.

CHIC FASHIONS for FOOTLIGHT FEET!

You'll find plenty of VARIETY in the smart A. S. Beck styles. Expensive-looking evening slippers—pert little rehearsal flats—ballet slippers that almost dance by themselves—gorgeous jeweled heels or ornaments! And don't forget our one hour dyeing service!

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THEATRICAL SHOPS

727 Seventh Avenue Times Square 1206 Chestnut Street Philadelphia

85 STORES in the EAST & MIDDLE WEST

Chatter in Loop

That blizzard! Act showing at the playhouse on the lower list the cable double to want, lost they were on... Barney Dean, just on the North Side, wired Sam Branson he was stranded in Green Island... Woods's building agents set the Saturday night bridge game ahead to Tuesday afternoon... Flano Marathon froze out in the Randolph Street Penny Arcade... All five m. c.'s at the Oriental sent regrets to their wives... R-K-O booking staff arrived at the Englewood in time for the last two acts... Box office boys went dizzy making exchanges... Corridors in some hotels turned into barracks with rows of cots... Frank Sylvester saw a shoe sticking in a sidewalk on State street and pulled one out of his midgeet... A. H. Woods stayed in town an extra day and let a strange barber shave him... Those 10-cent Public passes were welcomed Tuesday night... Great States footed the hotel bills for all office employees... Cornelia Otis Skinner has a 97% radio voice... Newsreel photographers have formed a union and will banquet at the Palmer House in April... Because "the Coliseum used a steam roller that wasn't uniform while running out the clay floor for the circus, two-hour strike called... Joe Abramson acknowledged the ace legal and contract mind on Film Row... Since Willie Horowitz broke into the radio, he squawks he is better known in South Bend than in Chi.

Harry Fink went out in the blizzard hunk with a woman's hat... Local Pathé office is running a Tom North drive, to show appreciation or something for its short-subject man... People are always confusing Felix Mendelssohn of the local M-G exchange with the F. M. who lives at the Congress and has written his theatrical reminiscences... A practical joker sent \$15 worth of nuts to Edward Raquello of "Strictly Dishonorable" C. O. D. Charles Richman says he began business life as a milk taster in a creamery, and not by calling hogs in stock yards... Margaret Perry now doing an Anna Held by taking milk baths to keep that peach-blown complexion... Actors staying at one of the smaller hotels had to be vaccinated when a newly-registered guest acquired smallpox over night... Severe cold kept Patricia Chapman from "She's No Lady" part of last week... Mr. Moy, advance man for the Chippewa, met the newspaper people through an honorable luncheon at the Sherman bungalow... Al Capone and Lou Reinheimer, Public-Capone States film booker, resented each other, but Lou has never been shot at... Max Richard's office welcomed him back from New York with flowers... Mortimer H. Singer feted Nate Blumberg at an R-K-O party... Southwest side vogue for bright green spats is dying.

'PLEASURE MAN' AT LAST ON NEW YORK RUN

Although in a vastly different setting and without continuity, "Pleasure Man" is again being produced and having a longer run in court than on Broadway in October, 1928... This time it is being displayed in Judge District Court... courtroom and the audience is mostly made up of a jury of business men and newspaper people... There is also a sprinkling of personal friends of the court attendants... The show, or otherwise the trial of Mae West and her 47 companions who are charged with participating in an alleged indecent performance, is in its third week and may last a month... The original show lasted three performances at the Biltmore theatre when the police interfered... The People have placed on the stand several police officers who tried to imitate members of the original cast... The defendants did not acquiesce in their parts... The State's case required two weeks to present... At the end of that time Judge Egan in a motion... the indictment when the defense opened... Its first witness, or actor, sent to the witness stand by Nathan Burkan was "Chuck" Conners, 20, of the 14th St. left wing... actor. "Chuck" had a small part in "Pleasure Man"... He denied any wrong doing by himself or his fellow players in the show... Chuck was not so hot as he seemed although he did attempt to sing a song which the People contended was indecent and suggestive... Critical Jury... The jury apparently did not care much for "Chuck's" voice... However, the hard boiled witness could not be shaken under a grilling cross examination... The second defense witness was Herman Lenzler, who did a comedy acrobatic skit... The actions of Lenzler and his partner were declared by the police to be rather naughty... The witness insisted that the show objected to by the officers were really done accidentally and not by design... His motion to have the case thrown out after the People's case having in fact, it seems... Burkan's purpose to pose on the stand each of the 10 or a dozen defendants who had principal roles in the production so that they can describe the word and action of the parts they played... In this way Burkan hopes to refute the People's contention that the show, as a whole, was low, obscene, indecent or "tended to corrupt the minds of youth and others"... "Pleasure Man" will be in the hands of the jury this afternoon (Wednesday), summation by counsel and the charge of the court being scheduled for this morning... The show got its final curtain in the court version when Allan Brooks told of the title role.

Short and Sappy

By Joe Laurie, Jr.

Billiard Champ's Rep Loses Commission Case

A jury in the New York Supreme Court gave a verdict for Frank Taberski, who has been pocket billiards champion, in a suit of Dave A. Sterling, to recover \$3,000... Sterling, on the day assigned by Henry Levy, on a contract made in 1925 by which he was to manage Taberski and give him publicity and get 30% of Taberski's earnings... Sterling alleged that during the period of the contract Taberski made \$10,000 from billiard games and theatrical engagements, and that the plaintiff had entitled to \$3,000, less \$300 paid him... Taberski claimed that Levy had been paid in full and the jury before Justice Hitting upheld him.

McLARIN BY SHADE OVER JACK THOMPSON

By JACK PULASKI

Garden was jammed Friday when Baby Face Jimmy McLarin mixed that the plaintiff had entitled to \$3,000, less \$300 paid him... Taberski claimed that Levy had been paid in full and the jury before Justice Hitting upheld him... Excitement mounted as the fight waged on... The crowd liked was the fact that Thompson was not afraid of McLarin... Thompson took it and he gave back in almost equal quantity... McLarin's fight was a hard one... Thompson was lucky to win for he was up against a high class ring-fighter... Thompson was lucky to win for he was up against a high class ring-fighter... Thompson was lucky to win for he was up against a high class ring-fighter...

'Round the Square

Fresh Show Girl Starts Bad Scrap... Premature arrival of two men from Miami Beach with swollen knuckles and other evidences of combat lead to an entertaining chain of events concerning a Broadway show girl who has been wintering in a smear of cocoon oil on the benches of good old Florida... Some of the country's best known gunmen and a slight from Florida were the results of the fight in the aftermath... The beauty, in an evening gown crawled under the table of the victim, inserted the match in his shoe and tried to light up... The girl returned to her table and after several more drinks, decided to try again... She jumped up, screaming and all wet... Returning to the table she managed that her boy friend go over to the fellow's table and demand a drink... The b. f. did as much, but knew the girl was in the wrong... The show girl is still crying herself off!

The casualties were swollen jaws, broken lips, black eyes and the customary results of six men in a soaking orgy... The b. f. and his companion, knowing the men they had fought with were not the sort to let a light stop without full satisfaction went immediately to the Roman's bar and loaded up with gas... The show girl is still crying herself off!

DR. KONSKI SUICIDES

Dentist Shoots Himself While Recovering from Operation in Hospital

Dr. Leo D. Konksi, dentist, long a member of the Friars, died in the Booth Memorial Hospital, New York, Sunday morning... The doctor was left him by a woman whom he formerly befriended, but who died in an insane asylum... The case was a police service revolver which he carried, he having been of the police citizen reserve formed during the war... It is believed Konksi's mind was affected by the sort of case was of an argumentative nature... Dr. Konksi had virtually given up practice for the past year, seeking to capture an inheritance of \$100,000... The doctor was left him by a woman whom he formerly befriended, but who died in an insane asylum... The case was a police service revolver which he carried, he having been of the police citizen reserve formed during the war... It is believed Konksi's mind was affected by the sort of case was of an argumentative nature... Dr. Konksi had virtually given up practice for the past year, seeking to capture an inheritance of \$100,000...

GENERAL MOTORS' TAXI MONOPOLY IN N. Y.

Virtual monopoly of the taxicab situation, with valuable concessions already taken and 'indies pushed closer to the wall, is threatened with the entrance of General Motors into the business on a tremendous scale.

The motor combine has already put out 800 Terminal Cabs (trade name). First concessions taken were drive the taxicab... General Motors has also acquired the former Yellow concessions at all steamship piers and is now dickering for those at the ferries... Shoved off into the street, the Yellow cab company is shipping many taxicabs to Chicago, Philadelphia and other points, conceding a preliminary victory to General Motors... Old Yellow men are being taken over by the motor car manufacturer by the motor car combination and as luxurious as any built.

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STATEMENT OF THE OWNERSHIP... REQUIRED BY THE ACT OF CONGRESS...

I, Harold E. Erlich, do hereby certify that the following is, to the best of his knowledge and belief, a true and correct statement of the ownership, management, etc., of the publication...

1. That the names and addresses of the publisher, the managing editor, and business manager are: Publisher-Variety, Inc., 154 West 46th Street, New York City...

2. That the owners are: Variety, Inc., 154 West 46th Street, New York City; Sidna Silverman, 154 Fifth Street, New York City...

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next appearing in the margin of this statement, to-wit: "That the names and addresses of the publisher, the managing editor, and business manager are..." and "That the owners are..." are true and correct...

5. That the average number of copies of this publication sent to news dealers, by the mails or otherwise, during the six months preceding the date of this statement is 10,000.

6. That the total number of copies of this publication during the six months preceding the date of this statement is 60,000.

Sworn to and subscribed before me this 21st day of March, 1930, Lillian E. McMahon, Notary Public.

50 YEARS AGO

(From Clipper)

Windsor theatre, New York, was playing Buffalo Bill in a typical melodrama called "Buffalo Bill at Bay, or Pearl of the Prairie." Troupe of Buffalo Bill did sharpshooting from ac; besides rescuing the gal from time to time.

A crime wave was pretty mild stuff in 1880. Mr. and Mrs. Florence were playing rep in Columbus, prominent being "A Million" and "The Almighty Dollar." Thieves pried the box office open, but got little, and it was regarded by the Clipper as news.

But sour prizefight decisions were no different from 1930. Jack Gallagher and one "Torkey" staged a bout in New York in the third round Gallagher took off his gloves and refused to continue, charging "Torkey" had hit him while he was on his knees. The referee thereupon ruled the fight a draw. It also was whispered that both principals had received \$50 in payment before they went into the ring. Fans were wild with indignation.

The inevitable baby elephant was born in the Sells Bros.' circus headquarters just in time for the usual spring opening of the show. Another drawing was announcement of the arrival of a baby elephant, a she wolf and sired by an English coach dog. Pup said to resemble a Spitz.

Charles Warner was about to stage dramatic rendition of "Hedra in Droog," novel which Charles Dickens left unfinished when he died.

Baseball season opened in the United Park ball grounds in Brooklyn with professional clubs in competition.

Inside Stuff—Pictures

Fast one Par pulled on the daily screen critics and its competitors in getting advance reviews on "Sarah and Son" recently at the Paramount, New York, has burned up various distributors to the point where a protest to the daily film reviewer tribe and possibly to the Hay's office is being considered.

Immediately after the Par stunt various companies contacted each other to find out what should be done, inside being that all were considerably up in the air over the incident and figuring the advance notices were unethical. Critics are blamed as much as Par.

"Sarah and Son" was given a private showing for the daily critics at the Criterion on the Wednesday preceding the Friday it was to open at both the New York and Brooklyn Paramounts March 14. Reviews appeared in the Thursday dailies. Besides getting that "advance story" on the picture, Par also was benefited by the mention in reviews that the picture would "open tomorrow."

Metro, among the companies reported burned up, showed "Anna Christie" to the daily scribes a month before its opening at the Capitol, specifically asking the reviewers to give no advance notices of any kind on it prior to its premiere. Critics in that catch hell.

Par formerly allowed all reviewers to catch pictures in projection rooms prior to openings but cut that out about five years ago when an executive one day caught several of the flap reviewers smoking and talking so much no one could follow the picture. Par then figured projection showings were prejudicial to the pictures.

Looks as if Fox is pretty much at a standstill on Grandeur as far as the Coast studios are concerned. Reason is that no one seems able to dig up any information on equipment—where it's to come from or how much of it there is to be had. This mainly has to do with projectors.

Studio is getting ready to shoot "Oregon Trail" on the wide film, Raoul Walsh tripping over to Wyoming last week to peek at a couple of location spots, but there's some concern over this picture's enlarged film aspect. Excess don't expect any particular trouble in shooting it on "Oregon Trail" if somebody doesn't find out something about it. The problem is going to be whether to screen it. However, by that time, the studio expects to have unraveled the mystery. Right now the "lot" just takes Grandeur for granted. If asked where the necessary equipment is to come from nobody can give a definite answer.

Coast epidemic of screen volume, inaugurated by the Tibbett picture, reached its zenith last week when a supervisor was looking at the rushes on a picture. Dialog in the various scenes was hardly audible, but whenever the male star started to sing the voice thundered from the horn.

Associate producer didn't get hep to it at first, thinking the guy in the booth was doing it, but when the talk in sequence after sequence continued smothered and the songs boomed forth he finally called a halt and sent for the head recorder. A profane query on what was the matter brought the reply that all recorders were now emphasizing the vocal inflections and holding down the dialog.

After the supervisor came down from the ceiling the matter was adjusted.

Joe Cook's social debut to Beverly Hills was a sensation. Inviting several people for late evening party, and insisting it was formal, Joe had the dolled up guests greeted by four men dressed as maids. Cook was in dinner suit but minus shoes and stockings, and a Chase was also on the receiving line in "talls" and also sans any footwear.

Party carried on from that point, including one butter flitting around who grew to a half dozen by the time the party sat down to dine. Flunkys were in full regalia—unto silver knickers, etc. Strictly a gag evening.

New mode in set construction and motion picture backgrounds will reach the screen when Gloria Swanson's "What a Widow" is released. Settings in this production establish a new technique in modernistic furniture and interior decoration, and were designed by Paul Nelson, an American architect, who studied in Paris without any thought of applying his work to the stage or screen.

Joseph P. Kennedy noticed Nelson's work in Paris and took him to Hollywood expressly for the Swanson picture.

The Hays office denies adding one Judge Henning to its personnel at a salary of a grand a week. It is conceded, however, that the Judge has acted in individual capacities as a consultant on the West Coast for producers. These times particularly during the Equity trouble. Judge is credited with having had a hand in the contract. No vacancy just now, it is learned, for a labor specialist.

Marjorie Foxworth, one of the cast, in that respect, in addition to multitudinous other duties.

Each Coast studio now has a report on the recommendations for standard release print leaders and change-over cues. Report was worked out for the producers-technicians committee of the Academy of MP Arts and Sciences under direction of C. J. Twinning.

Representatives from the studios met at R-K-O last week to have the standards explained and to discuss them. Next step is the Coast okay on the new standard practice and forwarding of information to eastern laboratories for ratification.

R-K-O is seeking to narrow protection down to one week over the Strand, New York, asking F. N. to release its product to R-K-O a week after playing W. E.'s first run on Broadway. Strand's protection has always been two weeks, but in some cases exceptions have been made for R-K-O, with many split-week houses in and around New York. It is reported as doubtful F. N. will waive its two week's protection on the Strand.

Professor Randall, 26-year-old head of the department of physics in the University of Texas, is declared to have accidentally hit upon perfect third dimension for films while conducting a class experiment. So interested is one picture, and the thesis that he has obtained an option on the device and prepared papers for a Delaware corporation.

It is his intention, before going through of presenting the project to film producers.

Among other things which can and can't be done in regard to the John McCormack picture is that the Irish tenor has forbidden the use of a trailer for his film. That goes down to Broadway.

If you look over the list of credits on this film you'll also see the inclusion of a name which doesn't look as if it should be present, but there it is—Sonya Levien, and plenty important as she made the adaptation.

Gary Cooper is scheduled to appear on the cover of the "Saturday Evening Post" shortly. He posed for Rockwell Kent's painting of a film crowd having his make-up applied. Kent has finished another painting, a casting office scene for "Ladies Home Journal" cover.

A wife from DeSylva, Brown, and H-n-derson on the Coast, denies their United Artists contract contains a clause permitting them to exclude any supervisor from the set upon which they are working.

Inside Stuff—Legit

The big laugh of a March week in London, was the one consecutive performance of "The Inlucens Reeves" at the Duchess theatre. It was the most crudely rehearsed and amateurishly produced affair seen in the West End in many years—if ever eclipsed. The cost is said to have been in the neighborhood of \$40,000, though how it was spent would be difficult to figure.

The bankrupt is reported to have come from a female admirer of Fred Elizalde the banker, who composed the music for the show. There is talk of reviving the piece after it has been more thoroughly rehearsed.

Some of Elizalde's well-wishers have advised him to take his losses and call it a day but the bandmaster wants to plug his compositions and it is hoped the bankrupt will assist him sufficiently long to give the unfortunate performers a few weeks work.

Some idea of the type of humor in the show may be gleaned from the fact that one of the sketches was based on the old story of the dying parent who called his children together and informed them he was never married to their mother.

The death of George ("Waltz Me Again") Wilson was briefly chronicled in last week's Variety. In the passing of the veteran minstrel, it was recalled that in his heyday George Wilson was the Beau Brummel of old-fashioned minstrelsy. All of his life had been spent on the stage and under cork.

He prided himself upon his stage appearance. Never wore the non-descript comedy costumes. He wore a white broadcloth suit, Prince Albert coat, white silk hat, everything white and pressed for each appearance. He was given credit for originating the fuzzy wig. Wilson had been with many troupes. When he was 50 years old he was with Haverly's minstrels and going great despite his age. He had never appeared with Lew Dockstader. Perhaps his two best known minstrel connections were with the Barlow, Wilson, Primrose and West minstrel and the Cleveland and Wilson minstrels.

A leak in the office of Max Maurey, president of the French Theatre Managers' Association, and himself manager of the Varietes, Paris, revealed his offer to cast Merielle Perrey for the femme lead in "Le Roi," of de Flers and Cavallet, when that old smasher is revived at the Varietes in September. He had a lot of trouble pacifying Ludw Loti, who expected to play the character, created by Eve Lavalliere, but who was considered not quite stately enough for the dignified scene.

Merielle Perrey, who just closed "Arthur," at the Daunou, and is currently playing the title role in "Rosy," at the Folies Wagram, has great comedy ability, is pretty, has Conservatoire histrionic training and plenty of experience with both French and English producers at "Arthur" in pictures this summer and is slated for next year's musical at the Nouveautés.

An eastern theatrical promoter, strictly on the cuff, found it too hot in the East and blew to the Coast where he thought no one would know him. About a year ago in Chicago the promoter opened offices and shipped town owing plenty.

Among others was a girl he employed as private sec. Four weeks wages were coming to her, but she couldn't collect. Now on the Coast, the girl ran into the promoter who had established himself with a big epiphany. After the hems and haws were over, the promoter said he was tickled to death to see the girl, as he'd been looking for her and wanted to settle.

That was several weeks ago and the girl, out of work, hasn't seen the promoter or his dough again. She went to the Labor Bureau but was told they couldn't handle the claim as it belonged in Chicago. In Hollywood they're talking about this promoter being a great guy.

Fred Astaire is in London on a trip for two weeks. Arrived with J. H. Whitney, millionaire horse owner, to see the Grand National and Lincoln, the former in which Whitney had two horses entered.

Astaire, the ardent optimist, seemed confident the Whitney horse, "Hero," would not only run with the National, which he didn't. But, then, Freddie was always a rotten tipster, even for his own horses, a couple of which he always has in training, whether he is playing in England or not. Astaire is the first American artist to race horses in England.

Eleanor Powers playing her first stage date with Ethel Barrymore's company in Philadelphia, made good in an emergency last week. Miss Barrymore is alternating weekly with "The Kingdom of God" and "The Love Duel." Miss Powers is in the former show which was not on last week. When Jolien Culshaw, of "Candle Light," also in Philly, was suddenly taken, Miss Powers was called on and stepped into the show on an hour's notice.

In "The Letter" now closing at the Athenee, Paris, an actress who acted the Chinese part of Yung Hang, was thought to be Chinese, using a Chinese stage name. It now reveals she is really a French girl, her name in real life being Mrs. Maurice de la Feuillade. She has been married for two years to the sketcher who signs his work "Serge." She herself will be known henceforth on the stage as Renee d'Hennessy.

Inside Stuff—Music

Governor Roosevelt signed the bill making it a State misdemeanor to peddle or print song lyrics without the consent of the copyright owners. The Governor, speaking to Gene Buck and J. C. Rosenthal of the A. C. S. A. P., said that while he was vacationing down in Georgia a few months ago, he saw a few men in a flivver plaiting the whole town with pirated song sheets. "And doing quite a business," added the Governor.

Rudolph Friml's walk off the United Artists' Coast lot was not without an argument. Goldwyn pointed to the contract and everything else, but Friml kept the matter on a going basis.

Composer had finished on "Bride 66," and not being due for another picture until June uncovered a yearning for the springs at Baden-Baden. Studio wanted Friml to hang around to start on the new score, but with no book written or characters to work on the composer saw no reason to tread water for three months. He started Atlantic work and points east. He'll be back in time for his next picture, presumably to star Evelyn Laye.

Over-printing of songs by some publishers is reported to be eating into profits.

If certain jobs can only handle 500 songs at a time, many publishers request them to take 2,000, on the understanding that if the jobs can't get rid of them they can return them. The returns from jobbers and dealers today are reported to be enormous with the publishers forced to take the loss of the excess printing and the shipping. Returned music is a dead loss.

These publishers do not print in keeping with the fluctuations of the market, always holding an ultra-optimistic outlook on sales and overlooking the fact the bulk sales to day reach nowhere around the proportions of yesterday.

Other publishers have become wise that they can save a lot of dough by printing close and not overstocking.

Legit is Badly Licked, with Film Men Believing It Must Be Taken Over 100% or Part

Annexation of the legit stage by the picture producers threatens more definitely than ever before, with many of the big film companies considering plans to try producing themselves and also backing it. The time is rapidly approaching when the step is necessary as well as full of obvious advantages, according to various film producing sources.

Scarcity of worthwhile material outside of the legit field, high prices asked for film rights to play and musical hits, frequent inability to get legit stars because of control of the legit situation, loss of profits that would go to the picture companies if owning shows, existence of "bidding" troubles for material wanted, alone point out the figure on rights are pointed out as some of the present disadvantages.

Were the picture producers to subsidize the legit stage, their arguments is that they will not only solve these drawbacks into advantages, but add many others that do not exist now.

Picture stars could be placed in plays and musicals to them that training and box office build-up among different patronage. Besides that this would enable producers having stars under long-termers to fill in on legit stage between the pictures, same going for regular legit people.

Gambling. Also, as one of the producer execs points out, they gamble a half million on a picture and do not know smart enough to pick material on which to make the gamble. Why shouldn't they be willing to gamble one tenth this sum on one play. It is also argued they could then select legit material with the picture production of it in mind from the outset.

Some said plans next season call for a much larger backing of legit shows than this year, where 100% producing plans go through or not. Far, which has long been affiliated with the Frohman organization, is reported dickering now for the backing of a large group of legit attractions, including musicals.

Columbia, which has recently gone to the legit field heavily for material, is also considering the producing angle in that domain. That company, which took "Rain or Shine," "The Criminal Code" and other plays recently is backing the legit stage from the angle of doing its own play producing, figuring that better than financial backing.

Everywhere the picture producer contention is that the legit as it is now, is getting badly licked, but no one in that field will admit it.

When a hit is found, the legit folk prohibit prices for film rights.

Impression seems to be in the legit, picture execs have found, that percentage deals aren't wanted, no matter how good they sound. Film producers are not, however, generally going after plays in that fashion.

BIRNS SUES ACTRESS FOR VILLIFICATION

On the ground that Cecil Spooner Blaney, said untruthful things about him, William Birns filed suit against her in the Supreme Court, New York, for \$25,000 damages. He wants \$10,000 on the ground that she was 23 when she said it in the presence of others that he was "not a man of his word and had no character."

A second claim for \$25,000 is based on the fact that the plaintiff was officer put on the Ray Productions, which put on the "House of Fear" in which Miss Spooner appeared and that she said at the Actors Equity. "He owes me money and refuses to pay me. He should be made to answer my complaint."

Marx Bros. Closing Cleveland, April 1.

Marx Brothers' "Animal Crackers" are ending the season at Hanna Saturday, and may sell costumes and settlements to Robert McLaughlin, Ohio manager.

Lonesome Back Stage

When Eliza Shelley opens in "Courtesan," the Irving Kaye Dada says they will be best character, the producer will likely be back-stage to keep Miss Shelley company.

If the show flops it may be interesting to see Mr. Davis and Miss Shelley meet.

MID-WEST INSURGENTS' ATTACK ON GILLMORE

Chicago, April 1. Rumblings of dissonance, long under cover in the midwest, broke forth into a sharp squawk at the Equity meeting called by Frank Gillmore, president, here last week. Meeting was largely attended by stock, tent and rep performers who were the torchbearers of the protest.

Gillmore spoke shortly and softly in generalities. Chief squawk was delivered as soon as he sat down, by Dorward "Red" Harvey, fairly well known tent and rep man in the midwest. At present, he is reported doing radio jobbing. Harvey stated the message he delivered had been read and endorsed by 25 members of Equity.

Harvey was bitter and sarcastic, and his protest took the form of an insult against Gillmore. He squawked that salaries had been slashed, that talkers were taking the legit houses; that rank amateurs were swarming the profession and chasing out the old-timers. All this and Equity had done nothing about it. He called Gillmore ultra-conservative; and that "with the zeal of a Don Quixote" he had gone forth to save the screen performers, the more pronounced when there was a split in Equity's Coast ranks. After a fruitless fight, Gillmore suddenly gave up and returned to New York.

Equity in calling off the Coast suspensions assumed the position that inasmuch as the new form of contract recently agreed on between the Motion Picture Academy of Arts and Sciences and the film producers contained most of the provisions that Equity sought, there was no further reason to continue the campaign.

The matter of the Coast suspensions appeared to be a difficult problem. Some members who refused desirable picture engagements because of Equity, declared they would never condescend to white-washing of suspensions when the time for settlement rolled around. Apparently those members were brought around to a different viewpoint.

All on the suspended list were notified they must be in good standing within 60 days. That is they must pay dues, not collected during the suspension period.

Actually the Coast suspensions meant little or nothing, since Equity failed to gain control of the picture field. The only way it could discipline members was when they returned to the stage. Only four of the total attempted to work in legit, and they were yanked out of shows. The attractions were unimportant.

Equity recently took a new tack as regards pictures, adopting an amendment to the constitution creating another vice-president to represent the Coast members. This office will be elected at the annual meeting in May.

Granger, Ia., Gives Opera \$12,000, 1-Night Gross

Granger, Ia., April 1. Chicago Civic Opera Co. with Mary Garden here night of March 22 and a \$12,000 sale. Only 3,000 in the house were a new \$6,000. Biggest day for the company in the state.



J. H. of the Montreal "Herald," said: "Premier honors among the principals was carried off by Alexander, played with skill and original humor by Roscoe Ails. The 'New Moon' is full of melody, of romance and beauty. Who could ask for more of the best play, ever written?"

ROSCEE AILS

Featured Comedian with Schwab & Mammel's "New Moon" Co., enroute. Direction LOUIS SHURR

EQUITY LIFTS ITS COAST BAN

Equity has lifted the ban on all actors who were suspended last summer on the Coast during Equity's losing fight to organize and control its members engaged in pictures. The Council decided to cancel the suspensions at its regular session last week, following correspondence with its Coast representatives.

Almost 200 members were suspended for various reasons, principally for failure to obey the rules and alleged disloyalty. Equity forbade members accepting picture engagements unless its new form of contract was used. None of the leading producers accepted the Equity contract and members started to go back to the studios.

The swing away from the strike leaders, headed by Frank Gillmore, became the more pronounced when there was a split in Equity's Coast ranks. After a fruitless fight, Gillmore suddenly gave up and returned to New York.

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Big City Auditoriums in Red; Say Hotels Too Stiff Opposish

Sold It Anyway

Chicago, April 1. Ed Wappler, elite manager of the Blackstone theatre and an artist of repute by avocation, recently did an oil painting of Harry F. Powers and sold it for \$1,000. "Not to Powers" a friend scoffed. "No," Wappler admitted, "S. W. Strauss' son bought it. Thought it an excellent likeness of his father."

CHIC SALE'S SHOW'S IDEA FROM TALKER

The idea of "They Had to See Paris," in which Will Rogers appeared as a talker star, will be used for the Charles (Chic) Sale show the Shuberts are producing, it is said.

The show is now in rehearsal at the Royal, New York. It opens April 14 in the Apollo, Atlantic City. Principal woman is Trilzie Friganza. Lillian Taize and Jack Goodes are in the cast.

The Sale show will use 15 male colored singers selected from those appearing in other shows on the strength of their voices.

This list includes Louis Deppe, Irol Thompson, Service Bell, George MacLean, Teddy Woods, Clement O'Hall, Hamilton McLean, Halle Howard, Carl H. Taylor, Frank V. Losler, Robert P. Ecton, Ernest E. Fester Harrison, J. Dewitt Spencer and Snippy Mason.

WARNERS AND SHUBERTS

Another Deal for Plays? Rights-Capehart-Carey Passing Out

Reports are that a deal between Warners and the Shuberts is on again. Plays' rights for pictures is believed the subject.

What may be an indication is that the Blaine, Thompson advertising agency which handles the Warner copy, is to take over Capehart-Carey, the agency fostered by the Shuberts. Capehart-Carey will discontinue business. It has been in financial trouble for several years and its principals, Lester Harrison, J. Dewitt Spencer and Snippy Mason.

"Code" for Tex. Amateurs As Only Release Avenue

Dallas, April 1. Martin Flavin's "Criminal Code" has been released to local Little theatre for production in April. Mike's first time Broadway hit played in Texas same year.

Flavin wired his okay last week after Oliver Hinsdel, sidder of local amateurs, stressed the fact that, with no legit or road in Texas, amateur productions of current Broadway hits were harmless and at least helped publicize without waiting for road show royalties.

Reno's First Legit in 7 Yrs.

Reno, Nev., April 1. First road show to play here in eight years was "Journey's End" last night. Appeared at Granada.

"Bway Interlude" Off

Plan to present "Broadway Interlude" on the stage has been abandoned. The play is based on the book of the same name, which attracted much attention.

The principal character is supposed to be that of a well known showman. A number of actors of standing were sought to play the part, but all one after the other refused the engagement. The producer decided it would be too difficult to cast, the play.

Thomas on Treasurer's Board Charles Thomas, treasurer of the Republic, New York, has been elected to the board of governors of the Treasurer's Club succeeding Charles Ludine of the Avo, resigned.

Chicago, April 1. Every auditorium in America is in the red today, according to the Auditorium Managers' Association Association, composed of 42 major buildings scattered throughout the U. S. As a result, organization will fight the large hotels throughout the country in an effort to stop them holding conventions. Claim is the hotels offer conventions free space to get their rooms rented. This in turn takes away biz from convention halls. If they had this business, auditoriums claim, they would perhaps show a profit.

Losses For the year 1929 the Coliseum, Chicago, showed a profit of \$8,000. Structure represents an investment of nearly \$2,000,000. During 1928 this building netted \$30,000.

Cincinnati building showed a profit of \$14,063 for 1929. This with no depreciation. Represents an investment of about \$2,000,000. Kansas City in the same boat showed about \$15,000. St. Louis Arena failed two months ago, with the Chi Stadium to fold any day now.

Recently at Chattanooga, Tenn., the Southern Baptist Convention was given free use of the building. After it was over, with an attendance of 10,000, the manager of the building reported that when thousands came with the 40 Commandments in one hand and \$2 in the other."

ACKERMAN QUILTS, LEGIT COSTS HIT SET MAKERS

Although he will remain in the field, F. Dore, designer who designed and painted many Broadway productions, is giving up his scenic studio on 39th street, which he has operated for 16 years. Ackerman will devote himself entirely to designing and art direction. He may also spend some time on the coast, having offers to design settings for musical comedy theaters.

As the decrease in the number of legit productions and mounting cost of operating overhead are the reasons for Ackerman's bow out. The union of which the studio operators are members, has raised scenic painters' wage scale, operative for May 1. Several scenic studios are reported to be idle and one of the leading builders of sets has closed down his plant for the present.

Florence Reed Collapses

Minneapolis, April 1. Florence Reed collapsed in the middle of the last act of "Stella Dallas" at the Shubert Sunday afternoon and it was necessary to ring down the curtain and call off the performance.

Miss Reed had been ill with influenza, but continued to work. It was the first time in her career she failed to finish a performance. She resumed Monday.

Miss Reed has been guest starring with the Bainbridge Players for four weeks.

"Joseph" as Opera Spec.

Philadelphia, April 1. "Joseph and His Brethren" in operatic form was presented here next summer in the Sesqui stadium. Mike Thomashofsky will have charge of the Jewish spectacle which will have civic support from Philly's fraternal lodges. Operatic stars are expected to appear and there is to be a vocal chorus of 1,000. Spec will play one week in August.

Writing Trio's First

The song-writing trio of Fields, Rogers and Hart will report to Warners in Hollywood May 15. Their first job is on "Good Bad Girl" with Jimmy Miller, who left for the coast Monday, will make it for First National.

"Mr. Gold Digger" Comedy Leo Donnelly and Dan Kussell have written a stage comedy named "Mr. Gold Digger" which is a "tender" script being scanned by a couple of Broadway producers.

Leiber's B'way Surprise, \$17,500; Spring Prospects Brightening

Indications are that the spring period on Broadway will be much better than earlier forecast. Business started upward three weeks ago, the average grosses last week again showing improvement.

There are some bad boys on the list, but the number of attractions drawing profitable business is considerable, and the fact the leaders are holding to high money marks inspires optimism. There are 46 attractions on Broadway, excluding several temporary offerings. The dark houses number 16, but include several which have been continuously untenanting during the season.

Leiber Upsets Dope

New attractions last week were sparse in number. Ed Leiber, with a bill of Shakespeare, tumbled the dope and drew excellent trade at the Shubert, where the take was nearly \$17,500. Leiber has been a success in his Broadway career two weeks only has been extended. "The Old Rascal" should do something at the Bijou, getting about \$6,000 this week. Old England" however, is doubtful, starting badly at the Ritz.

"Simple Simon" and "Sons of Guns" head the list, both approximately capacity at \$4,000 each week; "Flying High" (musical learner in the agency demand), and "Fifty Million Frenchmen" are close up, each rated at \$4,000; "Strike Up the Band" pulled upward, getting \$38,000; "International Revue" again improved, bettering \$30,000; "Wake Up and Dream" better at \$26,000, with date extended two more weeks; "Sixteen Tons" up, getting \$25,000, and will probably last another two months.

"The Green Pastures" is hanging on the rafters nightly and topped the drama, \$26,000; "Strictly Dishonorable," \$18,500, and "It's a Wise Child," \$19,000 come next with "The Apple Cart" close behind at better than \$18,000; "Topaze" again jumped, over \$17,000; "A Month in the Country" and "The Last Mile," \$16,000; getting very good money, too, are "Rebound," "Berkeley Square," "Death Takes a Holiday" and "Dischordance" led at \$16,000; "The First Mrs. Straser," \$12,000; "First Mrs. Freret," \$11,000; "June Moon," over \$10,000; ditto for "Journey's End"; "Mandel, Inc.," better at nearly same money; "Subway Express" claimed \$9,000; "The Infinite Shoeback," "Those We Love," "Apron Strings," \$9,000 or better; "Name's Private Affairs," \$7,500; "Bird in Hand," \$7,000; "Love, Honor and Betray," \$6,000; "The Plutocrat," wavering at \$5,000; same for "The Matriarch."

In addition to the above, "The Riviera" will tour from Erlanger's and the Civic Repertory calls it a season at the 14th Street; "Broken Dishes" goes out from the Masque; "I Want My Wife," which closed last Saturday, "Launcelet and Elaine" stopping at the President on same date. Next week "Jonica" will re-light the mostly darkened Craig; "They Never Up" comes to the Masque; "Three Little Girls" enters the Shubert, and Will Morrissey will try his luck again with a little revue down in the Village (Genevieve).

Goodman's Receiver

Federal court has named J. Phillip Berg receiver of the property of Phillip Goodman, producer. Goodman was adjudicated a bankrupt following action by the law firm of O'Brien, which sued Driscoll to collect an unpaid judgment of \$6,352 against the producer. Judgment dates back to 1926.

Goodman was represented by Attorney E. Phillip Berg, which states that the producer is now in Europe.

Denver Stock Cast

Denver, April 1. Selena Royle and Don Cook will play the leads at the Elitch stock company this summer. Others signed to date include Netta Harrigan, Raymond Bramley, Duncan Pennington, Frances Bearanger and J. Arthur Young.

Arnold Gurtler, president of Elitch's, is in New York picking the balance of the cast. Theatre opens June 14.

Pittsburgh Figures

Pittsburgh, April 1. Dull legit week, with Lent, weather and 11th week of tax strike all combining. "Naughty Marietta" at Alvin was saved by two performances for Spry. A musical which opened on night completely. "Pair of Big rights" enabled third of Victor Herbert revival to claim for itself. Another of the old-timers, "The Merry Widow," current, with "New Moon" to follow in return engagement, but with Chicago. "Hot Chocolates," and claimed around \$14,000. Colored musical did not sound \$10,000 pull except for balcony race trade. "Strange Interlude" in now. Original booking called for only fortnight, but advance sale indicates three weeks at least. "Lark That" which only ran at Pitt for George Sharp Players.

Boston Supports Rival Shakespeare Tropes

Boston, April 1. "The New Moon" at Shubert, now in its 7th week, led the town with a gross of \$27,000. This is the lowest the show has done here since its first week, which was slightly over \$32,000. "The Stratford-Upon-Avon Co., at the Lyric, was off with an repertoire of Shakespearean plays brought \$17,000. Walter Hampden, also playing Shakespeare drama at the Wilbur theatre, did \$12,000. Both grosses are high.

Shubert's stock this week. "Chocolate Soldier," that had been moved into the old E. F. Keith's theatre from the Majestic for a week, was off. Estimates for Last Week: "The New Moon" (7th week), Last week netted \$27,000. "Stratford-Upon-Avon Festival Company playing Shakespeare. Second week. First week netted \$17,000.

"Tremont"-"Gambling," with Geo. M. Coburn, netted \$16,000. "How in Fourth." Plymouth-"Little Accident" (11th week). Last week still out front at \$14,000. Wilbur-Walter Hampden in Shakespeare drama. Second week. Grossed \$12,000 for open week. Lyric-Now dark. "Chocolate Soldier" ended with gross of \$8,000.

FRISCO GROSSES

San Francisco, April 1. After an unusual pre-opening by O. J. Ben Gen Great Shakespeare Players, came in to the new Erlanger Columbia here last week, got a fine opening, but slipped heavily toward end of week. Reviews were none too favorable. Aggregation suffered in comparison with other theatres of last season. Did little over \$13,000. Curran had a one-woman show, Fey Mason, in "Ladies of the Night." Interest only fair and patronage hardly that at \$250 top. Got about \$4,000.

Cecil Spooner's Claim Going to Arbitration

Cecil Spooner has filed claims with Equity against Ray Productions, Inc., and William S. Birns for alleged monies due on her appearance with "House of Fear" and for cost of costumes which the actress claims to have ordered with producer's consent and now repudiated.

Cecil Spooner, in private life Mrs. Charles E. Blaney, claims she entered the production on a minimum salary and percentage arrangement and claims that the promised percentage was not given her.

Birns and associates deny and asked arbitration.

"Slapstick" Jams

Los Angeles, April 1. "Slapstick" failed to open Friday night because its lead, George Hackathorne, was mysteriously absent. Again Monday night the show couldn't start because of theatre guarantee squabble. Play satirizing career of famous screen comic.

Phillip Zipp producing.

"Holiday" in Hollywood

Los Angeles, April 1. "Holiday" opens April 13 at the Hollywood Playhouse as the first state of the West coast career. Dale Winter directed. "Student Prince" will follow "Desert Song," which opened Monday at Majestic. Casting for "Prince" has started.

"Bitter Sweet" Gala Philly Start Fails to Carry Through, \$21,000

2 NEW SHOWS IN L. A.; NEITHER TAKES LEAD

Los Angeles, April 1. Two premieres last week, one of the result, but both failed to head the box office procession, top take went to "East of Suez" at the Belasco, where Lenore Lindy drew around \$15,000 for the second stanza.

All houses blamed the hot spell for easing trade, but the aggregate take was equal to that of the week before. Fred Waring's "Rah, Rah, Daze," which got off at the Mason on March 25 for a run, had great preliminary capacity and managed to draw for the rather vague opening performance. Popularity of the Pennsylvanians and \$2 top collected \$11,000.

Madge Kennedy means little here, with "Perfect Alibi" in the Biltmore \$1,000 weekly net. A disappointing \$16,000. "Around the World" with the Martin Johnson travel picture opened here Monday night. Four attractions vacated Saturday night. "New Moon," after 10 weeks at the Majestic, folded and the same week "Desert Song" Sunday. "Let Us Be Gay" was jerked after its fourth week at the El Capitol, netting \$4,500, and "Broken Dishes" opened at the Sunday matinee.

"Rope's End" went out of the Vine Street after its third stanza, and Andy Wright tried his hand at coast production with "Philadelphia" Monday night. His cast contains persons who have had screen parts. "A Romantic Young Lady" stopped at the El Capitol, and the Hollywood Music Box, Civic Repertory group put on "The Hero" Monday night.

Estimates for Last Week: Belasco-"East of Suez" (2d week). Hot weather considered, \$15,000. "Perfect Alibi" (1st week). Didn't go for opus or Miss Kennedy as \$10,000 would signify. "Let Us Be Gay" (4th, final week). Little less than average for a four weeks' attraction here. Biltmore-"Perfect Alibi" (1st week). Didn't go for opus or Miss Kennedy as \$10,000 would signify. "Let Us Be Gay" (4th, final week). Little less than average for a four weeks' attraction here. Biltmore-"Perfect Alibi" (1st week). Didn't go for opus or Miss Kennedy as \$10,000 would signify. "Let Us Be Gay" (4th, final week). Little less than average for a four weeks' attraction here.

Hollywood Playhouse-"Helena's Boys" (2d week). Pull which May Robson as "Let Us Be Gay" (4th, final week). Little less than average for a four weeks' attraction here. Biltmore-"Perfect Alibi" (1st week). Didn't go for opus or Miss Kennedy as \$10,000 would signify. "Let Us Be Gay" (4th, final week). Little less than average for a four weeks' attraction here. Biltmore-"Perfect Alibi" (1st week). Didn't go for opus or Miss Kennedy as \$10,000 would signify. "Let Us Be Gay" (4th, final week). Little less than average for a four weeks' attraction here. Biltmore-"Perfect Alibi" (1st week). Didn't go for opus or Miss Kennedy as \$10,000 would signify. "Let Us Be Gay" (4th, final week). Little less than average for a four weeks' attraction here.

Gest's Eminent Creditors

Bror G. Dahlberg, Chicago Celotex manufacturer and millionaire, was revealed as a creditor of Morris Gest for \$40,000 in connection with bankruptcy filed in the Federal court by the man who made "The Miracle."

Next to him was Paul Block, newspaper publisher and advertising executive of the Hearst chain, \$46,000. Otto H. Kahn and Clarence H. Mackay are listed for \$25,000 each. Shuberts are also creditors for \$8,000.

Gest didn't list any assets in his petition. Liabilities recorded as \$450,000.

Philadelphia, April 1.

Although lacking a sensation, the average of Philly's legit business was higher last week than might have been expected. The Holy Week doldrums just around the corner.

Three shows were closely hunched for leadership. The Little Show, in its third week at the Chestnut, slumped about \$5 grand, but still hit close to \$21,000, a considerable okay.

"Bitter Sweet," coming highly heralded into the Shubert, got grand notices and plenty of enthusiasm the first night, but fell shy of that \$21,000 on the week, which was not so fortic for this elaborate and expensive show. It is in for only two weeks.

"Strange Interlude," claiming to have been underestimated here previously at \$19,000, pulled up in strength of very strong balcony and gallery trade. Cutting of price of some orchestra seats in the rear has helped to increase capacity. There are still plenty of gaps downstairs except at the end of the week at \$18,000.

"Ritz," a well-liked Little comedy, completed a painful two weeks at the Walnut, with not more than \$8,500 netting for the final six days. Matinees helped a lot.

"Candlelight," under the auspices of the Professional Players' union, Adelphi, jumped from a scant \$7,000 to about \$9,000 in second and last week, and could have been held in last week's netting for the week here and demonstrated powers of picking up trade.

"The Little Show" had the aid of several benefits and parties in first week at the Broad, and with the help of excellent balcony and gallery better than \$9,000 in first week. Barrymore at \$8,000.

Ethel Barrymore's engagement at Lyric went completely to pieces in last week's performance. It was the second offering, which did not seem to find favor here. One of the worst pieces of comedy in recent years. It ran longer time. Between \$7,000 and \$8,000.

MAKING ENGLAND HOSTILE

Cochran's "30 Revue and "Vagabond King" London's Newest Standouts

London, April 1. Features of new production activities in London over the past week were the magnificence of C. B. Cochran's "1930 Revue" at the Pavilion, and the instantaneous success of Dennis King in the London version of "Three Musketeers," at the Drury Lane, which looks like a hit. "Damask Rose," third of the new musicals at the Savoy, seems unlikely.

Cochran's "1930 Revue" at the Pavilion, opening March 27, turned out the most artistic production that prolific maker of spectacles has ever put on, scenically and satirical. Piece has catchy melodies and lyrics and its only lack is vigorous comedy.

Ada May scored daintily. Roy Royston established the American dance honors easily; Maisie Gay sold excellent material ably, and Jack Powell contributed a splendid specialty, doing well despite the lateness of his appearance.

"Musketeers" They made a super-human effort to duplicate the speed of the American production of "Three Musketeers" at the Drury Lane, and they would have succeeded if it had not been for the laggard handling of solos at the premiere. Dennis King was an instantaneous hit, supporting cast was entirely satisfactory, and the production thoroughly worthy. Piece is almost bound to be a success.

"Damask Rose" "The Damask Rose" operette based on Chopin music, presented and partly written by Robert Courtneidge, unfolded at the Savoy. It is a beautiful bit of production and has fine and chorus interludes, but is of old fashioned and clumsy in its form.

"Intimate Revue" opening Saturday at the Duchess, is the second start. It was done for one performance earlier in the month and then withdrawn for revamping. Meantime piece was put through earnest rehearsal and rearrangement.

It is not nearly so amusing now, because the laughs in several of the first try have been corrected. Whole affair is so amateurish it does not merit consideration as a commercial enterprise.

60 GIRLS IN FLASH ACT AT COLISEUM, LONDON

London, April 1. The biggest flash act staged at the Coliseum in many years is due to open April 21. It will comprise 22 Mangan Tillerettes, 12 Plaza Tiller Girls, 12 Paramount Tiller Girls from the Paramount, Paris; Hellwell Sisters and 12 show girls. In three scenes and 200 costumes. The show is devised by Francis Mangan, the Paramount European producer. It will necessitate the use of the entire Coliseum stage, which is considered the biggest of any European theatre or vaudeville house.

Should this experiment be successful, it is likely to stay in the book for a run, with scenes changed weekly.

Germans Boed Off

Zurich, April 1. First performance at the Esche here of "Cynarcely," new play by Friedrich Wolf and played by a young group from Berlin, was practically hissed off the stage.

Schaljapinx III Zurich, April 1. Schaljapinx's tour of Italy and Switzerland has been cancelled, the artist remaining in Milan, seriously ill.

Dutch Actors Urged To Organize by Daily

Amsterdam, April 1. The newspaper "Telegraaf" here has opened a campaign designed to bring about the organization of standard Dutch legit players. Preliminary aim is to get the leading actors formed into a group and then gather the lesser people about this nucleus.

HOLLAND HOPES FOR VAUDE REVIVAL

Amsterdam, April 1. Plaza Theatre Co. of Berlin has leased the Circus Schouwburg, Rotterdam, for 15 years, first move in obtaining a circuit of houses in Holland.

Statement has been issued outlining the concern's plan to take over houses in The Hague and in Amsterdam, all units to play a variety program booked out of Berlin apparently.

Musical Leader Drops Dead Leading "Death Interlude"

Copenhagen, April 1. A charity gala concert in Copenhagen's greatest concert hall had a tragic termination, when Vili Poulsen dropped dead on the platform while conducting the "Death Interlude," from the French opera "Amadis." He literally conducted his own death there.

Made Good on Aliens

Galveston, April 1. Nick Marosis, former Texas theatre man, has made good a pledge to Uncle Sam, although it took him three years. Marosis brought in a number of Russian actors from Mexico several years ago and signed a bond for each, promising actors would leave U. S. as soon as the engagement was filled.

"Command" Okayed

London, April 1. "Command to Love," originally banned by the Lord Chamberlain in his censor capacity and then produced privately by the Art Theatre more than a month ago, is to see the regular stage. It will have public production early in May, at the Apollo with Gordon Hirshford producing in association with Edward Laurillard. George Curzon will play the lead.

THEATRE SITES FOR 5-10 AM CHAIN

Woolworth's Thought to Have Bid for Palace Theatre Property, London—Montgomery-Ward Also Named — Breaking Down British Tradition in Trade

MASS PRODUCTION

London, April 1. The directors of the Palace theatre are to meet in a few days to discuss a purchase offer from an American business concern. Report couples the name of Woolworth with the deal, but inside the understanding is that the bid comes from Montgomery, Ward & Co., as part of a campaign to invade England with the mail order business on a vast scale.

The Palace property is situated on an island site and with the enormous traffic the area around it would make an admirable spot for Woolworth. Woolworth interests made a bid for Daly's theatre, which is not nearly so favorably located for the 5-10 outfit. This proposition is awaiting the return from South Africa of Isidore Schlessinger. The advent of the powerful and resourceful American mail order business might have a profound effect upon the British business policy and lead to the introduction of American mass production methods, which British business has always discouraged, preferring small sales and wide margins of profit to cover overhead.

Ford's Monkey Wrench

The traditional English policy in this respect has been shaken by Henry Ford, who is building a factory without an annual capacity of 300,000 cars. Native makers of cheap autos are already panicky, although the factory won't be in operation for two years. The cheap native motor of any horsepower sells at \$1,000 and the prediction is that Ford will cut that in half. Ford formed a British company two years ago capitalized at \$200,000 and this year paid 15% dividends. Its \$5 stock is selling at \$15. There is no room for objection on patriotic grounds, as the plant employs only British labor and the entire manufacturing schedule calls for British materials. When the new Ford factory is complete it will employ 12,000 workmen.

Unemployment

After 60 years of American propaganda to convince merchants of the merit of the American system of mass production, amazing profits and turnover, it now begins to look as though English business may embrace the modern ideas as a solution of the unemployment problem.

Four years ago England removed the duty on foreign autos and one manufacturer declared he would be bankrupt. Today he is the largest motor maker in Britain, having been driven by competition into mass production. A year later the motor duty was restored and the manufacturer became one of England's biggest.

Now there is talk of three low-price cars combining to carry out the mass production plan. Nearly all the desirable West End theatre sites are under negotiation by American business. One deal already carried through is the purchase of the Hotel Cecil by Shell-Mex, property to be converted into an office building.

Russian Ballet in Floor Show Castro, April 1. Perroquet night club has the Krukowsky Russian ballet in its new show.

British Booking Combine Will Give Acts More Time Over There

Strictly British

London, March 22. Newly married man visited physician at instance of his wife to discover what ailed him. Promised wife he would let her know the worst. Doctor analyzed complaint as "acute alcoholism." Patient protested couldn't tell that to wife. "Call it syncope," said doctor. When wife informed of ailment she looked up dictionary and discovered the definition read, "Irregular progress from bar to bar."

REVUES BEAT FILMS IN BIZ

Amsterdam, April 1. Business at the theatres playing sprightly revues has taken a boom, while the box offices at the cinemas continue generally quiet. "The Pagan" (M-G-M) very successful at Tuschinski's. "The White Devil" continues at the Rembrandt cinema. "The Bridge of San Luis" (M-G-M) disappointment at the Grand theatre, Rotterdam.

2 INDIFFERENT NEW PLAYS IN PARIS

Paris, April 1. Face of new production has calmed down after last week's spurge. Nothing especially notable in the two new pieces, both moderately well received. "Vive Amour" (Long Live Love!), by Marcel Nancey and Hector Saintilla, is a broad farce starting at the Theatre Comedie, small house up Montreux way, with a clientele of its own. A spinster leaves her entire fortune to a nephew on condition that he eschew all women until reaching his majority. Daise, however, makes the young puritan lose his inheritance, leaving him to wed the daughter of a learned professor.

In the cast are Clara Montheal, as the aunt; Marc Pichot, nephew, and Regine Henry and Simone Monolat. Comedy of Politics. With the departure of Maughan's "The Letter," from the Athenaeum, Lucien Rosenberg has mounted "Barriou," new comedy by Jacques Deval, presented with some degree of success. Story has to do with French political intrigue, smartly written but vastly exaggerated.

Barriou strives for political advancement. He meets a girl, communist journalist hiding from arrest. They quarrel, then fall in love. Time passes and Barriou has won success. In a high cabinet position, where to further a political design he unscrupulously proposes to denounce the girl. By so doing he will gain the support of an opposing faction. He knows the girl has abandoned her old radical political views, but ignores all that.

Fortune defeats the rogue, when the girl marries his uncle and goes to Vienna where he has just been appointed ambassador. In the cast are Marcel Andre, Pierre Etcheberry, Charles Lorraine, Andre Dubouché, Mimos, Simone Ivon, Germaine Aigner and Delain. Acting indifferent except Dubouché, role of the uncle.

Toscanini's Successor

Zurich, April 1. Sergio Falloni, musical director of the Opera in Lugano, will succeed Arturo Toscanini at the Scala, Milan.

London, April 1. Discussions are under way between General Theatres (controlling the legit and variety houses of British Gaumont) and Moss Empires, its opposition in many towns, looking to booking agreements on acts and shows which, it is promised, would lead to longer engagements for American acts. It is admitted that such a deal would also seek some compensating scaling down of salaries, in consideration of the longer time offered.

George Black, general manager of general theatres, which controls legit and variety houses of British Gaumont, will have a formal conference tomorrow (3) with R. H. Gillette, managing director of Moss Empires, also director of the Denman Trust, which in turn is a subsidiary of Gaumont British.

Despite the apparent interlocking of interest, Moss Empires is opposition to General Theatres in several provincial towns. Primary object of the get-together is to obtain a harmonious booking relation between the two concerns covering the booking of variety material booked to discuss feasibility of a joint contract for American acts on both circuits. Many stands on both chains play variety bills.

Joint contract on imported material would enable the combination to offer longer engagements and moderate priced turns could get 20 weeks. This would mean reduced salaries in return for the longer term contracts.

Palladium, London, General Theatres' ace, is suffering badly from "stiff" novelties and the management desires that salaries asked by American acts for limited engagements are out of the question. They hope a combination booking scheme will solve their problem in this respect.

PARIS' FREE SHOW IN LENTEN CARNIVAL

Paris, April 1. Greatest free show is in Paris with the whole town making holiday for variety material booked available, these two houses would revert to the vaude policy. Gillette also is a director of the Victoria Palace, London, and the Alhambra, Glasgow. If a desirable pool of variety material becomes available, these two houses would revert to the vaude policy.

Everybody is in costume and floats are parading. Main exhibit is the fatted ox, which will be killed after Lent, on which occasion Paris will have another free circus. All the theatres are having special performances with doing gales and student balls everywhere.

The theatres are booked solid ahead for days and capacity by matinee time. All this in spite of crowded streets. Cabarets are booming, in contrast to the dullness that prevailed a few weeks ago.

Far Away Objection To Picture's Posters

Capetown, April 1. The mayor of Matielburg in Natal, ordered the removal of posters advertising the picture "Stolen Love" which he termed objectionable. Critic's paper had the figure of a scantily dressed woman as its main subject. Before it was put on display, local sign painters had painted skins over the undressed figure. Authorities objected to this and more paint was splashed on. Even then, the mayor opposed the posters on the ground that it put Europeans in a degrading position in the eyes of the natives in this territory.

B'WAY SHADOWS

Melodrama in three acts presented at the Belmont March 31 at Theatre Producers' Guild, written and staged by Earl Simmons.

One of the leads is an occasional actor, occasional because he has a good job downtown. Asked why he could not return to the stage for a limited engagement. Boy, he didn't ask it, he said it. Strange.

The melodrama is one of the crustiest in a long time. That the author directed "Broadway Shadows" did it no good either.

Action occurs in walk-up flat in a boarding school. But it is a banker rents it after a disagreement with his father and some sort of a row with his fiancée.

Click has something on his mind, something about a check he was wrongfully accused of raising from 1 to 20 grand.

Click has something on his mind, something about a check he was wrongfully accused of raising from 1 to 20 grand.

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drops in his boozie and a dame he had, wore that phibit of his flash-lighted. For that bit of fun, Ma Adams came through with fifty grand. But there is more double counting.

Mr. Hedge wrote the play. His second act is laugh-winning and perhaps a little more resourcefulness could have made "The Old Rasca!"

The creation of the battle-as-wife, a born booser who runs against a stone wall in her mate in his new flat for freedom, reacts favorably.

Fred Waring's orchestra, in attempting to carry a musical comedy, has the good idea to realize success.

It's soon apparent that the best matter will come from the band in the actor's role.

Surrounded by an inexpensive cast, Fred Waring as a star with the show, is an actor who has stood out as considerable more than a band leader.

Several in the band have speaking parts and come through nicely. Outstanding is Jack White as an obnoxious chief comic.

Although trying its paces first in Santa Barbara, the show is suffering from waits and peculiar spotting. It can be made better even without new material.

Edwina Rikley does an excellent comic, upity Mr. Burrows. It's a cockney type and the best he has done over here.

Out-of-Town Reviews

RAH, RAH, DAZE

Musical comedy announced by and starring Fred Waring with his Pennsylvania.

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two or three good tuneful rhythms which are likely to put teen-a-tapping in at home while the wife keeps her partner with his wife, he over-ears a party to turn away with the broke. He is a bit of a pair declaring their love.

The cast is able and ample and well as the music and start audiences homecast humming.

Dorothy Murray, whose piping voice and manner remind one of Ray Dooley; Bert Matthews, Earle Doody, Joyce Barbour, Harry Shannon, June O'Dea, Nancy Gray and Nell Roy carry the burden of the plot.

They are likely to be most well probably take care of the Waring draw. The same for the few other spots in rattle.

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go to a party with his wife, he over-ears a party to turn away with the broke. He is a bit of a pair declaring their love.

The play is straightforward. Col. Greene has tried to put uncompromising realism in it, even to the depressing ruling. In many instances the play is incoherent.

Their route covers Mississippi, Tennessee and Kentucky, and they will be their tenth annual tour. The first date is Jackson early in April.

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DEAD OLD ENGLAND

Comedy in three acts. Presented at the Belmont March 31 at Theatre Producers' Guild, written and staged by H. F. Maltby.

A one-act, short-act show, "Dead Old England" is a low cost production. Hasn't a chance for class patronage and a limited engagement is indicated.

H. F. Maltby wrote his play as broad satire, but it turned out travesty or indeed burlesque. First act is almost as much waste as the waste laid upon which it is supposed to be played.

"Dead Old England" has to do with impoverished aristocracy after the war. A character, "Forsworth," explains that through necessity settlements have grown up upon these lands.

Lady Shoreham, one of the "new" ones by marriage, is in one of the dilapidated cars with Ursula, her daughter. Their chief possessions are a goat, which makes Ursula's appearance appear as some chickens.

Romance enters the dingy home and Ursula becomes really attached to Ursula, but his partner hear about a union. Burrows is on the point of selling out the Shorham's when the youth steps in and buys a bit of crockery, paying more than enough for the lot.

JONICA

Atlantic City, April 1. "Jonica," the new Friedlander musical show, which settled at the Apollo a week of tightening up before its Manhattan debut.

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Evelyn Nesbit in Panama Cabaret; Chinese Resent Lloyd's Picture

Panama, March 17. Evelyn Nesbit returned to Panama bringing with her Evelyn Nesbit and Jane Allen, Jay Dixon, Joan Collier, also the Thornton Sisters. Miss Nesbit is drawing and business is better than since the fleet pulled out.

June Helen Armstrong, entertainer at Kelly's Ritz in 1928, married Norris Holt, canal employe, then refused to live with him. Her husband has filed suit for divorce, claiming she blew with his diamond rings and negotiable treasury checks for \$3,000. In leaving the island Miss Armstrong apparently used an assumed name. All efforts to locate her have failed. Husband anxious about the diamonds; says nothing about the wife.

Hector Downe severed connections with Rices Cafe, back at his old job, manager of Kelly's Ritz.

Fleta's Hit

Miguel Fleta, former Metropolitan Opera, received an ovation at the National Theatre never before given to any singer as Don Jose in "Carmen" he was a riot. The applause lasting for a quarter of an hour. Georgia Stark was another favorite as Gilda in "Rigoletto".

The Glosop Harris English Repertory Co. has been playing stock at the Balboa Club House. This week they leave for the West Indies.

Business good.

June Monroe joined the show at the Metropole last week.

Dorothy Waring, wife of Fred Waring, passed through here on West Indian cruise.

George Ade, author, is in Panama on one of his yearly visits.

Dog Races Flap

Dog races failed to run one night last week—four dogs had been poisoned and owners refused to let their dogs run, until an investigation had been made.

Colon

Bilgray's newest entertainers are Bee Walk and George Young. Miss Walz is a dancer and Miss Young plays a saxophone. Mary Abbott is now the hostess-in-charge. Bilgray promised her that position after many months as an entertainer.

Two new entertainers at the At-

BANDS NOW SET FOR BRONX ROAD HOUSES

When the clubs take to the country in the spring and musicians must live, the trumpeters and piano players will sort of divide up the edge of Westchester real estate into four divisions that will send Ben Pollock and his band into the Castellani Royale, Pat Whiteman's at the Hollywood Gardens, Lombardo's at the Woodmansten Inn, and Vincent Lopez's the Pelham Heath Inn. Whiteman, in going into the Hollywood Gardens, goes to work for the crew that has been so successful in spotting Broadway's first "no cover" cabaret, the Hollywood. Ben Pollock will have a piece of the Castellani Royale. It will open April 24.

At present Castellani Royale will be only "no cover" summer club in the four corners, but hope is that others are in same frame of mind.

Hunter Island is under a padlock for a year, while The Chateau at City Island is without date so far.

Snow Ruins Radio

Chicago, April 1. Blizzard last week hit the radio for the first time in Chi.

In the early morning four stations went off entirely, while others overcame tremendous difficulties to keep going.

lantic cabaret are Diane Blake and Babe Darling.

Over the top cabaret has two new Spanish artists, Aguirre Sisters, Singers and dancers. Six Americans are expected on next boat from New York.

Chinese Object

Harold Lloyd's first talkie, "Welcome Danger," was taken off after first showing in Colon. Chinese objected to members of their race being shown as opium peddlers, underhanded fighters, law breakers and characters of the underworld.

The Robert Wilcox Theatre Co. is building a theatre, ready in about two months.

Elizabeth Kendle, late of the Silver Slipper and Cadillac, arrived yesterday for the Atlantic Cabaret; also Kitty Merritt and Sally Kenny and Dane Madison, acrobatic dancers.

10-Yr.-Old Sock

About 10 years ago Nelson Ingham, then song plugging for Joe Morris, had a professional quarrel.

Robbins has just engaged Ingham as his Montreal field representative, bearing no resentment and saying he admired Ingham for his loyalty to Morris.

Public Keener For Classics, Hanke Finds

That classical music has made steady strides in the fancy of the hey-polloi during the past few years is vouched for by no less an authority than Hans Hanke, the pianist, who gives request recitals of only classical selections five hours daily in the Elizabeth room of the Paramount New York.

Hanke states that he can remember when about 10 years ago only about six or eight people were well versed enough in the music classics to request him to play certain selections by name. To others the music was foreign entirely or so unfamiliar that none knew even the title of a piece which they may have fancied.

Now, avers Hanke, it is an unusual day when he does not receive on an average of 150 requests from different people, who not only ask for the piece by title alone, but name the composers as well.

Not only does he receive many requests, but certain students of the ivories approach him and ask him to play a piece by title alone, but that they are practicing it and would like to hear it played as it should be played.

Since Hanke plays without the notes in front of him, many approach him with such silly questions as "Can you read music or do you play by ear only?"

WILL ROGERS' \$75,000 FOR 13 RADIO HOURS

Hollywood, April 1. Will Rogers will get \$75,000 for 13 broadcasts over the Columbia network each Sunday starting April 6. He will converse on news of the week during the period.

Broadcast is for E. V. Squibbs & Sons, New York wholesale druggists.

Year's \$65,000 for Ripley

Detroit, April 1. Robert L. Ripley is starting a B. I. O. N. hour on the radio. It will be over the N.B.C. chain every Monday, starting April 14, from 7:30 to 8. Hour is Beacon Oil Co's.

Ripley gets \$65,000 for a year. He is allowed 10 weeks off in the summer.

16 Nite Clubs in Square Have Quit This Season

That the bottom fell out of the night clubs this season is proven by at least 16 night clubs and ballrooms being forced to close. Only clubs which were located around the Times Square section are tabulated among these 16, Harlem, Greenwich Village and the East Side have had their quota of foldings.

Those which closed are: Russian Club (formerly the Little Club), Chateau Madrid (contemplating reopening in about one month), Jack B. Hays, Los Ambassadors, Kenmore, Kentucky Club, Manger Hotel Grill, New Liberty (formerly the Wigwag), Jungle Club, Club Miami, Peter's Blue Hour, Mayfield (formerly the Strand Roof), Parody Club (opened and closed three times and now reported to be opening again), Coffee Don.

Some of the joints listed above were non-couverters, but couldn't make a go of it. The majority operated on a cover charge policy.

Numerous clubs now operating are reported to be suffering heavy losses and will probably close any week.

Along the Coast

By Bill Swigart

"TRUST" CASE ABRUPTLY ADJOURNS IN U. S. COURT

Wilmington, Del., April 1. Suit of R. C. A., American Telephone and Telegraph and DeForest Radio Co. against United Broadcast-casting, came to an abrupt halt in federal court here after two slow days which followed the broadside of the opening day. Fold-up was due largely to pressing business of lawyers elsewhere.

Suit is for an injunction to prevent infringement of DeForest patents on vital broadcasting devices. Only testimony taken was of a highly technical character. DeForest, though in court, was not called to the stand.

April 6 is set as the day for re-opening arguments. Lawyers are undecided whether to return to court room or file briefs. The suit was simplified during the two days by an unexpected move. Both sides agreed to admit the testimony of inventors taken in the previous cases over the same issue.

Universal based its defense on a patent of Charles B. Lindbergh, after being deserted by DeForest and Edwin H. Armstrong on the opening day. Armstrong also holds a patent on the device. Question is over priority.

OPERA SINGER OUT OF NBC BUREAU

Carmela Fonselle, opera, concert and radio light, has been released by the NBC from her exclusive personal contract with the radio company's Artists' Bureau.

Miss Fonselle was reported dissatisfied with terms which bound her exclusively to NBC for all other engagements, in addition to radio.

When recently booked for three weeks of R-K-O audiodrive by Jeff Davis, R-K-O agent, without knowledge of the NBC, latter put in a claim for a share in the commissions on the grounds that Miss Fonselle's services were exclusively the NBC's under her contract with the radio organization.

R-K-O's arbitrary decision gave Davis and the NBC a 50-50 split of the commission.

Hollywood, March 29. "Paramount on Parade," puts emphasis on its music. Numbers, with exception of two concert standards sung by Dennis King and Nino Martini, are all originals by the studio.

Included are "I'm in Training for You" and "Dream Girl," by Gilbert and Bae; "Anytime's the Time to Fall in Love With You" by Elsie Janis and Jack King; "Sweeping the Clouds Away," "All I Want Is Just One Girl," by Richard Whiting and Leo Robin; "Honor the Torador," "Dancing to Save Your Soul," "What Did Cleopatra Say," "Let Us Drink to the Girl of My Dreams" and "My Marine."

Hollywood's Variety

M-G-M trio was discovered working for Warners. Mitchell Gottle and Meyer's initials... Jose Bohr is the only picture star to write the entire score for his own production. It was used in "Such Is Life," seven-reel Spanish feature just completed for Sono-Art, and contains three original Spanish songs to be published by a Spanish firm... Moving a huge electric pipe organ on a motion picture set at Paramount to furnish incidental music for a church choir scene... Harold Berg driving over Calhoun Pass at 5 m.p.h... Violinski and Tobias composing in the open air at Tiffany studios... Bill Raskin blew into town and told how he folded up a prosperous publishing company in New York when one of the customers ordered an order collect... Martin Broones in his own mahogany lined office at M-G-M... Roosevelt lobby without a songwriter, for 15 seconds.

Claiming Piano Record

Based on the actual count of 115 pianos now being used by song writers, directors, scenarists and players at First National studios; it is conservatively estimated that more than 1,500 are being used by all the studios.

Add another 10,000 in the homes of the people depending upon pictures for their existence, and it should show more pianos per capita in Hollywood than in any other community.

It's a long jump from coffee and cakes to owning your own automobile. Jack Meskill made it over night with one song—"There's Danger in Your Eyes, Charlie."

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SECOND YEAR AT
HAMILTON CHATEAU
NORTH BERGEN, N. J.

PAUL, WHITEMAN
And His Greater Orchestra
Watch for
"KING OF JAZZ"
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Personnel Rep.: JAS. F. GILLERMAN

West Coast Theatre Using 15 Air Plugs Each Week

Hollywood, April 1. West Coast's Egyptian theatre went 2-a-day on the air last week, playing a supper program of organ music over K-R-O besides a noon period. Harold Curtis organist.

Theatre also broadcasts part of its stage show once weekly.

N. Y.-Chi. and L. A. Due For More Radio Outlets

Washington, April 1. There is scheduled a realignment of broadcasting wave lengths to get things into accord with the radio law. It will mean that New York, Chicago and Los Angeles are going to lose plenty of stations, but it is not that, such cuts in power as to make the stations purely local in value.

In framing the Couzens bill, which is expected to come out of committee this session, the proportion is still further narrowed down to give each state a break on stations. Now it is zones.

Federal radio commission is frank in admitting a battle ahead which, from past experiences, isn't going to get far for a long time.

Congress only further complicates such divisions. It officially passes a law and then its individual members swamp the commission when it strikes their own constituents.

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WITH MRS. JESSE CRAWFORD AT THE SECOND CONSOLE
Her Introduction: "I OFFICIALLY PASSES A LAW AND THEN ITS INDIVIDUAL MEMBERS SWAMP THE COMMISSION WHEN IT STRIKES THEIR OWN CONSTITUENTS."
"MOONLIGHT REMINDS ME OF YOU" PUBLISHED BY IRVING BERLIN, INC. (Broadcasting System)
Victor Records

Non-Film Songs Don't Class With Picture-Songs, and Why

Publishers with film connections beattle the idea that non-film songs, or even that whole class of songs, are to compete against the trendsetting picture plugs. That a number of non-film songs are currently in top positions still can't talk away or aside the fact that with all publishers starting from scratch on radio, orchestra, mechanical and vaudeville plugs, the ones with the extra and super-plug via the screen has what one publisher described as "150,000 copies sale edge."

In the old days, it is claimed, a music firm needed four months to plant a number with 100 big time spots, considered an excellent showing if accomplished. Today the screen outlet means that 100 Johnsons, 100 Chevaliers, 100 Dennis Kingles, 100 Ramon Novarro's, 100 Tibbetts, etc., are plugging a song in that many key cities the first week a picture is released. Apart from the advantage of synchronizing the music exploitation with the picture release, is the perfect performance of equal Broadway quality in each town.

Out-Selling
It is said a fair song spotted in a good picture will easily out-sell a good song not in a picture. And this, the music allies of Hollywood aver, is regardless of lack of intelligent handling or other Hollywood failure to give them the maximum of co-operation.

As proof of what the picture connection can accomplish and the measure of the advantage is cited "Desert Song," "Rio Rita" and "Madison King" in scores already having run their course a couple of years ago. "Desert Song" was revived after the Warner picture and sold an additional 300,000 copies, although having been a hit previously.

This is in contrast to a couple of current non-film hits which after passing 250,000 copies started to taper off sharply. Had they a screen outlet these songs, film publishers declare, would double or treble their sales.

Goldkette in Concert

Detroit, April 1.
Jean Goldkette, local jazz band impresario, known nationally, made his concert debut, with the Detroit Symphony orchestra. To play as soloist with it is considered a mark of distinction.

Goldkette made the jump Sun. from blues to classics at Orchestra Hall in the presence of a spacious and enthusiastic audience. He played MacDowells concerto for piano and orchestra in A minor.

HERE AND THERE

Charlie Dornberger's band opens the season for the Atlantic City Convention Hall, April 3. Three other M. C. A. bands will round out their season.

Sam Robbins' band, at the Hamilton Hotel, Bermuda, now, opens a seasonal engagement at the Tybee Beach, Georgia, May 24.

J. Fred Coots and Benny Davis wrote a new tune for Dorothy Stone's use in "Ripples" on the road.

Paul Specht, after a couple of years away from vaude, returns next week for R-K-O at the Madison, New York.

Al Plantados, former indie publisher, who called it quits two weeks ago, contemplates departing for the coast shortly.

Charles Previn, bandmaster, who recently completed two years at the Mastbaum, Philadelphia, has gone under the wing of Benjamin David.

Wm. Keller hand now at Moose Club, New York.

Jack Robbins expects to leave for the coast end of next week.

Earl Carpenter and his band headed for Manhattan in a fleet of nine cars. Just fueled their third season at the Casino in Havana.

Organ Again at Strand

Organ presentations were reinstated at the Strand on Broadway last week. Louise M. Roesch, guest organist from the Beacon coming in for two weeks. She returns to the Beacon later, replacing Ken Widener who is substituting her absence.

Widener has been the organist at the Strand, Brooklyn, which drops its organ numbers Friday due to the room required as a result of the department policy to be inaugurated there. Widener will likely go into the Broadway Strand after Miss Roesch's two weeks there.

FILM-MUSIC CHANGES BRING ENGLISH HERE

Foreign agencies for American music publishers, notably the English, who are the most important, are running into an increasing maze of difficulties because of changed conditions of the film-music business.

At present two English publishers are in New York to admit it. They are John Abbott, managing director of Francis Day & Hunter, accompanied by Eddie Day and Bert Feldman, Witmark's English representative.

Feldman, who has represented Witmark's in England for 20 years, entered into a new term contract several months ago, but several important points later developed necessitating the trip over here. Feldman recently cut his sheet music price from two shilling to one shilling and six pence, did not secure an okay from this side or an adjustment of royalties. Another reason for the trip is the matter of the defunct Plantados firm for which he is negotiating for a three-year period Feldman made an advance payment of \$25,000. He has been allowed a credit on this item.

New arrangements between Metro-Robbins and Francis Day & Hunter will date from May 1. At that date all Metro-Robbins foreign distribution contracts are expiring. In many instances there will be switches of representation and in all cases new contracts will be awarded for a period of one year only.

Bert Feldman returns to London this week. Abbott and Day have gone to Chicago for a short stay and will not call before another three weeks.

Chi. Opera \$43,260 in Dallas—Nets \$30.25

Dallas, April 1.
When W. G. Higgins, head of the San Antonio Lyric League, which booked recent appearance of Chi Opera there, looked over the earnings he found they took in \$43,260 and paid out \$13,223.75, leaving a net of \$30,25. However, Higgins stayed cheerful as he kept 127 guarantors from diving into their pockets, and consequently got himself re-elected for next year on strength of his "success."

In Dallas, the Chi outfit, playing same opera, broke Texas records.

OLSEN'S \$15 OPENING

Hollywood, April 1.
George Olsen's new picture, "Grauman \$5 better. When Olsen opens his club in Culver City, April 23, he is going to charge \$15 a plate for those who want to witness the dedicatory ceremonies.

Highest they've ever gotten for a premiere was \$10, and that several years ago when Grauman opened "The Gold Rush" at the Egyptian.

Top for cafes has been \$10 also.

Optional Slight

Hollywood, April 1.
Walter O'Flaherty and John Dolan, songwriters, on here for the past year, failed to have their options exercised by Warners-First National.

Team went with Pathe previously.

Schuster, Miller Renew

Contracts of Ira Schuster and Bob Miller, Warners, have been renewed by Warners for another year. Original contracts for one year expired April 1.

Schuster is pro. manager for Witmarks and Miller band and orchestra manager.

Warners Retaliate on NBC for Going Too Strong for Radio; Holding Out Harms' Songs

Bandmen Papas

Wives of five musicians in Whiteman's band are to have babies, four of Olsen's outfit are to become papas, while at least two in Johnny Hamt's band expect additions to the family.

All on the coast or were.

WM. C. PERRY OF WEAF HELD FOR ALIMONY

William C. Perry, musical director of Radio Station WEAF, was arrested Friday night in his suite at the Hotel Roosevelt by Deputy Sheriff John Goldstein and lodged in the county jail on West 37th street for being \$3,000 in arrears on alimony payments to his wife, whose suit for divorce is pending.

The arrest order against Perry was signed by Supreme Court Justice Phillip J. McCook on the application of the wife, Mrs. Mae W. Perry.

Mrs. Perry was granted \$150 a week alimony in 1928. She said her husband paid her regularly until February, 1929. When her husband failed to pay her, Mrs. Perry asked Justice Curtis A. Peters to hold him in contempt, but the jurist declined to give Perry an opportunity to pay \$500 a week until the back payments had been made up.

Later Mrs. Perry told Justice McCook that her husband had disregarded Justice Peters order and the arrest order was issued. Perry earns at least \$2,000 a month, Mrs. Perry informed the court through her attorney, William Grant Brown.

50 Dance Orchestras

Quit; Blame Radio

Providence, April 1.
More than 60 orchestras throughout Rhode Island have announced their intentions of giving up their State charters because of inability to get business. Organizations blame downfall to radios and talking pictures.

For years these orchestras have been in the dough, playing at radio State parties because of amateur theatrical affairs. Radio and the talking pictures have cut deeply into their profits, so they plan to disband.

Under the laws of State all such non-business organizations must obtain charter from Secretary of State. Last week when filing time was up for next year authorities revealed that more than 60 orchestras plan to give up charters.

Spaeth Hit-and-Runner?

Westport, Conn., April 1.
Sigmund Spaeth, nationally known musical director, faces a charge of swindling responsibility after his auto had hit another car near here.

Spaeth claims that while knowing he had figured in an accident he kept on going as he believed that only slight damage had been caused.

Police Chief Helps

Chicago, April 1.
Bootleg song lyric sheets have been ordered off Loop newsstands by Chief of Police W. Russell.

A general order instructed all officers to warn offenders and to make arrests if the sheets were not removed.

Lyman Moves Over

Hollywood, April 1.
Abe Lyman's orchestra, at the Chinese with "Rogue Song," will switch to the Carthy Circle April 22.

It will appear there as musical feature with Universal's "Western Front."

Harry Bloom Publishes

Harry Bloom, formerly mechanical manager for Berlin, has started his own publishing firm in New York.

Intimating possibility of embargo in National Broadcasting Company radio programs of all songs published by the music subsidiaries of Warner Bros. the latter, charging discrimination, has ordered the NBC to discontinue the use of certain current and catalogue songs published by the six music firms (Harms, etc.) wholly or partly owned or controlled by Warners.

Specific claim of the Warner music branches, as reported, is that the NBC has deliberately snubbed their numbers to favor Radio's own recently established Radio Music Co. (formerly Feist). Figures said to have been advanced reveal that of all the songs used in station and that have been on the air, NBC, 60% is published by Radio Music Co.

This statement was made by the Warner firms, from accounts, after check-up of all programs recently and currently going over the NBC network.

Null thus far about 10 Warner-published numbers have been ordered dropped from the NBC broadcasts. Included are several "signature numbers" which established the name of the latter source to identify themselves with radio audiences.

The "signature" songs, such as Rudy Vallee's "Your Time Is My Time" (Harms), and the Lucky Strike orchestra's "Lucky Day" (DeSylva, Brown & Henderson) are as closely identified with the users as the "Marcellaine" is with France. Warner firms demand that the NBC discontinue use of the "signature" tunes is considered a vital blow.

Wholesale Restriction

Restriction from use by NBC of about 3,000 catalog songs published by the Warner firms may possibly follow. In such an event numbers like the widely known and played compositions of Victor Herbert (Warner) could not be used on NBC programs.

Up to now the Radio Corp.'s theatre affiliation, R-K-O, has not entered the Warner embargo proceedings, nor has there been mention of any other radio organization, Victor phonograph, to refrain from using Warner-published songs.

The wholly or partly owned or controlled by Warners, are Harms, Remick, DeSylva, Brown & Henderson, Famous Music and Davis, Courts & Engel.

A big part of the current popular talking picture and musical show songs is published by the six firms.

New German Disc Bends, Won't Break, Heat Safe

Washington, April 1.
New pronograph disk has been announced in Germany, reports Douglas Miller, Berlin, to the Commerce Department, that bends easily, will not break, and is not effected by heat or moisture.

Material is a special celon product and has such a slightly more expensive than the shellac used heretofore.

German Dye Trust and the Rhenish-Westphalian Dynamit Co., have the new development.

Will Osborne Divorce

Will Osborne has been granted an absolute divorce from Adelaide Osborne, non-pro, whom he charged with having committed adultery on July 10, 1928. Co-respondent not named.

Osborne who disclosed his full name as Will Osborne Olyphant, married his wife in September, 1926.

Harry A. Schwartz represents him.

Sleepy Hall Pays "Taps"

Sleepy Hall gave "Taps," band and orchestra booker, \$1,000 in settlement for alleged breach of contract.

Band leader left "Taps" to go with M. C. A. a year ago last September.

Settlement was effected through George Plantados and Mack Goldman last week.

Harms New Song Sensation

WITHOUT YOU EMALINE

FOX-TROT

by Peter DeRose and Charles Tobias

IT'S DIFFERENT!

REFRAIN

Moderato

There's a fire that's burn-ing low, with-in this heart of mine, And it soon will go out, I know; with-out you, Em - a -
 liae. 'Fore my eyes there's a haz-y mist, the sun don't seem to shine, Birds and flow-ers, they don't ex - ist;
 with-out you; Em - a - line. I'm just like a riv - er that flows, get - ting no - where; Where,
 where I'm go - in' heav-en on - ly knows, and I don't care. All I say when I see the dawn, an - oth - er day to pine;
 Can't you see that I can't go on with-out you Em - a - line! line!

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Great Patter, Wonderful Recitation . . . write or wire for your material

A GREAT COMEDY SONG

CUTTIN' PAPER DOLLIES

WITH A LOAD OF GREAT COMEDY CHORUSES

A BEAUTIFUL BALLAD GEM

A GARDEN OF ROSES AND YOU

TO HEAR IT - IS TO LOVE IT!

Still Going Strong -

I LOVE YOU
BELIEVE ME
I LOVE YOU
(THE DREAM OF MY HEART)

FOX TROT

A LITTLE KISS EACH MORNING

A LITTLE KISS EACH NIGHT

FOX TROT

IF I'M DREAMING
(DON'T WAKE ME TOO SOON)

DREAM WALTZ

HARMS INC.

62 West 45th Street • Professional Dept-Strand Theatre Bldg. 47th at Bdwy

WILL ROCKWELL
Professional Mgr.

JESSIE L. BALL
Radio Dept.

HOTELS FOR SHOW PEOPLE

Hotels LORRAINE and GRANT--Chicago

LORRAINE SINGLE ROOM WITH BATH, \$2.00 UP... GRANT SINGLE ROOM WITHOUT BATH, \$1.25 AND \$1.00 PER DAY...

LETTERS

When Sending for Mail to VARIETY, Address Mail Clerk. POSTCARDS, BUSINESS or CIRCULAR LETTERS WILL NOT BE ADVERTISED.

- Bilka Beverly... Kelly and Jones... Mane Muriel... Noyce... Duke... Adela... Mrs. Burrison... Farrell... Mrs. Burrison... Fields... Fine... Larry... W. C. Cunniff... Grainger... Grant... Greenwell... Hopkins... James... F. Miss

THE DUPLEX HOUSEKEEPING FURNISHED APARTMENTS

330 West 43rd Street, New York Longacre 7132 Three and four rooms with bath, complete kitchen. Modern in every particular.

Hotel FULLTON

264-268 West 48th Street New York City 137-138 West 48th St. N. V. A. Club \$10 and Up Single \$10 and Up Double... Hotel JACKSON 137-138 West 48th St. N. V. A. Club

YOUR NEW YORK HOME "IN THE HEART OF THEATRE LAND"

REASONABLY PRICED--PRACTICAL-ECONOMICAL ORDER YOUR GROCERIES--YOU'RE HOME... LANSSEER APARTMENTS 245 W. 51st STREET 9 STORY Modern Fireproof 2-3-4 ROOM SUITES--Furnished From \$415.00 UP MONTHLY

CHICAGO OFFICE

- Allen Tom... Ayers Cecil... Bainsfor... Benger... Burt... Calvert... Charle... Catalans... Dugan... Edwards... Evans... Gazelle... Gilbert

while "Marching Men" comes to the Boulevard.

Dyker theatre in Bay Ridge, offering pictures and stock with Saturday and Sunday change of program. Tommy Hanlon heads the co. which also includes: Dorothy Sawyer, Joe Barrett, Gailie Sisson and Harry Jackson.

TORONTO

New Famous Players house at Gall, Ont., opens in three weeks... Ben Gelselmer has been admitted to the charmed circle of Famous Players executives, who go into conference once a week to see what it's about.

OTTAWA, CAN.

After one screening of "Little Johnny Jones" at the Centre Theatre, Mrs. Anson Stapleton took it over and substituted "The Puries" for the week, using large display space to explain the change.

MEMPHIS

By WALTER D. BOTTO "Lover's State" "The Girl Said No" "Orpheum" "Wedding Rings" "Vaude." "The New Vivian" "The Girl Said No" "Lover's State" "Only the Brave" "Lover's State" "Gully" "Princess" "Out on the Border"

Clarence Williams new manager of R-K-O.

Show Boat cabaret at West Memphis closed by state officials on account of gambling permitted at the place.

Loew's Majestic theatre turned into a clothing store.

Loew's State and R-K-O now presenting four instead of five acts, as formerly.

Skeets Mayo, old minstrel, now conducting a dancing school here.

F. Dailard is press agent of the R-K-O.

Chicago Opera Co. played a 2-day engagement at the Auditorium here and had a deficit of over \$10,000 to be paid by the subscribers.

Home Guenette orchestra now at East End gardens.

Sterling Travy now handling the film and dramatic department of Commercial Appeal.

BIRMINGHAM, ALA.

By ROBERT H. BROWN "Rise" "Such Men Are Dangerous" "Vaude." "The Name" "Young Eagles" "Strand" "Song of the West" "Empire" "Lilies of the Field" "Gone" "A Lady's Love" "Trion" "The Very Idea" "Fantages" "Marcus Show" "Lyric" "Dark"

The Favorite Players at Lyric closed Saturday night. They had the house leased from Interstate, and Interstate's lease was up Monday. Interstate will not renew and stock goes out. Reported outside interests trying to get Lyric for pictures.

City amusement inspector put her foot down again on some photos used for posters in the lobby at Fantages. Marcus unit playing there. She covered them up with brown paper and paste.

BROOKLYN, N. Y.

By JO ABRAMSON "Flatbush" "Blonson Time" "Majestic" "Three Little Girls" "Orpheum" "The Little Orpheum" "Boleavod" "A Connecticut Yankee" "Orpheum" "Honey" "Stage Show" "Such Men Are Dangerous" "Stage Show" "Sergeant Grisham" "Vaude." "Strand" "Triple Feature" "Vaude." "Charming Flatbush" "Vaude." "Brooklyn" "Dark" "Orpheum" "Picture" "Star" "Social Males" (Mutual) "Gayety" "Laffin Traps" (Mutual)

One line about this week: The shorts "Three Little Males" (musical) at the Majestic.

SYRACUSE, N. Y.

By CHESTER B. BAHN "Empire" "Stock" "Love" "Vaude." "Strand" "Spring To Her" "Paramount" "Two and Two" "Pekels" "High Society" "Brooklyn" "Vaude." "Sarah and Son" broke the weekend record at the Paramount, outdrawing "Love Parade." Shutout from the deluxe houses by their situation here, many pictures which in other days would be offered on major screens are going direct to the second runs for initial showing. Loew's State is featuring vaudeo over the week ending and advertising, but Keith's is giving pictures top position. For the first time in months Loew's was reported on the red list and Keith's weak film and poor vaudeo bill combining to knock business galley

DETROIT

Stage "Case" "Fortune Teller" "Wonderful Night" (3d wk.) "Montana" "Good" "Stage show" "United Artists" "Sarah and Son." "State" "Rogue Song" "The Famous Fish" "Slightly Scarier." "Famous" "Madison" "Second Wife" Marty Cohn, proprietor of the Hippodrome, who had to join burned last fall with 22 lives lost, was acquitted of criminal negligence. J. E. Flynn, district manager of the Detroit district for Metro-Goldwyn-Mayer, has just taken over the Buffalo, Albany and Pittsburgh offices for the same company. Vacancy was caused by resignation of George Bendo, who left to go with the Arctic Nu Air theatre ventilating company. Manager Joe LaRose of the Fox theatre is doing his best to help the Detroit merchants. He is paying the \$2. M. of personnel in advance, with the instructions to spend their money here where they earn it. Money comes in especially handy here as there is a week layoff before the act goes to work.

SELLS-FLOTO

(Continued from page 76) strong even with the spots picking the highs for the new Schwarz's. Tallenberg's Bear in Display 6 A. B. personal in advance, winner. Worked by femmos and men the bears do everything kids and adults love to see in animals. Cried every turn. Not even draggy, as some animal acts, this number is strong one. Bert A. Beas followed with spot lights. "Boys needs plenty of training. Across Butterflies in Display over a sure-fire and beautiful number. Mabel Pelke, a dainty miss who made her mark last year again, she has a great layoff endurance act. Excellent. About her the Three Kimball Sisters, Mabel Hubbel, Iron, the three Burlesque Sisters, triple iron jaw act, the

THE BERTHA FURNISHED APARTMENTS

COMPLETE FOR HOUSEKEEPING. 325 West 43rd Street. CLEAN AND AIRY. Private Bath. 3-4 Rooms. Catering to the comfort and convenience of the guests. STEAM HEAT AND ELECTRIC LIGHT, \$15.00 UP Mrs. Jackson now in charge

OBITUARY

(Continued from page 76) agent for Buffalo Bill and connected with Barnum and Bailey's Circus, died in Romney, England, March 12, after an adventurous career and many travels. Mitchell once arranged a command performance before Queen Victoria, which greatly enhanced his prestige.

ADDIE ROBYNS

Addie Robyns, 70, for many years in vaude with her husband, William Robyns, in "Council for the Defense," died in San Francisco March 21 after a lingering and complicated illness. Survived by her husband and a son by a first marriage, Ralph Mitchell, picture actor.

JOHN F. FAY

John F. Fay, 75, old-time minstrel man, died last week at his home in Bridgeton, Conn. Mr. Fay had been with many traveling outfits, but his most notable engagement was with the old San Francisco minstrel troupe. Intermarried in Hartford.

JOE A. BELMONT

Joe Artesel Belmont, 70, for 35 years a circus acrobat and who also worked in films doubling for stars, died in Toledo, March 28. A news story on his death appears elsewhere in this issue.

Adelbert B. Lane, 48, stagehand, Middlesex theatre, Middletown, Conn., was killed March 27 in an auto accident.

The mother (72) of H. M. Addison, manager Locwy's Rochester (N. Y.) theatre, died March 23 in Hawthorne, Pa.

Benjamin Kinney, 45, known professionally as "Red" McFadden, once champion prize waltzer, died in Buffalo March 28.

Father of Blutch Schlofstein, treasurer, Liberty, New York, died March 29.

Sister of Jackie McPartland of Fulton, Mo. office died in New York last week.

Brother of Larry O'Keefe, treasurer, Alvin, New York, died March 31.

Wife of Cresson E. Smith, division sales manager, United Artists, died March 30 in the Memorial hospital, New York.

DEATHS ABROAD

Paris, March 21. A. Biguet, 75, French dramatic critic, died in Paris.

DUKE ELLINGTON

AND HIS ORCHESTRA

ACKNOWLEDGE WITH THANKS THE HONOR OF SHARING

FULTON THEATRE
NEW YORK
NOW
AND FOR 2 WEEKS
A Concert Composed of
MR. MAURICE CHEVALIER
AND
DUKE ELLINGTON
and His Cotton Club Orchestra

LATE FEATURE
MR. ZIEGFELD'S
"SHOW GIRL"

Appearing After the
Theatre at
THE FAMOUS
COTTON CLUB
NEW YORK
In a Revue with
Music and Lyrics by
DUKE ELLINGTON
and
IRVING MILLS

EXCLUSIVE
VICTOR
ARTISTS

AN ENTIRE EVENING'S ENTERTAINMENT WITH THE
FAMOUS INTERNATIONAL ARTIST

MR. MAURICE CHEVALIER

AND EXTEND GRATEFUL APPRECIATION TO

MR. CHAS. DILLINGHAM

for selecting us for his concerts,

to the

COTTON CLUB MANAGEMENT

for a pleasant three-year consecutive run,

and

MR. IRVING MILLS

the first to recognize our possibilities, and
whose judgment and untiring efforts are
responsible for our success.

"One of the suavest and most agreeable entertainments in town, where Mr. Dillingham presented Maurice Chevalier for a fortnight's entertainment with Duke Ellington and his extraordinary orchestra—Mr. Ellington's share in the entertainment is no inconsiderable one. Of all our band leaders he best succeeds in making jazz seem an end in itself and not merely an invitation to the dance. The quality of his orchestration is exciting and varied; his bandsmen are unerring in their technique."—*Howard Barnes*, "HERALD TRIBUNE."

"What a band!"
—*"DAILY NEWS."*

"Ellington and his band distinguished themselves in Mr. Ziegfeld's 'Show Girl' troupe earlier this year, and last night offered a series of barbaric tempoed tunes that won approval. Mr. Ellington's piano solos also clicked, and his drummer is better described as the ace of the cymbal dusters."—*Walter Winchell*, "DAILY MIRROR."

"The last note in jazz."—*Charles Darnton*, "EVE WORLD."

"Duke Ellington played for him and quite successfully occupied the fore part of the program."
—*"EVE. SUN."*

SOLE MANAGEMENT
IRVING MILLS
148 West 46th Street
NEW YORK

RADIO

PRICE
25¢

Published Weekly at 154 West 46th St., New York, N. Y., by Varlety, Inc. Annual subscription, \$10. Single copies, 25 cents. Entered as second-class matter December 22, 1936, at the Post Office at New York, N. Y., under the act of March 3, 1879.

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NEW YORK, WEDNESDAY, APRIL 9, 1930

80 PAGES

RADIO ADVERTISING BOOM

Hollywood School Kids Told to Keep Dancing Shoes at Home

Hollywood, April 8. With all major studios having a line of dancers on contract the dancing schools here are reaping a harvest from the young hopefuls who hope to get into the hoofing business.

In the six blocks that make up Hollywood's main stem, there are 32 schools where kids are mastering "Of to Buffalo." At the Hollywood High School, with most still learning their three "R's," the teachers passed a rule that the kids cannot wear tapper shoes in the class rooms. While changing classes the young hoofers were doing breaks in the halls.

Most of the schools are on the second floor of Boulevard buildings, and the local yaps are getting an eyeful of the girls in practice clothes doing their stuff. Awaiting a crowd is gathered on the sidewalks it's 10 to 1 they are looking at legs in some hoofing parlor.

Local papers are running a full page of display advertisement on the dancing schools. All the ads claim that this or that picture had dancers from the school advertising. It's getting so tough now that three or four schools will claim the credit for the dancers in one picture.

Golf Stars, Double, \$5,500

Chicago, April 8. Gene Sarazen and Johnny Farrell are to double between the city's golf links and the Chicago theatre, week April 18, for \$5,500. Also booked by William Morris office into the Fischer, Detroit.

St. Paul, April 8. Paramount putting on most novel of its lobby hallihoods this week with Len Mattson, golf pro. He's giving the standees putting lessons while they wait.

Played up in ads with waiting patrons to ask as many questions about golf as they can think of.

R. R. TRAFFIC AS GAUGE

20th Century in One Section, Both Ways, Same Day

Chicago, April 8. Railroads are feeling the business slump in decreased traffic on crack trains between New York and Chicago.

Twentieth Century (N. Y. C.) used by all roads as the business barometer, had only one section on the train arriving in Chicago Friday morning (4), and only one section leaving Chicago the same day. Its usual number is from three to five sections.

It was the first time in years traffic was at such low ebb.

Making the Weight

Biggest market for weighing scales is Hollywood.

Hardly a home there without a scale. First National has even gone to the extent of analyzing what weight would best suit its actors and latter are accordingly advised or ordered.

Weight is based according to particular roles but in this manner an actor or actress gets first hand info without argument.

FIFI PLEADS "SLAVERY" ON CONSTITUTION OF U.S.

Rin D'Orsay is invoking the Constitution of the U. S. and asking the Los Angeles court to liberate her from a contract with Lyons & Lyons, agents, on the grounds of "slavery."

"The complaint filed on behalf of the actress wherein she sues both Fox Pictures and L. & L. is a kick-back from a contract with Lyons & Lyons, agents, on the grounds of 'slavery.'"

Article in the C. of U. S. is XIII and reads:

"Neither slavery nor involuntary servitude except as punishment for crimes of the party who shall have been duly convicted shall exist in the United States or in any place subject to their jurisdiction."

L. & L. is represented by Attorney Julius Kandler, who has answered the actress' invoking of the article as "promiscuous" and "laughable."

Greek Shorts Program On Grid on Broadway

Orthophonic Pictures, Inc., producers of Greek talking shorts, has leased the Carroll theatre, New York, for this Sunday, (13) to show its film product.

Program will take up about 90 minutes and will be put on a grind from 2 p. m. until 11 p. m. at popular prices.

Two Greek talking shorts will be featured. One is called "Punch of the Hunchback" with the Greek actor, Tetos Demetridis, entirely in Greek dialog. Short runs to three reels.

A one reel Greek singing short is the other feature film. Rest of the time will be used up showing Greek scenic shots with disc accompaniment.

Greek shorts were produced by William Salzman at the Metropolitan Studios, Fort Lee, N. J. John Marsch is president of Orthophonic Pictures.

HIGH COST HOURS: INTO MILLIONS

Stations Assert No Profit Through Expansion—Prices Per Hour \$10,500 and \$11,380—Too Many Advertisers to List

NEW OPPOSITION

Progress of radio as an industry continues in the class of modern phenomena.

Number of big commercial accounts is increasing rather than decreasing, the new ones outnumbering the few advertisers dropping off the air.

Radio major advertisers spend from \$450,000 to \$1,000,000 or more annually. Other advertisers spending \$100,000 or so a year are too numerous to list.

One-third to one-half the total cost of a radio budget is usually for broadcasting and wire charges. Balance goes for bands, names, announcers and entertainment generally. Against gross revenues running into many millions, the radio chains claim so far to be just about breaking even. Over-rapid expansion is eating up the profits in overhead, it is alleged.

New competition from different angles is springing up. About half a dozen "program service" firms have grown to some importance within the last year. These service organizations contact advertising agencies and sell themselves as experts to plan and carry through programs.

N. B. C. and Columbia have

(Continued on page 67)

Saloon Talkers Is All-English Idea; See, Hear and Stew

London, March 29.

Daylight Talking Pictures, headed by William McCormack, is offering an equipment for pubs (saloons) to show talkers in their bars and lounges.

Concern is making shorts with vaude artists. It claims no license is needed as film is non-flam.

Back projection of a four-foot screen is used, and runs off standing electric wiring at a claimed cost of 12 cents an hour.

Big protest is expected from exhibitors at this competition.

Will Pyffe and Florrie Ford, old-time south, have made shorts for this purpose so far.

Clowning Radio Salesmanship Tried and Over—But Is "Daring"

Monkeys Immoral

Chicago, April 8. Monkeys should be removed from the Lincoln Park Zoo because they are an immoral influence, according to a small clique of north side blue-noses who are reported ready to petition the city fathers for the move.

"Not until you put pants and shirts on cows!" was the heated reply of a Zoo official approached in the matter.

"JOHN STUFF" AMONG FREAKS ON 42D STREET

A number of the girls around Times Square have been complaining of a shortage of Johns.

It's a terrible state of affairs for the hungry, but it can be stopped if some of the lonesome girls will make a trip to Hubert's museum on 42d street.

Any number of boy friends can be found at Hubert's and if the trained fiags weren't confined, they probably could be picked up, too.

The checker players are probably the best catch of the place. Checker players calmly and sedately played their game on all corners amidst the hurly burly of the side show.

An oriental yogi chap was disclosing people's love life. As the only girl in the place at the time the yogi turned a polite eye upon her. No doubt he wished to disclose her love life, but guessed it had not begun as yet.

Ronance was hovering, however. At this moment the sword swallower, regally encooped upon his throne just above sobbie's head, whispered in dulcet tones "Come here a minute, cutie."

"Varely's" prying sobber turned in breathless surprise. She studied the gyrations of her wooer, but before she could come to any decision about his invitation, the double-bodied man from his throne nearby winked at her. Then and there, sobbie, who had always craved popularity, decided to play her cards right.

Besides that the backer who played so loudly at the front door had looked quite friendly and the checker players whom much had been heard of, were yet to be seen.

Sobbie moved observingly about the crowd and made a mental note to tell lonesome girls that besides the employees of Hubert's, anyone of the many gentlemen visitors, romantically known as "lindlifestiffs," may be had, it seems.

Going downstair to see the claming checker players, sobbie was waylaid en route by the half-man-half-woman. This sort of left sister, dangle and she staggered away from the onlooker for contemplation.

An innovation in radio broadcasting, that of self-kidding by an advertiser, was started during March by the Judson Radio Program Corp. on behalf of one of its accounts, Quaker State Motor Oil. A deliberate effort to avoid dignity and to josh the advertising mentality has been carried through.

Instead of opening with the usual stiff: "This program comes to you through the courtesy, etc.," the broadcasts have been referred to as "these gushings," and similarly. This is considered daring technique in radio circles. Traditionally the buyers of air space have demanded dignity, being afraid of humor as subject to misinterpretation or misinterpretation. Paradoxically it has been a rule of radio that the cheaper the selling price of the commodity sponsoring an hour the more sophisticated the program had to be. In other words, a candy bar was celebrated by symphony music.

Reversing this the Cucker Oil is going in for clowning despite having a high selling price, 35 cents a quart, and despite the advertising tradition that clowning is the nemesis of salesmanship.

Norman Brokenbush and Herbert Ploesie are handling the kidding experiment, reported as clicking with the radio fans.

\$300,000 GUARANTEE FOR AMOS-ANDY FILM

Ed. Scheuing, head of the N.B.C.'s Artist's Bureau, has received four different offers for the services of Amos 'n' Andy.

Florenz Ziegfeld has made an offer of \$8,000 weekly to star black-face team in his new "Follies" in the fall. Paramount desires to feature Amos 'n' Andy in a talker to be produced in the Astoria Studios. They have offered the blackface team a guarantee of \$300,000 against 50% of the net profits derived from the picture.

Another picture company desirous of acquiring the two boys are Warners, who have offered \$15,000 a week for them. Publix has a standing offer for Amos 'n' Andy at \$15,000 weekly, almost double the salary which the boys received when they last played for Publix at \$8,000 per.

BROOKS
THE NAME YOU GO BY
WHEN YOU GO TO BUY
COSTUMES
RECOGNIZE AND UNIFORMS
1637. ALSO LEADS COSTUMES TO DEPT. PENN.

Warners In, On and Out of Deals—Building on Coast but Not Buying Legits for \$2 Film

So many millions are involved in theatre expansion, and the acquisition of other interests, here and abroad, that the Warners are not going to expand their production facilities for some time to come.

While taking over the Brunswick-Balke-Collider interests was long debated within the Warner organization, it being strenuously opposed by some of the corners, it is now said the deal will be definitely sealed for slightly under \$12,000,000 before Saturday.

Not so however, with the Wilmer & Vincent circuit. Several weeks ago, executives here reported this deal "practically closed." Monday, it was gathered from equally reliable sources that the W. V. people are asking too much money and that unless they use the eraser on an alpha "or" so there will be no Warner check.

No Shubert Deal

The Warners' Winter Garden buy-through, the big theatre takes to popular prices. If these go over, it is expected the brothers will go after title to this piece of real estate.

So far as the rest of the Shubert chain is concerned, the revival of reports of a purchase is discredited. Months ago, it was considered. Since then, the brothers, here and Radio Pictures, have joined the film producer title that two-buck pictures in old fashion legit houses are out. Warners are going further. They fear the average citizen will not part with the two-spot and that a handful of such theatres throughout the land will take care of such big spenders.

\$300 Judas

Police commissioner in a Michigan city turned down a sex picture with allegation that it was immoral. Later he told the promoter he believed the film was bad for morals of youth, and added that he had written a scenario which was a great lesson for the youngsters.

Following day the promoter read the story and bought it for \$300. The commissioner then agreed to okay the sex picture.

\$50,000 FOR GUTTRY IN FIRST PAR TALKER

Paris, April 8.

Sacha Guitry's Paramount talker for which he signed with Robert T. Kane may first be shown at the Olympia, even before the Paramount theatre.

Guitry's dislike to being filmed is well known. He is said to have refused to sign with Natan for \$200,000 for six pictures some time ago. Guitry's fortune is commonly estimated at a million dollars.

His Paramount talker (one) called for \$50,000 for himself and his co-starring wife, Yvonne Printemps.

Coast Rumors Set Tunney And Cast Several Stones

Hollywood, April 8.

Major picture company is reported negotiating with Gene Tunney to play "Cashel Byron's Profession," novel of a pugilist by Tunney's pal, G. E. Shaw. Latter has been reluctant to dispose of rights to the yarn.

Same picture company is said worked up over the idea of bringing the entire Fred Stone family here.

\$6,500 for Tex

Tex Gulman and her sang of girls will receive the \$6,500 for their week (April 25), at the Capitol on E'way. It may be more than a week, but the same sugar and also in other Loew houses the Tex crowd may stop at.



(CHIC) (ROSE)
YORK and KING
Originators of "Tin-Type" comedy.
Returning Coliseum, London.
Represented by JENIE JACOBS

SIDELINES

Picture Agents Sell Real Estate and Cure-Ails for Expenses

Los Angeles, April 8.

With the picture agency business skidding, many agents are hopping into sidelines to tide them over. Commercial sales companies, real estate and patent medicines are among the businesses getting the agents' spare time.

Two agents are selling insurance, and others are paying their office expenses. Another is spending his evenings at the U. S. C. studying law. And agent with more than 10 actors on his list is preparing to start a casting directory, but the 12 directories now going are all the field can stand.

W. C. Fields in Shorts

W. C. Fields, through Harry Fitzgerald, goes to RKO for a series of talking shorts.

Fields has been out of pictures since the silents, when he made a couple of Par full lengths.

SAILINGS

- April 18 (New York to Paris) Mr. and Mrs. Adolph Zukor, Clifford C. Fischer, Albert A. Kaufman, Ben Goetz (De France).
- April 14 (Cairo to New York) Charles Baehler, hotel man and tour promoter (Belgianland).
- April 12 (New York to London) Joe Brandt (Levithan).
- April 11 (Paris to New York) Fayette W. Allport and family (George Washington).
- April 9 (Paris to New York) Baron Philippe de Rothschild and son, Henri, known as Andre Pascal, playwright (De France).
- April 8 (New York to London) James Whale (Mauretania).
- April 8 (London to New York) William Mollison (Olympic).
- May 7 (New York to London) Harry Jolson (America).
- April 7 (Paris to New York) Mr. and Mrs. Madison Corey (Rochambeau).
- April 5 (London to New York) Gordon Bostock (Sybia).
- April 5 (New York to Los Angeles) Eddie Buzzell, Leighton Brill (Pennsylvania).
- April 5 (London to New York) Mr. and Mrs. Raoul Walsh, 3 Swifts (Arutania).
- April 4 (London to New York) Charlie Manny, Lillian Clay (Lapland).
- April 4 (Capetown to London), Clara Butt, Kennery Rumford, Adrian Hold, Togan and Geneva, Alice Craven, Audrey and Walters (Walmer Castle).
- April 3 (Sydney to San Francisco) Nat and Terry Kendall, Hector McIntrye, Herman Phillips, Velma Hougal, George Roberts, Mr. and Mrs. Jan Rubin, Mrs. Hugh Ward, Clyde Hood and Mrs. John Hicks, Herbert Bentley (Niagara).
- April 2 (Melbourne to New York), Cyril Maude (Paris).
- April 2 (Melbourne to London) Pauline Johnson (Hobson's Bay).

MAYER IN N. Y.

Louis B. Mayer, on business, arrived in New York yesterday (Tuesday).

Mary Duncan in "Decency"

Los Angeles, April 8.

Mary Duncan will be starred in Franklin Warner's production of "Decency," which opens May 12, at the Curran, Prisco, Lawrence Grant and Pat O'Malley complete the cast.

Piece is by Arthur Gregor, picture director.

Lucille Webster Doubling

Hollywood, April 8.

Lucille Webster Gleason goes with Columbia as assistant to Bud Barsky, prod. mgr. She will also act.

Lila Lee With Chaney

Lila Lee will be opposite Lon Chaney in his first talker, "Unholy Three."

Buy's "Cimarron"

Screen rights to "Cimarron," Edna Ferber's latest novel, have been secured by Radio Pictures.

HEARST EDITORIAL FOR FEDERAL CENSOR FOOD FOR REFORMERS

Dusting the Attic

WHIPPLE-HUSTON CO. "Spook" (Comedy) 12 Mins.; Three Harlem Opera House (Nov. 15, 1914)

An act that proved a novelty Tuesday night.

Bayone Whipple handles the role of a smartly-dressed widow who carries on a conversation with the house painter, a comedy role capably done by Walter Huston.

That the widow may benefit by her husband's will, a portrait of the dead man must be painted on the front door. The house painter volunteers. He draws a head, which comes to life, the movements of the eyes and face in the door panel giving Miss Whipple a chance to sing one of those quaky, shivery, ghostly numbers in the floodlight.

Huston has fifty and timely remarks that hit the audience amidships.

No more hitting small-time vaudeville audiences amidships with timely nitties, singing ghost songs and proving a novelty on Tuesday night in Harlem for Walter Huston. Dramatic stage and later the talkies attended to that.

Washington, April 8.

Hearst came through with another of his picture censoring editorials last week. Along same lines as those preceding it, urging federal control. This time, though, it contained added criticism of the Hays policy of controlling the subject from within the industry. Editorial stated experience had shown Hays couldn't do it.

This furnishes additional material for the censor advocates in Congress.

Twist to the whole thing is that Hearst Metrophone News came out the same week with Hays, as the leading clip plugging censorship via industry. Same shot went into the Fox Moviephone News, too.

Attempt to get Congressional reaction on the new Hays "Don'ts" developed no further apparent interest than the usual okay attitude from the Republican leaders and plans from the Democrats.

One Republican, Hudson of Michigan, who stated he had incorporated those "Don'ts" in his federal control bill, can't see how Hays can enforce them without the government doing it for him.

MRS. HARRY COHN NOW COLUMBIA'S DRESS GIRL

Hollywood, April 8.

Mrs. Harry (Rose) Cohn has received the official appointment of dress picker and designer for Columbia studios here. Mrs. Cohn has been doing that very thing for her husband, Columbia's producer, but unofficially.

Officially Mrs. Cohn will design clothes for Columbia and hitch onto the payroll. That's much nicer.

AT LAST METRO IS STARRING DRESSLER

Hollywood, April 8.

Marie Dressler will get star honors from Metro, as result of her work in "Ann Christie."

"Dark Star," intended for a young femme star, is being rewritten to fit Miss Dressler.

Latter has been on the Metro lot several years.

Rose Hobart Opp. Farrell

Hollywood, April 8.

Setting aside rumors, Charles Farrell will play "Lilom" under Frank Borzage's direction. Picture starts on Fox next April.

Rose Hobart, lately engaged in New York, will play the femme lead, which Janet Gaynor rejected.

Julian Saenger's \$40,000 Gift for Homeless Boys

New Orleans, April 8.

Julian Saenger, retired millionaire showman and former head of Saenger Circuit, has presented a \$40,000 gymnasium to the Home Haven Home. It's a charitable institution for homeless boys, maintained locally by Rev. Father Wynhoven.

STARRING STANWYCK

Columbia Gives Girl. From Legit. \$2,000-\$4,000 Term Contract

Columbia has decided to retain Barbara Stanwyck from legit to advance her from featured player to star.

Miss Stanwyck has received a three-year contract on the strength of her work in "Ladies of Leisure" for Columbia. It starts at \$2,000 weekly and ends with \$4,000 a week for the third year.

Maude and "Grumpy"

Par has Cyril Maude for one picture only, saying the English actor wants to remain in semi-retirement, at least, and not tie himself up for longer.

"Picture hell" do is "Grumpy." Here as a silent years ago with Wallace Reid starred. Maude arrived in New York yesterday (Tuesday), from England.

Doris Arzorgo will adapt "Grumpy" for Par.

Muni Idle Three Months; Fox After Contract Buy

Hollywood, April 8.

Negotiations are under way for a settlement of Paul Muni's contract with Fox, which has 30 weeks to run at \$100,000. Muni was brought here less than two years ago from the New York English and Yiddish stage, where he was known as Muni Weisenfreund.

Fox figured it had another Lon Chaney for characterizations. Muni made two pictures, which didn't hit the b. o. right, and Fox decided to call it off. Muni has been inactive more than three months.

Weather

Washington, April 8.

Upon Variety's request the following outlook has been furnished by the Weather Bureau for the week beginning tomorrow.

Fair Wednesday. Thursday, increasing cloudiness and warmer, followed by rain over western sections. Thursday and over eastern portions Thursdays night or Friday (11).

Saturday mostly fair and colder.

Armida Vice Damita In B'way Musical

Paris, April 8.

Paris is seasonally springlike, with days of extreme warmth.

Heavy arrivals of tourists are getting great weather breaks and are livening the French capital up.

Sidewalk cafes begin to take on new life and the city is sprucing up.

Armida Vice Damita is due to leave "Sons of Guns" at the Imperial early in May and return to the coast under a picture contract.

Her successor will come from there, Armida.

Jack Warner in May Hollywood, April 8.

Jack Warner will make a quick trip to New York in mid-May. He expects to be gone from his studio duties about two weeks.

THAT AFRICAN TRIP FOR 'HORN'—BLOOEY!

Hollywood, April 8.

After W. S. Van Dyke and a Metro unit spent nearly a year in Africa shooting on "Trader Horn," Metro has entirely rewritten the script for dialog.

The new version will probably scrap practically all the African stuff in favor of artificial atmospheric studio sets. Picture to date cost around \$500,000.

Neilan for Pickford

Hollywood, April 8.

Marshall Neilan has been engaged by Mary Pickford to direct her next picture, "Forever Yours."

It starts in two weeks.

U Buys "Shyster"

Hollywood, April 8.

Jos. M. Schlenker and Harry Green have bought talker picture rights to "Shyster."

Play is by Sam Spewack and Bella Cohen.

Irene Day Moves West

Irene Day, vaude singer, has been engaged by Fox.

She is now on the coast.

If you have built castles in the air, that is, where they should be; now put the foundations under them.

MR. AND MRS. JACK NORWORTH
150 West 44th Street
New York

THE FOX REORGANIZATION

Non-Exclusive Chatter Plan Is Called Off in Hollywood

Hollywood, April 8. With several producing heads of studios rejecting the non-exclusive story releasing agreement entered into between studio press agents employed by members of the Association of Motion Picture Producers, the plan which went into effect early last month has been set aside, for 30 days. As a result, chatter writers who had exclusive sway in handling of studio news again reign.

Though the studio press agents had all consented to abide by a new policy decided to resign all spot news simultaneously to all wire services and local papers, Jack Warner informed the First National and Warner publicity department that his organization would not be a part in the agreement. Vic Shapiro, head of Fox, did not go into the pact at the time it was made, awaiting okay on the plan from W. R. Sheehan in New York. This, as yet, has not been given.

Special meeting of the p. a.'s was called last week, and the agreement suspended until early in May. By that time, it is figured, the matter will be taken up and approved by Producers' Association members, and the non-exclusive policy resumed.

R.R. TIEUPS WITH THEATRE LOBBY

Chicago, April 8. Railroads, grasping at the opportunity to use show business for profit, are going into lavish lobby display advertising. B & K houses will be used as the spots for planting, and to attract early tourists.

Through an arrangement by the Chicago "Tribune" the tieup for spring and summer includes the Burlington, Canadian Pacific, Chicago and North Western and Rock Island Lines.

The "Tribune's" advertising department openly promoted the tieup, in itself a departure from the rigorous "hands off" high-hat attitude toward advertisers by that daily.

The lobby exhibits will be for one railroad at a time, with the first one week of the Chicago theatre week of April 20.

DUBUQUE, UNDERSEATED, MAY GET BIG HOUSE

Chicago, April 8. R-K-O and Public are making preparations to build a new theatre. Several undercover men have been in the town, snooping sites.

Dubuque is the most underseated town of any size in the Midwest. Only two small houses, totaling 3,500 seats, for a population of 60,000.

FIRED FOR SMOKING

Fox Publicity Dept' Clipped by Three Who Violated Office Rule

Meaning business in enforcement of the new laws in its own building and by itself, Fox gave the air to three men in the New York publicity department last week—Mort Shaw, John McGrail and Herbert Jadedeker, latter art director, who were caught smoking. Of trio, Shaw was able to get his job back inside of three days.

Jadedeker has gone with Warner Bros in charge of all insert work.

Recently a memo was sent through the Fox organization, asking everyone to sign and agree that they would be considered out the following Saturday if caught anywhere in the building with a smoke in their hand or mouth.

Fox's Cash on Hand

Fox Films is said to have an accumulation of \$10,000,000 in cash on hand.

Pending the Fox trouble settlement, postponement of payments of many items were made.

WARNERS USE OF B-B IOWA PLANT

Dubuque, April 8. Facilities of the Brunswick-Balke plant in this city and its central location will mean its early establishment as main factory for the Warner production of synchronized records and talker equipment production. All sound pictures made in the California studios are scheduled to be shipped here for synchronization; records will be made and this city may become the main distribution plant for the film concern.

Warners, it is said, will continue production of Brunswick phonograph and radio cabinets and additions and expansions of the plant will mean eventual employment of 3,000 people. Expansion is not immediately looked for.

Brunswick plant here was shut down last Tuesday and inventory is under way. The plant reopened Monday with E. J. Magnuson, superintendent, in charge with the normal force at this time about 500 men.

(A report of the B-B plant summary is in the Music Dept. of this issue.)

FOX PARTY AND GUESTS IN PUBLICITY PLANES

Eddie Pladegon, Fox's publicity director for the de luxe houses, is making headquarters at Fox's, Brooklyn, instead of the Roxy, in the absence of Robert Horter, who went on the Fanchon & Marco aerial house party aboard the Fokker plane F-32, first of a group of large planes to be delivered to the Western Air Express, Hollywood.

Fox's tie-up on the plane, sending Horter and several F. & M. entertainers to for the publicity value it will net. Alma Le Blanc, Ann Allen, Sandy Goodman and Marcela Burke, artists, charpered by Julia Muth and 28 guests, took off in the plane last week from New York to make stops in Detroit, Chicago, St. Louis, Kansas City, Wichita, Denver, Pueblo, Albuquerque and finally Los Angeles.

Learning by Asking Is Brown's New Ass't

Hiram S. Brown, R-K-O President, has taken an assistant, James Turner, from the textile industry. He is with Mr. Brown in the circuit headquarters in New York.

Turner has had no previous show experience. He's learning by asking.

It's something Brown did himself when first falling into a theatre chain.

Franklin Doo East
Hollywood, April 8.

Harold Franklin expects to leave for New York late this week. He will confer with Fox officials on theatre operation.

TRADE RELIEVED BY SETTLEMENT

William Fox Received \$18,000,000 for Class B Voting Stock—H. L. Clarke and Associates, Purchasers—Distinct From Halsey, Stuart Bank, to Do Financing

SHEEHAN FACTION WINS

A feeling of decided relief swept through the show business Monday, upon the announcement that the William Fox mess had been settled out of court. Notwithstanding which side met with, the William Fox or the Winfield R. Sheehan faction, the dread had continuously been in the minds of the leaders of the industry that Fox receivership might throw a heavy cloud over the standing of the picture trade.

That the Sheehan faction won was a distinct relief to the Fox organization, which has been known since reports of the breach between those partners for 18 years that Winnie Sheehan had about 80% of the whole staff with him, and William Fox the other 20%. To have Sheehan win meant a stable organization over night, a return to the 100% normalcy and man-power that Fox is noted for before the legal proceedings commenced to turn somersaults daily.

With the purchase of the William Fox Class B voting stock of Fox Film by Harley L. Clarke and associates, and Sheehan continuing as general manager of the Fox companies, the restoration of confidence stepped right in.

Clarke is reliably reported to have paid William Fox between \$15,000,000 and \$18,000,000 for his Fox control with the condition that Mr. Fox retire as president of the Fox companies. "Another condition required by Fox and acceded to is that he remain in an honorary position in the companies as chairman of an advisory board (new) for a term of five years for which Mr. Fox will be paid a salary of \$500,000 yearly during that period, five annual payments of \$500,000 each under a part of the consideration, leaving actual cash payment at do time of \$15,500,000.

Immediately upon the closing of the purchase late Sunday night between Clarke and Fox, after several continuous conferences for 48 hours, Mr. Clarke departed for Chicago on other business. He is expected to return to New York tomorrow (Thursday), when, it is said, Clarke will officially assume his office as president of Fox in the Fox general offices.

MARY ELLIS-SYDNEY OFFER FROM F. N.

First National is negotiating with Mary Ellis and Barney Sydney for the dramatic team from legit to do "When We Were Twenty-One."

Understood a condition will be that Miss Ellis sign. Previously a prima donna, Miss Ellis gave up singing when forming the dramatic starring partnership with her husband, Mr. Sydney.

It will be the film debut for the couple who appeared on Broadway this winter in "Children of Darkness."

Adolph Zukor Sailing

Adolph Zukor, with Mrs. Zukor will resume their suspended trip abroad last fall when the market went bad.

The Zukors are set to sail April 18 on the "Ile de France."

Gershwin's Fox Musical

Everything is set, except signature for Gershwin and Ira Gershwin to go with Fox.

The agreement calls for the duo to write an original musical for Fox to be finished by October, next.

McNutt Displaced

Hollywood, April 8. Disatisfied with story assignments, Patterson McNutt, eastern playwright, has asked and secured his release from Columbia.

Gregory for "Whoopee"

Paul Gregory departed for the coast Monday to play his original stage role in Goldwyn's "Whoopee."

Sheehan on Reorganization of Fox Companies—Fox Co. Not Selling Assets—Clarke, President

Harley Clarke's Career

Harley L. Clarke, new president of the Fox companies, is around 46, and the youngest utilities leader in the country. He has a fair knowledge of the picture business. It started some 15 years ago through Clarke with one of his companies making educational pictures for schools, etc.

Within recent times, Clarke and Courtland Smith, with Smith in charge of Movietone in New York for Fox, got closer together on the sound film development. Out of this between the two men sprang Grandeur, with Grandeur becoming a separate corporation. It is now of the General Electric control group of which Clarke is also president.

A University of Michigan graduate, Clarke is now rated many times a millionaire. He is president of the Utilities Power and Light Corporation of Illinois with headquarters at 327 South LaSalle street, Chicago. That company has utilities holdings in New Jersey, the southwest and Indiana, including the Indianapolis Power and Light Co. The Clarke company in all owns or controls 45 gas and electric companies in the U. S. and nine in England.

Mr. Clarke financed the current season of Fritz Lieber in his Shakespearean civic theatre. Lieber is a standard player of Shakespearean roles.

The first utility property owned by Clarke was at Vincennes, Ind. He later sold it to Samuel Insull of Chicago.

William Fox's resignation as president of Fox Film and its subsidiaries took place at a conference in the rooms of Samuel Untermyer at the Hotel Ambassador at 11 Sunday night, while the actual transfer of the B stock carrying control was accomplished in the Bankers' Trust Co. office.

On Monday the Fox directors met and the new control accepted the resignations of the old directors through which William Fox formerly exercised his control. There were Fox himself, Jack G. Leo, his brother-in-law; Aaron Fox, his brother; Charles S. Levin, his cousin, and Jacob W. Loeb, his lifelong friend.

Fox's directors who remained were W. R. Sheehan and Saul Rogers.

The board was thereupon filled up with a nominal membership to company with the signing of papers and other necessary action and to serve until the formal election of a new board.

The annual stockholders' meeting is due April 15, next Tuesday, but probably the board will be named before then by virtue of the voting control now vested in H. L. Clarke.

Sheehan's Replies

Following the meeting, Mr. Sheehan met the reporters and submitted to questioning the upshot of the interview being about as follows: summarizing Mr. Sheehan's replies to questions:

Fox Film now is amply financed and in a position to formulate its producing schedule for the coming year, arrangements for which were held up by the legal difficulties involved in the affair.

Company will sell no assets, but with \$10,000,000 cash in its treasury will go through with its expansion program, assurances having been made by the banking group that capital will be supplied for such purposes.

Halsey, Stuart & Co. become the permanent bankers for the Fox Company interests and are now at work upon a revision of their financing plan, which they pledge will be equally if not more favorable to the stockholders than the proposals heretofore made. The Bancamerica-Blair, Lehman, Dillon-Read bank group will participate in the immediate financing of the Fox companies, but after that will have no part of company dealings. Initial financing calls for between \$50,000,000 and \$55,000,000.

Harley Clarke, President

Harley L. Clarke becomes the new (Continued on page 26)

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Decision on Foreign Mades Will Be Reached Abroad by Zukor, Lasky and Kaufman

Adolph Zukor, Jesse Lasky and Albert A. Kaufman, latter assistant to Mr. Lasky and a member of the Par board of directors, are going abroad to thoroughly survey the foreign field and likely make arrangements for talker production on the Continent. First of a proposed program of foreign-made pictures has been decided on in advance of the Par executives' arrival in Paris. It will be an all-French talker, based on the play "Marinus."

Messrs. Lasky and Kaufman sail Friday (11) on the "Paris." They will be joined a week after arrival in Paris by Mr. Zukor, who has booked passage on the "Le de France," leaving here Friday (18). The trio will remain abroad for about two weeks, visiting France, Germany, Hungary and other countries with a view to sizing up the foreign market on talkers. Lasky and Kaufman will return on the "Europa," sailing from Europe May 6. Zukor will remain over there for a while.

Mr. Lasky says the most logical way to overcome the present problems seems to be the production of talker originals or "carbons," with native casts, but before looking over the situation carefully and visiting the Continent. It is impossible to say whether this will be done. It will at least be given an experiment in "Marinus" with an all-French cast and from the Hollywood side is to be put to a test with the Spanish version of "Benson Murder Case"; French version of "The Big Parade" and the planned French and German versions of "Slightly Scarlet."

On the Ground
Among the questions Zukor, Lasky and Kaufman are to decide is whether foreign productions of talkers on the Continent is practical and for what countries. Some foreign nations represent such a small distribution return that it is doubtful if they can be served with anything but dubbed or non-dialog versions.

In considering plans for making of French, German and Spanish talkers with talent engaged in the capitals of those countries or in Paris, if all foreign production becomes centered there, "Parapoint" is being into account, the "copies" that might be made. Pictures done originally in Paris can be remade in this country into English and talker production in Hollywood might be reproduced in Europe for countries desired.
According to Mr. Lasky, it looks as though original production for the largest foreign markets at least might become possible at a cheap enough figure to be practical.

Bowling Challenge

Hollywood, April 8.
Bowling is becoming so popular here the picture studios are organizing teams and hurling challenges.

Each is after Eddie Leonard for coach.



WILL MAHONEY

In Earl Carroll's "Sketch Book," Channi's 46th St. Theatre, N. Y. C. the New York Evening Journal said: "I take great pleasure in assuring the public that Will Mahoney is the most irresistible and the most nimble-footed comedian glimpsing on the boards today."

Direction
RALPH G. FARNUM
1560 Broadway

"MENACE OF WALL ST." AGITATING DIXIE

Radio Socking Chain Stores Grows as Dues-Paying Racket

Birmingham, April 8.
Hardly a town in the South today that doesn't have an anti-chain-store campaign. The towns and cities ranging from North Carolina down through Tennessee, Georgia, Alabama, Mississippi and Louisiana all have campaigns, flaming orator W. K. Henderson, flaming orator of Shreveport, La. with his "Hello World" broadcasting station, gets the credit for starting all the lesser campaigns. They copy him.

In Birmingham there are two factious fights each over fighting the chain stores. Both use radio advertising over local stations. On top of this each group gets out a weekly "newspaper" expounding the chain stores. The papers are of four pages and are sold at so much a copy to independent merchants who in turn distribute them to their customers.

And the people are falling for it. Independent merchants, too, are falling for the idea via their check books.

Membership in one organization is \$12.50, which carries on the financial activities of the organization in fighting the chains and looking after the interests of the independent merchant.

Home Town Merchants
In the small towns where a broadcasting station is unavailable they will have the organizations for the protection of the home town merchant. The members pay in so much money to an organization and mass meetings are held in the court house, the chamber of commerce, etc.

All that is necessary for a person, a leader, to do to start an organization is to open a secure, his advertising medium and start collecting the dues.

Chain stores are merely looking on with a wise smile on their faces. They seem to understand.

Clarence Saunders, operator of a chain of grocery stores over the South, is the only chain that has taken any steps to fight back. And his remarks are made nily at W. K. Henderson, of Shreveport.

Dix Virile Again

Hollywood, April 8.
Radio has decided to virilize Richard Dix, and soft pedal the ferac stuff in which he has been spotted lately. "Fanny" is being connected by Wallace Smith which will present Dix to the flaps and nunnas as a two-fisted guy again.
Future stories will be of the same ilk.

"MOTHER" MANN'S ROLE
Margaret Mann, the "mother" of Fox's film "Four Sons" and who suddenly disappeared from the picture horizon after that film was released, goes with Metro for "Monseur Le Fox."

Satisfied Indie Exhib Who Sold Disputes O'Reilly's Flop Alibis

Protecting Art

Last Saturday Mrs. William Fox ordered the removal of two "vile" loads of art objects from the Fox building at 10th avenue and 55th street, New York.
The art objects, belonging to her, had been stored there for some months.

No Consent for a Fox-Loew Merger By Department

Washington, April 8.
Settlement of the Fox mess and the entry of the Harley Clarke syndicate into the equation, brings forward the question of what will happen to the government's suit against Fox.
Department of Justice is very reticent about discussing the case, but denies the report it has ever given an okay to a merger of Fox and Loew-Metro.

NATIVE MADE TEXAN EPIC ON SENTIMENT

Dallas, April 8.
Pan-American Picture Corp. (recently formed), of Los Angeles, is getting set for production of Betty Blount's scenario, "Birth of Texas." Miss Blount, local playwright, had dickered with D. W. Griffith and James Cruze for the Texas history epic, but neither would consider.
New outfit will make headquarters in Dallas, with most scenes to be shot in San Antonio. Charles R. MacFarland, promoter of the cash, arrived here last week along with J. J. "Rochie" Pteuxy, George C. Bowles, G. M. Fred Windemere, Burt and Ellis Fox, scenarioist.
Belle Bennett, also due in connection with the picture, but not announced whether she is engaged.
Effiler is to be all sound, and officials of the company claim cast will include several coast stars. Native Texans to be used for extras.
Promoters are depending on patriotic sentiment of Texans to guarantee sufficient gross to cover \$250,000 production cost.

Nabbed as Film Faker

San Francisco, April 8.
Another of these simbos who spread delusions among film struck girls landed in the clutches of John Law, booked for vagrancy.
The alleged imposter, according to the police, said he was a representative of Warner Brothers and gave the name of Bobbie De Seles. Detective Curtis picked him up on telegraphic advices from Warner Bros. in New Orleans. They alleged that he had been traveling through the state misrepresenting himself as one of their men.

According to two alleged victims, De Seles came to grief when he attempted to seduce the dancer, to the police, said he was a representative of Warner Brothers and gave the name of Bobbie De Seles. Detective Curtis picked him up on telegraphic advices from Warner Bros. in New Orleans. They alleged that he had been traveling through the state misrepresenting himself as one of their men.
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Jolson Sells Play

Hollywood, April 8.
Marilyn Baumer's "Fanny Brice" has been bought from Al Jolson by Warners.
Jolson picked up play when in New York and brought it west on speculation.
John Randolph will direct for Warners.

At least one indie exhib existed who has his pockets lined with gold and no kicks. He was neither a pet of the distrib nor a briber, and thinks most exhibs mean they can't do anything but slide downward are mostly all wet.

That indie is Samuel Greenberg, who built the Park Plaza in the Bronx, N. Y. C., and turned it over to Fox under a 21-year lease, with dough in six figures for the good will, besides a rental of \$105,000 a year.

Among the hollering exhibs he takes exception to is Charles E. O'Reilly, who he claims leased the Park Plaza before it opened at \$35,000 a year and 50% of the profit, but was unable, due to shortness of cash, to go through with his original deal. Greenberg, who reveals his judgments against O'Reilly and his partner, Al Couler for more than half the first year's rent, thinks there is too much squawking by indie exhibs. "If they paid more attention to business and didn't try to throw me out of business, they'd be better off," Greenberg philosophizes.

Another Story
"O'Reilly thinks the industry is tough to battle. We've done it the whole story but he couldn't stir the dough to go through with his original deal to operate the Park Plaza and then turned it over to Universal. His deal with them was to split the 50% cut of the profit under my deal with him. "I opened the house and got tired of it. They lost \$4,000 the last week they were in it. I paid them \$100,000 to take the house back on my own hands. That's how O'Reilly went out of the Park Plaza."

"I installed Western Electric apparatus for the house and I plunged heavily on pictures, taking a Warner franchise for two years. Also, I found no trouble in arranging a deal with Fox to get that company's best product day and distribute with Fox's own houses in the neighborhood, running the gross business from \$4,500 to between \$18,000 and \$20,000 a week."

"I Made It"
Greenberg paid top prices for equipment and for the WF franchise. He was the first to try neighborhood midnight shows on Saturdays with the result that within a year's time he had offers to buy and lease from both Loew and Fox. He had cut into Loew's business and had the same offers from other houses in his territory, including R-K-O's Fordham.
After 16 months' operation by himself, Greenberg turned the house over to Fox under a 21-year lease. That was Aug. 1, last year.
Thinking the indie exhib bit o. k., Greenberg has a couple of sites around for new houses.

Fabian Takes Upstate Site For New R-K-O Film House

Schenectady, N. Y., April 8.
Cy Fabian, of New Jersey, closed here for property on city's main square, which a theatre is to be erected.
R-K-O is understood to be behind Fabian, although that is denied by several here who are interested through connections with G. E. O. Capacity, 3,000.

Jeff McCarthy Abroad With McCormack Talker

Jeff J. McCarthy will leave New York Friday on the "Leviathan," to place the John McCormack Fox talker, "Along My Heart," in various European capitals.
Mr. McCarthy, accompanied by the Mrs., will be away about three months. His first stop will be London, to see the theatre there as yet selected for the showing.
McCormack has handed the McCormack film in its major city showings over to his son.

Dix in Radio's Special

Hollywood, April 8.
After another week without getting started, Radio will star Richard Dix in a special to be made from Edna Ferber's latest novel, "Cimarron," bought before publication.
It's another of Miss Ferber's picturesque swashbuckling heroes.

FOX HELD OUT OWN-OWNED VENTURES

William Fox, 52, and reputed worth \$35,000,000, is not without occupation though selling his stock holdings in Fox for \$18,000,000 after heading that immense concern for 25 years. Mr. Fox did not dispose of his home property and home picture ventures, neither of which is a property of the Fox Corp.

After a trip which may take in a long sea res Mr. Fox may return to those projects. Meantime his brothers-in-law, Jack and Joe Leo, both of the Fox staff in the past, are expected to give their attention to their promotion.

When criticism of William Fox's attempt to also do his own financing, additionally to operating the Fox companies, arises, it is claimed for Fox that he was not for his auto accident last summer, causing him a setback of two months through injuries received, he would have completed his financial structure for Fox before the market bust arrived.

"Variety" Stage Show With Sidney's Consent

With considerable gracefulness if not constancy or class, Louis K. Sidney, Loew's presentation production boss, inquired if "Variety" objected to the use of its name as the banner line of a Loew stage presentation. It is due to start its travels at the Capitol, New York, April 18.

Mr. Sidney gave assurance nothing would be required but the loan of the title.
After several conferences in "Variety's" office it was decided to inquire of Sidney why he had asked. Following a couple of huddles by Mr. Sidney on the proposition, the answer was he didn't know.

By that time the billing had been set, so "Variety" agreed, offered to furnish each member of the company with three free copies weekly, and huy a lunch for Mr. Sidney—but not the company.

N. Y. to L. A.

Willard Robertson.
Edith Ellis.
Gene Buck.
J. C. Rosenthal.
Max Doyen-Juss.
De Louis Bernstein.
Jack Buchanan.
Paul Gregory.
Bert Levy.
Bert Levy.

L. A. to N. Y.

Ray Kluges.
Jesse Green.
Al Kaufman.
Jack O'Grady.
Julian Johnson.
Hans Bartsch.
Jack Benny.
Ben Goetz.
J. P. Mansfield.
E. B. Intrinsic.
Harold Franklin.
Pelix Kleit.
Howard Deltz.
Sharon Lynn.
Herman Spitzel.

32 FOX FILMS FOR \$22,000,000

Hollywood, April 8.
Winnie Sheehan will return to the Fox lot around April 22, after an absence of six months.
Jimmy Grainger, Fox sales general, goes east first for 10 days and will return to coast later with Sheehan, to sit in on the production councils that will determine next year's production program.
Fox will make 32 pictures at a cost of \$22,000,000 (this number it is expected 26 will be ready by Sept. 1).
It is probable the Fox sales convention will be held in Hollywood May 25.

Berlin Tied Up

Hollywood, April 8.
Irving Berlin is tied up in New York for at least another month.
Production of his best picture for United Artists has been set back until the end of June.

MacGregor on Dialog

Hollywood, April 8.
Edgar MacGregor, former legit stage director, is fixing the dialog for "Naughty Marietta," Metro production.

PICTURE WORLD AND FILM STOCKS

Receiver for Chamberlain Co., Pa.; Owes \$2,733,000—Mismanagement

Reading, Pa., April 8. Chamberlain Amusement Enterprises, Inc., operating anthracite coal region theatres, went into receivership when the Northumberland County Court at Shamokin, Pa., named as temporary receiver Stephen L. Gribbin, president of the Shamokin Banking and Trust Co. A bill in equity was filed by a committee representing the majority of the holders of the company's \$300,000 preferred stock. An agreement a few days before by which the Chamberlain theatres in Shamokin, Mahanoy City, Tamaqua, Lansford and Mt. Carmel had been leased to Lewis Borman, Philadelphia, is held up by the receivership move. Company's liabilities are estimated at \$2,733,005 and assets at \$1,345,000. The 7% dividend due last January has not been paid. Extravagant management, false expense accounts, excessive salaries and giving stock to employees without payment therefor are some of the stockholders' charges. The Pennsylvania Trust Company, Reading, mortgagee, is petitioned by the court for an order entering a judgment. It is claimed that the theatre company tried to raise a \$100,000 loan some time ago by offering to pay a 30% bonus.

Records for Service

Chicago, April 8. Considering the fluidity of show business personnel, the lasting flavor of the local Universal exchange is remarkable. No one has been with the exchange less than eight years. Henry Herbel, manager, 14 years; his secretary, Elizabeth Welter, 21 continuous years; Ben Eisenberg, 14; Walter Hyland, 14; Alfred Platzman, 11; Robert Funk, 10; Lanny Allen, 10; Joe Smith and Harry Igle, 10; Frances Olson, 10; Gertrude Abrams, 12; Jack St. Clair, 10; and the youngest of the family, Charles Lowman, 10 years. Who has p.aled here for only eight years.

2-LEO BROTHERS LEAVING FOX

Jack Leo has left Fox and his brother, Joe Leo, is going to form accounts. It is said that Jack Leo received a gift from the Fox board of directors Monday of \$50,000, when his resignation was tendered. Both Leo's are brothers-in-law of William Fox. Jack Leo has been Mr. Fox's right hand of late and accepted as his advisor. Joe Leo was appointed by Mr. Fox some months ago as the Fox theatre operator in the middle west. More recently the Fox Metropolitan Theatres were turned over to Leo's direction. William Brandt is the general manager of the Fox Metropolitan Theatres. It was Brandt who proposed to William Fox that he acquire the metropolitan independent picture houses, of which the Brandt Circuit of eight houses in Brooklyn was included.

MORAN AND MACK'S DISAGREEMENT COSTLY

Hollywood, April 8. With no picture work in sight Bert Swor, known as Moran, of Moran and Mack, is organizing a mutual troupe of 25 players through the south under canvas. Opening date in Dallas, May 15. Paramount is not negotiating for renewal of the Moran and Mack contract as result of inability of the partners to agree.

Lunatic Driver

Paris, March 28. Jackie Monnier, French picture actress, had the exciting experience of being taken for a drive by a lunatic, narrowly escaping personal injuries. An American "nut," describing himself as a brother of George O'Brien, screen actor, called and said he wanted to place the actress under a six years' contract. He rode up with her in her own car, then stated he was the son of a man counting rolling Paramount, Fox and Loew's, and finally ordered the actress's chauffeur to let him drive.

Von Stroheim's Latest

Hollywood, April 8. After trying his hand at writing and acting, Eric von Stroheim intends to stage a comeback as a director in which he will also act as producer. His first will be "Mitzel," original by John Farrow. Story has a vengeful background during the World War period. The ex-director is now looking for a release for his proposed independent production.

Greta's New Opposite

Hollywood, April 8. Metro is making tests for a leading man to replace Gary in opposite Greta Garbo in "Romance." Gordon's arm is still in a sling from his collarbone injury of three weeks ago. When learning it will be some time before Gordon can resume Metro decided to go ahead having already seriously retarded production.

Marie Prevost Well

Hollywood, April 8. Marie Prevost is out of the Hollywood hospital after an abdominal operation.

TRAP FOX SHORTS; R-K-O SOARS, 4 1/2

Shubert Trotted Out, Goes to 19 1/2—Corrective Work in Former Leaders, Warner and Par.—Fox Settlement Helps Whole Group—16 Tops Last Week and New Peaks Monday.

LEOW HOLDS TO 89

By AL GREASON. Pyrotechnics halted yesterday in Fox, and they trotted out R-K-O to caper for the boys, running the price up to a new top for the year at 44 1/2, accompanied by huge volume. Between noon and 12:30 alone, during the height of the drive, probably 35,000 shares changed hands. Thereafter it calmed down and held fairly steady above 43. Previous top was 41.

Meanwhile Fox was traded in in orderly manner, much reduced in quantity of transactions, ruling in fairly narrow range between 48 and 49 1/2, fractionally below its sensational opening Monday at 50 for 20,000. General Theatres kept step with Fox above 43. In other directions there was nothing striking going on. Warner Bros. gave additional evidence of getting down to a stable basis in its corrective setback around 72, while Loew retraced its course from 93 to around 95. Then recovered to 89 in last half hour trading.

Work in Shubert

During the flurry in R-K-O, Shubert, quiet these few weeks, sudden-

Yesterday's Prices

Table with columns for Sales, Amusements, Bonds, and Curb, listing various securities and their prices.

A. J. Balaban Resigning From Para-Publix as Director of Stages and Talking Shorts

You Can't Win

Toronto, April 8. Mary Pickford's birthplace in Toronto has been replaced by a police station.

LIVING TRAILER ON PAR'S STAGE FOR 'HONEY'

Dance Act of 7 Becomes First Speaking Stage Plug for Talker

Possibility of getting stage vaude acts on current bills to exploit coming pictures looms with the first trial on the record and favorable results reported by the theatre and Paramount, "Honey" was so trailorized. It was the Olympia (Publix), Bedford, Mass., that may go down in history as the first house to use a vaude act to advertise a forthcoming feature. Morris Sims, manager, last week had the Libbey Dancers, current act on his vaude show, do an afterpiece, in which "Honey" was the novel plug. "There are seven people in the Libbey turn. They were special costumes, furnished by the management, to spell out "Nancy Carroll" star of the picture, after the coming talker and words "Starts Saturday," with the act building up the living trailer idea with songs from the feature.

LEO DONNELLY "READY"

Agent's Phone Call From Hollywood Leaves Leo Waiting.

Leo Donnelly, one of Broadway's most subtle wags, has for the past six days and nights been standing at the door of his hotel room, his hat in his hand, one leg outstretched and ready to turn the knob to go out. Donnelly has refused food or drink and is holding his breath. The star received a phone from a Hollywood agent, who has taken over the office of a Broadway agent. The Broadway agent has been discussing on the Coast for a connection for Donnelly. He interested Pathe in securing Donnelly. The film company is looking for a Jimmy Gleason type, capable of acting and writing. Hollywood agent got a call from the Coast to get in touch with Donnelly. He phoned and said: "Hello, Mr. Donnelly, I'm waiting for word from the Coast about you and I was about to stand there." "What's that," said Donnelly. "I said, I want you to stand ready," repeated the agent. "O. K.," replied Donnelly, "I've been ready ever since the Spanish-American war."

This is Broadway's wag, "standing ready."

Freak Celebrs

Culver City, April 8. M-G is using several sidewalk celebs in "Unholy Three." Circus clowning is Birdie Thompson, the 500 pounder; Harry Kane, the "Human Skeleton," and De Garro, sword swallower. Harry Earles again plays the midget.

A. J. Balaban has resigned as the directing head of Paramount-Publix stage shows and talking shorts. Resignation goes into effect May 1. Shortly after Balaban and his family will sail for Europe, for a summer over there. A 3 1/2 contract with the company at \$75,000 yearly, with 18 months to go, is to be settled. It is said, at once, although its condition that the refrain from other show business engagements until its expiration is to remain in effect from the account. Causes leading to Balaban's resignation are not well defined. Inner stories say that he did not find the full scope expected in his division. This is said to have been curtailed somewhat when Jesse L. Lasky, the general Paramount producer, lately returned to New York for a permanent residence and in the natural course of events, immediately assumed full charge at Par's studios on Long Beach, where Balaban had been making the show. It is said that Balaban, recognizing Lasky's seniority as Paramount's chief producer, resigned in preference to becoming secondary in any order of the branches of his division. If Lasky takes over the making of the shorts, which is likely, it would limit Balaban to the direction of the stage shows only. Talent for the shorts and stage shows is closely interwoven and the adaptability of Balaban as a leading light in the show business for both has been recognized.

Founded B & K No one is mentioned to succeed Balaban. It is said that I. M. Halperin of the Public staff and assistant to Balaban, may temporarily step in when his present superior steps out. A. J. Balaban, founder of Balaban & Katz, was the second member of the original circuit go firm. He joined Paramount-Publix. He left Chicago for New York about a year and one-half ago. Sam Katz had previously become the president of Publix Theatre, following the absorption of Balaban & Katz by Par-Publix, though B&K has continued to operate under its corporate name, although looked upon as a 100% Paramount subsidiary.

Sam Marks Goes West Metro has signed Sam Marks, editor of "New York Amusements," weekly theatre guide, as an "idea man."

Metres left for the coast Sunday, driving out.

Mgr. P. Brill Shoots Young Wife in Leg

Flt. Wayne, Ind., April 8. Peter Brill, former manager of the Majestic, here, until two weeks ago, when he went to Gary to manage a show, shot his 17-year-old wife, Quillon Brill, in the leg and killed himself in a hotel room there early Friday. The actress-wife was taken to a hospital. Her condition is said not to be serious. Brill was to become manager of the theatre, where his brother, Anthony Brill, is present manager. His home was formerly in Akron, O.

"Showing" For Pics

Hollywood, April 8. Before Nine Martini makes his first operetta for the Americana market, Paramount will try him in a short musical concert subject for the Italian trade. The Italian tenor recently brought here from Italy by Jesse L. Lasky. Dan Venturini, also a native of Italy, will direct the short.

ly came to life, moving up to new top above 19, accomplished around Times Square branch offices with predictions "they will put it up to 30." Nothing in the news so far to warrant the prediction, although from the behavior of the rest of the theatre issues almost anything would be possible. Shubert bond prices gave no hint of any substantial betterment in the inside situation, although bullish talk for other amusement common stocks found reflexed in swift advances in the fixed return issues. General Theatre Equipment Co., for instance, gained 12 points Saturday on Fox advance rumors and on Monday jumped another 10 points to 154. Bonds carry valuable conversion privileges with respect to the company's stock running over a long term. Looked like fairly heavy selling in Loew and Warner, but Street talk was to effect that client buyers were maintaining their position in both instances and the liquidation came from outside realizing. Anyhow, there were reports of heavy buying by Loew insiders around 84 last week before the Monday jump to the remarkable peak of 89. Declaration is made in responsible quarters.

(Continued on page 13)

KLANGFILM TALKERS TERMS

METRO TAKES BRITISH FILM

Metro has acquired "Rookery Nook," British film farce, now playing at the New Gallery, London. The film is a transcription of the play of the same name authored by Ben Travers, which had a long run at the Aldwych, London. Same cast is in the film as in the stage play, with Tom Walls, Ethel Corbridge and Ralph Lynn.

Picture produced by British Dominions and released in England by Gaumont Brothers.

ENGLISH REPORT ON FOX COMBINE THERE

London, April 8. Simultaneous with the news reaching here that William Fox has sold the controlling interest in his companies the trade was covered with a report that an American concern is negotiating for the purchase of the Moss Empires and the Stoll Theatre Circuits. Plan is to combine with General Theatres Equipment Corp. (British-Gaumont), now controlled by Fox.

The deal was originally conceived last November. Stool market slump, however, prevented consummation. Under that plan the late John Hayman was to head the booking committee, with his son-in-law, Llewellyn Jones, as chief assistant, and two prominent variety agents on the bank.

Spain's a Prospect

Paris, April 8. The whole world of picture producers seems to be flocking to Spain, which up to now has been regarded as secondary to the Latin-American markets in South America.

Change in attitude is due to the intensive campaign of Spanish theatres to go wire. To date there are but 13 installations, but the prospective is that this number will be increased three-fold by summer.

Although foreign languages are not understood generally, an intense national love of music makes this a potentially big market for synchronized pictures.

English Showmanship

London, March 29. Smartest bit of showmanship in London recently is credited to Davis Theatre, big Croydon stadium, which engaged Phil Scott to tell the audience all about Sharkey while it screened the news reel of the fight.

Scott is a local resident. Combination of neighborly sentiment and the pug in person rolled up the grosses to around a record.

P-N's Sound News Reel Favored For Nativity

Paris, March 28. Paris-Natan's newscast is threatening to displace the American sound reels in France. The P-N editing being with a strict eye for local appeal and tie-in with daily sensational news happenings. For this reason there is a strong evidence of preference by the French public for the Natan news, as for example in the case of a recent murder story dwelling on shooting. P-N went and "shot" the shooting gallery where the mudcrack is alleged to have coaxed up on her target.

Natan is now ballhooping himself for goodwill effect as the father of the newscast, claiming 1906 as the opening date, and conceding Charles Fata's journal followed a year later. Natan's first release 24 years ago showed Berlioz's first overseas flight, crossing the English channel.

SOUTH AFRICA FILM TAX

Proposed 6c. Ft. On Sound Film
4c. On Silents

Capetown, April 8. With the prospect of a deficit in next year's government budget, the Minister of Finance has turned as usual to film imports for new and staggering revenue impost.

New schedule which applies to all foreign film, except "scientific and educational subjects for exhibition, in scientific and educational institutions" will be, 6c. per foot on sound, and 4c. on silent, instead of the old rate of 2c. per 100 feet, or 30% ad valorem.

New duty will impose distinction as to whether sound or silent, upon proportion of footage in sound or without. Fifty-one per cent. sound would make the subject amenable to the higher rate.

The old duty, 30% ad valorem (percentage rate based on value), already puts a great hardship upon the small exhibitor catering to the working people.

New Rate Is Fatal

For example, a small cinema in Durban drawing from the colored population has announced it will shut down, due to the heavy export duty on product, under the new tax. The proprietor of this place has been instructed he will be charged 191 pounds (\$85), to clear 25,000 feet of silent film brought in under bond, instead of a total charge of 28 pounds (\$140), under the import schedule formerly in force. This exhibitor declined to pay the charge.

It is expected that many other small picture houses will close in like manner.

Although the new duty is an established one, it is causing a sensation in picture trade circles. African Theatres and Kinemas, Ltd., declare they have received no formal notification from the government of the new tariff.

British Film Field By Frank Tilley

London, March 28. Censor-baiting is current industry sport. Freak societies think the Board of Censors is too tough; some of the daily newspaper writers are stunting the ease with which they vulgar American talkers get by. George Atkinson gets all het up twice weekly over "Hollies" in his neighborhood and wants to know why the Board of Censors doesn't stop it. Near-knuckle wisocracks are under fire, with most cases resulting in public crowding to see the film rapped.

That refuge of Bloomsbury poets and Chelsea near-artists, Film Society, gave a show at Rivoli with the apparent intention of exposing the censor. Put on some captions telling how Censor passes undressing for bath scenes and will not okay Dulock, "Censell" and the Clergyman," of which Board reported "this is so cryptic as to be almost meaningless. If there is a meaning it is doubtless objectionable." Board certainly knows its hi-brows.

In report for 1929 just issued Board of Censors shows it had 2,155 films put in for censorship. Footage of 7,062,436 feet. Silents passed "U" totaled 923 and talkers and other sounders 721. Only seven were totally rejected and 42 objected. Board allowing cuts and "Hollies" to be made where possible. Some of these are objected to on theme and cannot be changed, so are in same case as if rejected.

Remember—250 silents and 152 sounders and talkers, passed "A," meaning they cannot be shown when children are admitted unless the kids have their mother or someone with them.

Reasons given for seven total rejections are habitual immorality; minister of religion in equivocal situations; psychology of marriage in physical aspects; intimate biological studies not fit for public;

(Continued on page 64)

EXCEPT WARNERS, AM. MAKERS OUT

Tobis Patent Control Abroad Menace to U. S. Talkers Over There — WB Pay \$10,000,000 for 20% of Klangfilm - Tobis, Germany.

\$1,000 REEL LICENSE

With the buy-in of approximately 20% "working interest" for around \$100,000 by the Warners, Tobis Klangfilm representatives will return to Europe. These representatives, Herr Kuckenkneister and Milton Diamond, are reported to have now dickered with any other company while here on the Warner end.

The trip carries a far greater significance to other American producers than the consummation of the Tobis patent affair.

Tobis dependent upon the De Forest patents in America as the inventor is upon theirs on the Continent, is now drafting one of the most drastic licenses ever set forth in the film business. According to one of the leading factors in the Klangfilm group, Americans who want licenses will now have to get tax on every reel of film, in order to crash Germany and other European countries under the Tobis flag.

Within the next six months Tobis executives declare the German interests will seek to have England and Australia adjudicate patents which the German courts have ruled are the property of the Klangfilm group.

Confirmation of Buy

Warner officials, early this week confirming the buy-in, at the same time mentioning they had used money which originally had been intended for the purchase of Emelka, Bavarian producing and exhibition company and the nearest rival of UFA in Germany. Emelka's price of \$10,000,000 proved too excessive for the state of affairs in which George Quigley, Vitaphone head, who has returned here to investigate the German situation, found things.

Quigley's check-up and recommendations here resulted, it is said, in convincing the Warners it is cheaper to buy the rights out of a license. Executives of the brothers were frank yesterday to concede that.

Warners, it is learned, do not intend to adopt the Tobis system in regular theatres of this country. The industrial and home end, from which latter activity Western Electric is barred under its patent arrangement with Radlo Photophons, will doubtless come in for some German sound and reproduction.

Exclusive

While several film companies claim that the Tobis visitors have attempted to interest them in the license, Ken Wheeler, who says Paramount denies that Paramount has any party to a buy-in, Tobis executives reiterate their pledge not to approach any other company which on the Warner deal. In fact, they claim that their only reason for the present visit was upon an invitation extended by Quigley before his return.

That is the stand will put hundreds of exhibitors on the Continent out of business, was an observation made by Kent. Admitting that the American situation is difficult, Kent declares that Tobis, right or wrong in its patent claims, is facing a far tougher one than Americans.

Paramount's Attitude

Paramount, interested in the German situation and the results of conference held earlier with Warner Bros. and Tobis-Klangfilm representatives, Heinrich Kruenenmeister and Milton Diamond, is only as-

(Continued on page 68)

Continental Problem

It has been understood the major distributors in New York, other than the Warners, have conferred on the advisability of pooling and buying an interest for them as a whole in the Klangfilm-Tobis sound monopoly to date, under junction on the Continent. If not by purchase in K-T, an effort was to be made in some other manner to break down the barrier now existing in the countries of German jurisdiction over there against exhibition of U. S. talkers without permit from Klangfilm-Tobis, patent holders for that territory.

One belief of the Americans is that if Klangfilm wants to clasp down the lid against Americans, perhaps other than the Warners, that the loss of American talkers in their countries will be so sorely felt, a public demand for them will follow. This in spite of English dialog, foreign tongue, "dubbing" and the other complications arising abroad through the talking screen as concerning U. S. pictures.

Though the Americans did agree to pool for production on the Continent, there is such a diversity of opinion among the many nations involved that the gross revenue from any single one, with the exception of Germany and Spain, could not reward the effort.

Spanish, only, is looked upon as the single certain profit possibility in a specially made film by means of dubbing in that language. The Spanish tongue besides its environs to Spain, takes in one of the most profitable foreign markets, South America.

The matter of the foreign produced talker in its native tongue is a momentous subject to the foreign producer. To produce good talker, the foreign producer is relatively in the same position as the American, for cost and profit.

While that producer might be without competition in his own tongue and country those by American films remaining away, did the native try it in a money making talker country, it would then have to meet the American competition, whether the talkers were made locally or through dubbing.

A bad talker will always be a bad talker in any language with the somewhat vague trust of the foreign tongue producer that if its country can not see anything else, it will have to accept that product.

There is no evident alarm amongst American talker producers over the European situation. They say that their net from abroad in the countries of more money and less trouble than the smaller nations, will equal the net from the silent days with ease, and that this net will extend over a long period as Europe continues to increase its number of wired houses.

Fox, Abroad, Waiting

Paris, April 8.

Fox foreign branches which have been preparing for the production of foreign talker shorts on this side are holding everything in abeyance pending word from overseas.

Litigation tangle has upheld plan which had okay of both Claxton and Winfield Sheehan. With Fox deal now settled plan may be taken up again probably.

W. E. Man Sailing

Hullwood, July 31, 1911. J. P. Maxfield, supervising recording engineer for B.I.M.T. leaves here Tuesday (today) to sail for England land.

He will supervise B.I.M.T. installations over there.

NEW 30-HOUSE CHAIN MYSTIFYING IN PARIS

Paris, April 8.

The formation of a mysterious circuit of 30 picture houses, all to be wired by Western Electric, has aroused speculation in France. Deal is progressing quietly. W. E. denies it has obtained the contract, but is non-committal on the point.

Trade insider say the deal is backed by Richbe, exhibitor of Southern France, chains. Hence, the attorneys who want a sufficient block of playing dates to insure a certain source of product.

Richbe is now virtually a partner of Pierre Braunberger, who recently produced the sensational feature success, "La Route et Belle," talker, which played Richbe's circuit and broke box office records along the line.

Braunberger, having favored Richbe's first run houses, finds himself shut off from business with both Pathe-Natan and Gaumont. A new deal, involving the logic of both Richbe and Braunberger would be to join the issue and together control important playing time.

The story is that their goal is the assembling of not less than 40 theatres with Richbe's 14 as the nucleus. The Richbe houses are all wired by Western.

The question of whether the new chain project is backed by Richbe or Braunberger or somebody else, a new third chain will increase the bulk of theatre outlet in this territory, talking pictures, and is cheerless news for the American distributors, for the Pathe-Natan and the Gaumont-Franco group has the distributors dizzy, and a third exhibitor entry would change the whole situation in favor of the film sellers all around.

There is besides the new circuit proposal the potential chain talked of by Regis Jacques Hails, which also adds to the optimistic outlook for producers and distributors in a troubled situation.

First American-Made Jap Talker Takes 10 Reels

Hollywood, April 8.

Jimmie Howe has finished production of "Earth Moves on Its Axis," first Japanese talker made in this country. It is being edited into a 10-reel feature and will premiere at the California theatre, Los Angeles, in May, with two Japanese talking shorts on the program.

Tom White is co-producer.

First Phone to S. A.

Buenos Aires, April 8.

Carl Sonin, chief for Metro in this territory, was the first person to use a phone from Buenos Aires to New York after the new system was put in. It was a conversation with former conversation between the President of Argentina and President Hoover last Wednesday.

Sonin put through an inter-continental hook-up to the Metro-Goldwyn home offices in New York and transmitted a verbal business report.

Schlesinger's Affairs

London, April 8.

Courts have consented to an arrangement by which creditors' petition for the winding up of the affairs of Isidore Schlesinger's British Talking Pictures is to be dismissed.

A condition of the arrangement is that \$125,000 be posted within two months. Thereupon the Schlesinger arrangement with the creditors may be carried out with the court's approval.

Another Brandt Trip

Joe Brandt of Columbia starts another European excursion. April 12 on the "Leviathan."

Joe Freedman has been appointed the Columbia representative for Germany.

EUROPE OFF 'DUBBED' FILM

Continental Bankers Behind German-French Try to Steal Europe Away from Americans

Paris, April 8. Pending banker deals and arrangements already closed between Gaumont and Tobis Klangfilm, forecast a Franco-German alliance committed to the purpose of grabbing the European sound business from the Americans. With the Continental market under control, next logical move would be a campaign to sew up the foreign language markets of the world.

The Gaumont-Aubert-Franco group is already set with Tobis, plan calling for full interchange of product. Both are rushing production on a big scale of subjects in Spanish and Italian. They are making no move toward other languages, figuring that French and German dialog covers pretty much all the nations they seek at this time. German, for instance, is generally understood in the Balkan territories and in Scandinavia.

With the Tobis-IFA studios in Berlin working at top speed on big scale production schedule, Tobis is extending its operations to the Eistree (England) and Paris studios. They already have one stock company working in four languages at Epinay, just outside Paris, and now they are wiring sound stages in the studio at Billancourt, also near Paris and hitherto silent.

The bankers concerned in the campaign make no secret of their goal. Maurice Devies, banker, associated in Gaumont-Aubert-Franco admits quite candidly their plain intention to oust Hollywood from (Continued on page 68)

FRENCH DON'T FAVOR NEW U. S. TARIFF LAW

Paris, April 8. Kickback on the new tariff, law which awaits President Hoover's signature or veto, is manifest. French politicians and business men have seized upon a tilt in duties on imported lace in the new schedules to bring a demand up to the French government for reprisal.

Native film printers are demanding protection, among the first seeking to force through an increased duty upon imported positive films, idea being to compel importation of negatives only so that French plants may get the business of making the positives. Same move was attempted months ago, but now is renewed, campaign being inspired by the American lace protection.

Commercial Studio Is Going Up in London

London, April 8. Building started yesterday (?) on the new Raycol company studio in the Seven Dials district, site facing the new Cambridge theatre.

Plant will be operated by Maurice Elmyer. It is being built as a commercial venture profit coming from rental to independent producers. Establishment will be equipped for talking pictures by the Raycol color system and for recording sound under the Ediboll system, backed by the Edison-Bell Talking Machine Co.

Called from Buenos Aires Puenos Aires, April 8. Monroe Isen, Universal Film Co. chief here, called for New York this week in response to a call to the home offices for consultation. Presumably subject is the foreign language problem as it applies to Latin-America.

DE ROTHSCHILDS COMING

Father and Son to Look Over Hollywood Studios

Paris, April 8. Baron Philippe de Rothschilds and his son, Henri, are sailing for New York this week on the way to Hollywood to study talking pictures. The baron is the owner of the new de luxe theatre, Figalle, here, while Henri is otherwise Andre Pascal, playwright. The pair are making their maiden visit to the western continent.

The Rothschilds have always been interested in the theatre. Philippe almost converted his beautiful theatre recently into a talker and the institution may still be in his mind. House has been hitless since opening.

CO-OPERATION BY SHOWMEN WINS ON TAX

Paris, April 8. Government manifested a disposition to temporize with the tax reduction promised for the relief of the theatres and promised to become effective April 15, but the managers' association promptly brought pressure to bear.

Their campaign was immediately effective and the promised cuts in imposts upon the playhouses have now been ratified by the Fine Arts Ministry, and...go into effect on scheduled time. This tax relief is a shining example of what showmen co-operation can accomplish. The revision of rates was brought about last winter by the threat of the organized theatre men to call a national strike that would close playhouses throughout the nation.



EDGAR BERGEN
Presenting "The Operation" at Loew's State, New York, This Week (April 5)
The above picture showing EDWARD DUPAR, chief cinematographer at Warner Bros., eastern studio, and Mr. Bergen, who is also a member of International Motion Picture Photographers, Local 644, was taken while they were talking on cameras between shots on Bergen's Vitaphone short.
Edgar Bergen is leaving soon for Europe to play continental theatres and film foreign scenes necessary for his next talking short.

NATIVE DIALOG BY NATIVES ONLY

General Feeling Abroad Substituted Talk Not Good Sellers—Hold Off on Buying Next Season's Supply.

"DUBBING" DEAD?

Paris, April 8. With everybody on this side dizzy over the dialog problem, view is becoming general that dubbed dialog is dead.

All foreign picture managers due here or on the ground have reached different conclusions as to the solution which at the moment is the leading trade question. Most are in the air and stalling while they wonder if the potentialities of foreign markets is worth the cost.

Delehanly of Pathe has decided the making of foreign dialog pictures with native players is the inevitable and only answer. He is irrevocably opposed to dubbing. Bandy, Warner Bros., chief in Berlin, has argued the question to the same conclusion.

Arthur Loew left his ship at Nice and now is in Rome, headed for Paris and making a survey of conditions as he moves along, with Ludy Lawrence as guide and advisor.

Dubbing is out for all time. They can't get away with it. No matter how keen local fan interest may be in pictures, public demands its dialog done by native linguists.

While the debate and argument go on, next season's product is being hurt in its marketing possibilities.

The two big French theatre combines, Gaumont-Aubert-Franco and Pathe Natan, are dallying in-booking while they wait for the coming out of native-made dialog product, which they unquestionably prefer to American and English imports.

While there is any sort of a prospect for adequate supplies of this material, they will not oblige themselves to playing dubbed American pictures.

With Ruin Facing Indie Exhibs Australia Raising Film Taxes

DANISH EXHIB'S HOPE Native Sound Device for Smaller Picture Houses

Copenhagen, April 8. Distributors of talkers here look for benefits from a move toward amalgamation of a group of Danish electro-technical concerns which propose to exploit a new sound equipment.

Device is called the Synchronone and a new invention. Benefit arises from the fact that the concern proposes to compete with American and German sound interests on a lower price scale, promising satisfactory interchange of product. Entrances of a third element into the situation is regarded as a break for the distributors. Device is designed principally for the smaller cinemas.

Sydney, April 8. Government is piling on import taxes applying to theatre equipment and film material, while theatre business is sinking to new low figures.

Last week an increased duty on cinematograph machines of 50% went into effect and at the same time Fuller's Empire, Brisbane, turned to talkers, abandoning its vaudeville policy which had been a complete failure. Faying no attention to such strings the government let it be known it will increase film duties still further. Melbourne is at low ebb theoretically due to the general business slump, the press is already overburdened with taxes and cannot survive further imposts. The independent exhibitors face ruin.

AUSTRIAN DEAL OF SOCIALIST MONOPOLY

Vienna, April 8. Abundant signs are visible pointing to the prospect of a political monopoly of the film industry in Austria in the hands of the Socialist government, a development bitterly resented by adherents of other political ideas.

The Socialists are, behind certain picture enterprises which are known as Kiba, and the same political interests are negotiating for control of the Sascha Film Co., which includes that concern's two large cinemas in this city and also the two largest Vienna studios.

The Kiba group owns a dozen theatres. Merger of Sascha would give Kiba Sascha's contracts with British International, affecting important product. British International has granted to Saschas for this year all Austrian rights to its "Atlantic" and "Esi Tang".

It is said Kiba's acquisition of the Sascha studios would mean the Socialist access to production facilities and the result is regarded as inevitable that the party would use them for the dissemination of liberal if not "Red" political propaganda.

There is another ominous sign Austria being a socialist republic, the recent bankruptcy of many small independent cinemas is now ascribed to high socialist taxation. An obvious political maneuver would be for the party in control to tighten its grip on the screen for propaganda purposes in this way and in the end it is possible for that party to perpetuate its control of the Government.

First move and the one which is feared would be for the government to take over the small and poverty stricken independents and thus establish itself in a screen monopoly.

W. E. Wiring Superior To Tobis' in Copenhagen

Copenhagen, April 8. Opening here of the German talker, "I Love You," demonstrated the superiority of Western Electric reproduction over the system familiar here of the Tobis German group. The picture exploits Mady Christians, protégée of Max Reinhardt in Berlin. Picture opened simultaneous at Alexandria wired with Klangfilm and Capital with Western, both inaugurating sound policy. Picture clicked in both spots, but Western reproduction was greatly superior in clarity.

DISTRIBS REFUSE TO COLLECT FOR ITALIANS

Rome, April 8. Proposal of the Italian Composers' Society that the picture distributors act as a collection agency for it has been disposed of by the unanimous veto of the American distributors.

Scheme of the native musicians was that picture houses pay for the performing rights of their compositions a fee based on a percentage of film rentals.

Composers figured the distributors could compute royalty sums as part of their bookkeeping on rentals, and use the same machinery for making collections in behalf of the composers. Idea now seems cold.

Spanish Film No Go For Spanish Star

Hollywood, April 8. Until Spanish talkers reach a more universal understanding within the Latin American countries, and some kind of a standard in accents can be established, Sono-Art will concentrate on making Jose Bohor an American screen name instead of appealing to his countrymen exclusively.

Bohor has been starred in two Spanish pictures. Hereafter the Spanish star will make pictures directly for the American market. Wherever stories are suitable for Spanish translation he will double on the Spanish versions.

Buenos Aires' Record

Buenos Aires, April 8. "Sins of the Fathers" (Par) started big week in its release here late last week, replacing "Four Feathers" at the local deluxer. Picture is regarded as one of Jannings' best.

"Love Parade" (Par) continues to play to standing room and is headed to break all records as to gross and run.

Negri's "Souls" Liked At Amsterdam Opening

Amsterdam, April 8. Pola Negri's picture, "Street of Lost Souls," opened yesterday at Tuschinski here; well regarded by reviewers and the fans.

The "Ironbound" is holding over the Gnomon talker "Hui Tang." Royal screened the second chapter of the picture of Dutch East Indian locale called, "Malaccaycus." Spoken in favorably by the reviewer, but the public responded only moderately. Doesn't look like commercial product. At the Roxy "Broadway Melody" had successful revival.

Woods' Chi. Break With "Pinked"
"Party Girl" and "Ladies Leisure,"
Another "Pinked" On Following

Chicago, April 8. Picture business was unusually last week. Maybe the elections, with the shoppers finding they can run into after many meetings at the legit houses, instead of buying a picture duct in order to take a load off their feet... Chicago Public flagship remained the flagship, although taking only \$44,500 with "Green Goddess."

"HIGH SOCIETY" HITS IN MONTREAL, \$20,000

Montreal, April 8. (Drawing Population, 600,000) Weather: Fine Fine weather and absence of shows except for one big hockey game brought out fans in force last week. Main stems came back into the limelight. Better grosses than at any time this year. Neighborhood reports excellent week.

Other houses were 10 grand and went down the line with McVickers in third spot with "Son of the Gods." First week at the run house... Court. Injunction on meeting at the legit houses, instead of buying a picture duct in order to take a load off their feet.

Stage Shows Are Needed in House Of Down Grosses

Philadelphia is spending \$1,500,000 to tell the world about its many cultural and manufacturing advantages... The BELLEVUE-STRATFORD HOTEL keeps step by employing the MEYER DAVIS KENTUCKIANS for dancing in its world famous grill to entertain visitors to Philadelphia in a way that sends them home a-booging.



Gorilla "Sex" Picture on Short Notice in Orpheum, C. F., to \$23,000!

'APPLAUSE' AS ARTISTIC ANSWER BUT B. O. FLOP

Kansas City, April 8. "Applause" at the Royal last week for five days. House played it up as a daring picture and a challenge to those who had been demanding better pictures. Reviewers gave lengthy reports but the picture was pulled Tuesday night and "Vagabond King" set in for a run at popular prices.

San Francisco, April 8. This seaport climbed back out at the Belmont, which was pulled last week and found occasion to assume cheerfulness. Surprise proved to be an outsider from the state rights of "Heaven"

"SCANDALS" BOOTED BROWN, L'SVILLE \$2,700

Louisville, April 8. (Draw Pop, 500,000) Weather: Warm Business picked up last week despite warmer weather. Rialto advanced admissions on "Vagabond King" and "Ladies of Leisure."

Detroit Over-Westerned; "Montana" \$52,500, but "Texas Moon" Weak

Detroit, April 8. Bad weather last week was the main thing that kept the Michigan from doing capacity business. "Montana Moon" with mediocre stage and over the week-end.

Vag. King - "Golden Calf" High Seattle Grosses

Seattle, April 8. (Drawing Pop, 550,000) Weather: Cool and Dry Usual rains missing this year, so it's not so good, for the folks here.

Publicity Bee Juice For "Honey" - Bklyn.

Brooklyn, N. Y., April 8. Okay weather and no signs. Paramount did most of the business. Had that pleasant surprise, "Honey" a load of talent on the stage.

'TEXAS MOON' IN 2 PTSB HOUSES, DAY AND DATE

Pittsburgh, April 8. (Drawing Pop. 1,000,000) Weather: Fair Another dull and gloomy day. "That's their Alt."

RADIO MARATHON

Topoka Goes Up Against Something New - Film Biz Normal Topoka, April 8. Rent is not affecting Topoka. Neither is the new one-chain and anti-chain propaganda.

'Puttin' on Ritz', \$7,000 Only Fair in Portland

Portland, Ore., April 8. (Draw pop, 400,000) Grosses started on the up last week in spite of hot spring weather and a rather complete Annual about of Broadway vs. Highway is on.

Comparative Grosses for March

Table of grosses during March for towns and houses listed as previously reported weekly in Variety.

NEW YORK

Table listing theaters and their weekly grosses for March in New York, including Capitol, Para-Mount, Roxy, Strand, etc.

CHICAGO

Table listing theaters and their weekly grosses for March in Chicago, including Chicago, McVicker, Monroe, Oriental, Rose-Welt, State-Lake, etc.

LOS ANGELES

Table listing theaters and their weekly grosses for March in Los Angeles, including Egyptian, Loew's State, Para-Mount, United Artists, etc.

SAN FRANCISCO

Table listing theaters and their weekly grosses for March in San Francisco, including War-Field, Para-Mount, California, St. Francis, etc.

BOSTON

Table listing theaters and their weekly grosses for March in Boston, including State, Metro-Politan.

KANSAS CITY

Table listing theaters and their weekly grosses for March in Kansas City, including Main Street, Loew's Midland, etc.

SEATTLE

Table listing theaters and their weekly grosses for March in Seattle, including Para-Mount, Fifth Ave., Blue Mouset.

WASHINGTON

Table listing theaters and their weekly grosses for March in Washington, including Columbia, Earle, Fox, Metro-Politan.

PORTLAND, ORE.

Table listing theaters and their weekly grosses for March in Portland, Ore., including Para-Mount, Loew's State, etc.

MINNEAPOLIS

Table listing theaters and their weekly grosses for March in Minneapolis, including Minne-Sota, State, Orpheum.

BALTIMORE

Table listing theaters and their weekly grosses for March in Baltimore, including Century, Stan-Ley, Valencia, Keith's.

"Sarah and Son" And Helen Kane Philly's Best

Philadelphia, April 8. Helen Kane, "hoop-boop-doop" authority, personally contributed to the one really smashing box-office record of last week in Philly's downtown picture houses.

INTERNATIONAL FILM LIBRARY IN GENEVA

Zurich, April 8. An international library of film records of world events was to be maintained in Geneva under the supervision of the League of Nations.

\$2,400,000 GROSS FOR "GOLD DIGGER" TO DATE

Among the high grosses of talkers stand the Warner's "Gold Diggers." It has netted a gross to the firm to date of \$2,400,000.

Tacoma Satisfied

Tacoma, April 8. (Draw Pot, 125,000.) Weather: Warm and dry. Average attraction of last week pulled that kind of biz. General situation fair in this town.

Estimates for Last Week RK's "Fantages" (RKO) (1,500; 25-60) - "Second Wife" (Ead. G. Good-Vaude) up to standard, \$6,800.

Erasing F. M. Signs

Burbank, April 8. A crew of sign painters detailed by Jack Warner are now erasing all First National studio signs reading: "The Home of First National Pictures."

(Continued on page 32)

CONTRACT TRUCE DELAYED

Only Six of 36 Indie Producers On Coast Active; Others Talking Or Scouting Hills for Bankrolls

Los Angeles, April 8. Check-up of the independent studios shows six of the 36 producers who have office space in the studios actually producing pictures. Another half dozen are scheduled to start production within the next 30 days. Rest of them are in various stage of talk and promotion.

With picture money almost impossible to raise, outlook for the indie's anything but bright. A good number of the indie producers have switched to the production of shorts, but this market can take care of only a few. It's impossible for an indie producer to make any kind of a talker for less than \$100,000, and these boys who were in a habit of turning out their pictures for \$7,000 up, in the silent days, find themselves out of luck when they talk that amount today. That much isn't around for the indie to grab.

"Hi" On Dough
All indie claim they have a release if they could only get production dough. But when some grab a b. g. there is no release. Local "investing" public is pretty wise to the picture business and wants to see a guaranteed return before it parts with a dime. To a great extent, the indie producer is responsible for this condition, having in the past given the investor everything but protection.

Only four studios cater to the indie producer today as against 10 in former years. Universal rents 5,000 indie, but not all are used. Some companies who release through U. The others, Tec-Art, Metropolitan, Tele-Film and National Sound, are regular indie spots.

Independent producers and their activities are as follows:

- By TEC-ART**
Colorart-Synchro. Produced one picture, "Mamba." Nothing set for future production.
Cal-Core Productions. Nothing contemplated.
Italone. Financing through local Italians. Picture slated for production, but no starting date set.
Dallas Fitzgerald. Trying to find a market for a series of kid shorts. No feature production contemplated.
Liele Bennion. Planning production of two-reel dramas in color. No release set.
Brazilian Northern Cross Prods. Made one feature for the Latin market. No production scheduled.
Tom Terris. Producing travel talkers for Pathé. No release set.
Voice of Hollywood. Talker shorts of picture stars. All talent gives services free. Release through Tiffany.
Buck Jones Prods. To make a series of Westerns, with release through Columbia.
Burton King. Hasn't produced in three months. Nothing slated.
Charles Burr. Nothing during the past year. Distributing features made by Frank O'Connor. No production contemplated.
Lon Young Prods. Office space.
William Miller Productions. Hope to produce "The Kid" in art movie. Angling for release.
Jesse Weil. Will make six for Columbia and six for Sono-Art. Starting date not set.
Metropolitan
Red Wing Productions. Plan shorts on Indian lore. Release or starting date not set.
Excelsior Prods. Plan one in Italian.
Associated Artists. Another in production stage. Talk of making "Pie on the Barroom Floor."
Cliff Broughton. Six to be made for Sono-Art, now in production.
Davison Sp. No film Art release for six. No starting date.
Andrew Stone. One feature for Sono-Art, without starting date.
Craig Hutchinson. Producing color shorts of F. M. Ideas. No release.
Robert Bruce. Starts producing 26 outdoor shorts for Par. April 1.
Brown & Nagel. Producing single

KENT'S TEA PARTY DOES SOMETHING

Agree on Form Until Producers' Demand for Deposits Halt—2-2-2 Get Together—Concur on 25 of 27 Clauses.

MYERS' KNOWLEDGE

After three days of comparatively smooth progress, during which 25 of the 27 clauses were adjudicated, the 2-2-2 conference managers, on advance deposits until Abram Myers, convinced that the producers were sincere in their threats to ditch the new exhibition contract, secured time to confer with the Allied Exhibitors' lieutenant.

It was indicated yesterday (Tuesday) afternoon that the indie will compromise rather than lose concessions already made in other respects.

Indies, following what almost resulted in a blow-up of the entire effort, were more amenable to reason when Sidney Kent, acting chairman of the meeting in the Bar Association building, assured them that producers have no intention of re-establishing the old deposit system, but simply want to keep "crooked" exhibitors on the line.

The need of the deposit system was also emphasized because of arbitration being reduced to a nullity and dependent except in 12 states where it is legally enforceable, upon "consentance."

Other than Tuesday's spurt, during which harsh words were exchanged with the producers, agreement was reached. The producers agreed to have listening to Myers' repeated boasts of "inching up" for Allied exhibs, and his quibbling opposition to the security system of the distributor-originate conference marked a new era of unheeded-of give and take between big and little interests, particularly the big. It was even agreed to Kent that in lieu of cash, theatre owners provide a bond for the safeguard of pictures while in their houses.

There was little or no steam-rolling, a characteristic of every past closed-door conference in the history of the business. In place of the usual Hays' lieutenant, Sidney Kent sat at the head of the table. At his right was Gabriel Hess, for Hays.

Kent early in the sessions, long grinding affairs, stepped on the producer organization's toes more often than he took exception to the recommendations made by Aillede's chief, Abram Myers, the former federal trade commissioner who first leapt to the industry when block-booking was the subject for indie attack.

One of the most interesting developments of the contract writing was the obvious eagerness in respect for each other's judgment, as the clauses were fixed into place. Of all present Myers exhibited the most surprising knowledge of the business. His work on the contract alone demonstrated that he has never regarded the Allied post solely from the political and 25 grand a year angle, as has been charged by certain of the producer spokesmen, none represented on the committee.

Schiller Knows
Ed Schiller, of the Metro-Goldwyn-Mayer office, established himself as the dean of film booking technique and theatre etiquette. He took the lead as a lecturer in the contract classroom. In these Kent exhibited a fair and knowing hand, never fighting for a detail that could be conceded.

The indie referred to as "Sid Kent's tea party" by the wisecracks just after Julia Tishler handed down his decree has accompanied.

Haphazard Ways of Starting on New Wide Film in Coast Colony

Too Much in Trailers?

Steady picture houses patrons say, when discussing a program, that there is too much of the coming talker shown in the trailer pre-advertising it.

One young woman mentioned that in two or three instances it struck her that enough of that high light scenes of the original was pre-viewed by her in the trailer to an extent she did not deem it worthwhile to sit through that particular picture when it opened, to see those scenes over again, merely to see them complete.

PRESS STUNT IS COPPED BY R-K-O

Two identical publicity stunts, pulled off simultaneously by R-K-O and Loew's, have practically caused a breach between both publicity offices with Loew especially doing a burn-up about the whole matter.

Wednesday (2) Loew sent out notices to all the dailies and photographers' services that on Friday (4), Serge Flash, juggler and thief, would catch a rubber ball thrown from the top of the Loew State Building, on Friday morning at 10 a. m. the R-K-O publicity office phoned the dailies and said the R-K-O imported act, Bob Ripa, a juggler and a thief, would catch a rubber ball thrown from the top of the Palace theatre building.

Loew publicity men claim that shortly after the newspapers and photographers "they had" notified them back and stated that they received word from R-K-O that the Loew stunt was off and to attend to the Bob Ripa feat instead. R-K-O denies having told that to the dailies, saying they had simply notified the dailies about Bob Ripa's stunt. Asked how they had come to schedule their publicity stunt to go off at the same time as Loew's, after the latter had sent out publicity on it two days before, the R-K-O office stated it was an original idea and they had no knowledge of Loew's plans.

Loew in turn claims that R-K-O simply tried to take the edge off their stunt by following it and that R-K-O didn't have enough ingenuity to think up a novel idea of its own. Loew's further stated that nearly half a dozen news men and photographers said they had been notified by R-K-O that the Loew stunt was off and R-K-O's on instead.

After Loew's first notification, they immediately got in touch with those previously informed and stated that their publicity stunt would be held as scheduled. Due to the confusion which existed, Loew's claims it missed getting a break in more than three newspapers and photographers' services and in the New York dailies. R-K-O is alleged to have received a better break, inasmuch as the Loew's scheduled its affair for 12 o'clock noon and R-K-O for 30 minutes later.

Except for the 30 minutes which separated the feats of Bob Ripa and Serge Flash, both were practically identical.

Rubin Rambling
Hollywood, April 8. Benny Rubin's rambling tale from the Metro film, which he has been out for "The Art of the Actor" after that he was in contact.

Hollywood, April 8. Three more companies are now making wide film productions. Pictures are being shot with regular and wide film, and are to be held in reserve against the time when an agreement is reached among members of the Association of Motion Picture Producers as to standard size for all wide film.

Metro was first to go into it, starting production last week on "Billy the Kid." Studio obtained Grandeur cameras from Fox and is using 70mm Eastman negative.

No decision of releasing the wide film "take" of this picture has been made. Company has had Douglas Shearer, head of its sound technical department, experimenting with various reduction devices, which, it is claimed, can reduce the prints from 70 mm. negative to the regular 35 mm. This experimenting to date has not shown any consistent results in producing the various wide shot angles without distortion.

Reports are expected on the Shearer experiments, which are still going on, with the studio officials said to be not too keen about drastic reduction of prints from original wide negative.

Shooting Blind
Having made no deal with Fox as to the rights to use Grandeur process in its entirety, and not having the developing or projection facilities required for Grandeur, M-G-M is simply shooting the picture blind. Company is not developing or projecting its daily rushes, simply preparing in case an agreement is reached on the large film. It is figured 200,000 feet of negative will be shot at a cost of 12 cents a foot, which will bring the additional cost of the negative, in case it is reduced to standard size, to \$24,000. Cost of the 35 mm negative is about one-fifth as much.

Paramount will also to shoot "Under Western Skies," Zane Grey story, in both regular and 65 mm. film, which is the size Par, Warner, First National and Loew have agreed to use. The latter company originally was to use 63 mm. under the Spoor-Bergeson process. Paramount is also understood to have had the idea as M-G-M, being prepared to release it in the larger size only in case the producers make an agreement as to standard width.

It is not known what plan Radio has in mind. It goes into production the end of this month on a railroad story, to be made in regular and 65 mm. width. Fox is set to shoot a feature which will bring the additional cost of this size as well as the 70 mm Grandeur used by Fox is a bit too large. They feel this arrangement should be made on a maximum size of 60 mm., claiming this would be the proper size, with allowance made for 10% of this width lost via sound track.

NO LEHAR OPERETTA
Viennese Composer Wrote Single Song Only for Gloria Swanson
Vienna, March 29. Franz Lehar desires to have it understood that he has not written a whole operetta for Gloria Swanson.

What happened was the Marquis de la Palaise, husband of the star, met Lehar in Berlin and bought a song from him.
The son who he woven into Miss Swanson's next picture as the theme melody, but one song doesn't make an operetta.

WARNER BROS. PRESENT

Al

NOTHING BUT LAUGHS!
Joyous Jolson Jubilee...
Jokes, Jazz, Jollity!

Jolson
 IN
MAMMY



*A*N old-time minstrel parade made blasé Broadway stop, look and listen. Turn-away business was the answer to this exploitation wow at the premiere of Al Jolson in "Mammy" Here's your tip-off for record-breaking business. Available to you Day and Date with Broadway

with
 LOUISE DRESSER
 LOIS MORAN
 LOWELL SHERMAN
 HOBART BOSWORTH
 TULLY MARSHALL
 MITCHELL LEWIS

Story and songs by
 Irving Berlin
 Adapted by Joseph Jackson
 and Gordon Rigby
 Directed by Michael Curtiz



SONG HITS

"Let Me Sing and I'm Happy"



"To My Mammy"



"Across The Breakfast Table Looking At You"

A WARNER BROS. & VITAPHONE PICTURE
 Sequences in Technicolor

"The FUNNIEST PERFORMANCE ON ANY MOTION PICTURE SCREEN IN THE CITY OF NEW YORK TODAY"

—NEW YORK WORLD

WARNER BROS.

present

JOHN BARRYMORE

The MAN *from* BLANKLEY'S



With

LORETTA YOUNG

Adapted by Harvey Thew and Joseph Jackson from the stage success by F. Anstey.

Directed by Alfred E. Green.

8

**HOLD
EVERYTHING**

JOHN BARRYMORE soars to new heights in his first modern high hat comedy, "The Man From Blankley's."

RARELY has a comedy been greeted with such an avalanche of approval. Without exception the New York critics described it as brilliant, hilarious, refreshing, a delight and a joy.

HERE'S amazing and surprisingly different entertainment for jaded picture fans. It's the talk of New York. And it will be the talk of your town when you play it.



NOW PLAYING
CENTRAL THEATRE
New York

\$2.00 **Top**

Available to You Day and
Date with Broadway!

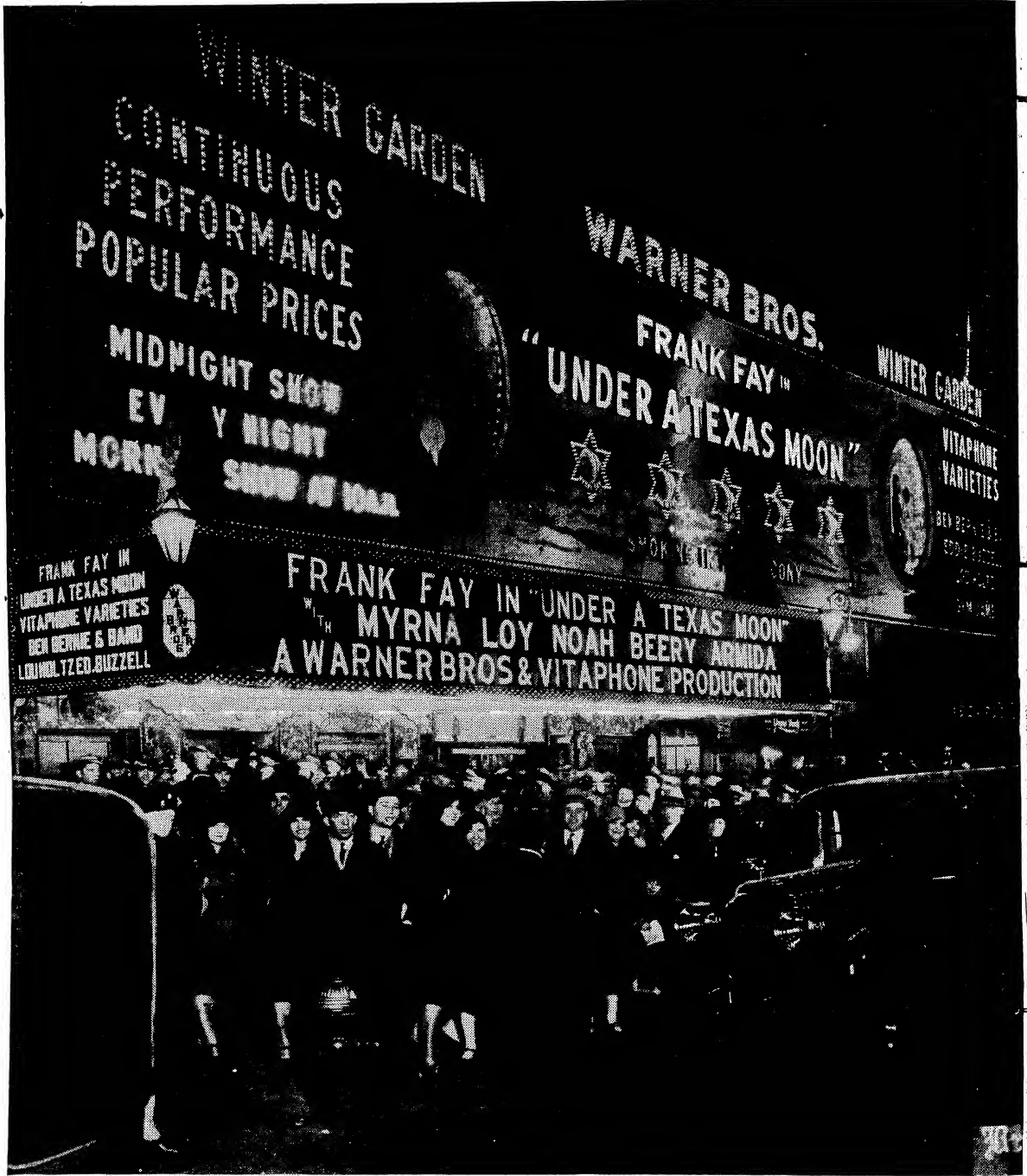


FOR

HOLD EVERYTHING

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

ALL RECORDS SMASHED



IN SENSATIONAL OPENING

WARNER BROS. *present*
UNDER A TEXAS MOON

"UNDER A TEXAS MOON"
 inaugurated the new policy at
 Warner Bros. WINTER GARDEN
 with recording smashing business.



400 people stood in line for tickets
 when the doors opened at 10 A.M.



Every performance since com-
 pletely sold out from ten in the
 morning to midnight.



Ticket sale stopped three times
 during week.

with FRANK FAY · RAQUEL TORRES
 MYRNA LOY · NOAH BEERY · FRED
 KOHLER · ARMIDA · TULLY MARSHALL

Based on the story by Stewart Edward White
 Scenario by Gordon Rigby
 Directed by Michael Curtiz

Song Hit

"UNDER A TEXAS MOON"

*Here's just a sample of what you
 can expect when you play this glam-
 orous all Technicolor production.*

Available to you Day and
 Date with Broadway.



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

Film Stocks Do Cartwheels

(Continued from Page 5)
ters that Loew's 1930 net should approximate \$1 million.

Warner-Brunswick

Continued reports were about that a Warner deal for Brunswick-Balke or on the eve of closing, but the tape showed nothing to substantiate them. Probability is that an actual deal was fully closed by the end of a week ago on the brisk run up from 20 to better than 30.

Yesterday's market was an inland one, after prices opened slightly off, dipped in the first hour and then slipped off gradually with accompanying minor rallies and declines. Volume was considerably lower in the general list and substantially so among the amusements with the exception of R-K-O. Money renewed at 4 and then eased to 3 1/2. Lower rate, however, having no effect in bringing on a rally. Close was fairly well sustained, probably on covering by morning shorts. Day's picture looked like pools beating the tape readers to get into in the afternoon and before today and tomorrow in anticipation of new increases in the loan account.

Fox's Sudden Climax

Climax came suddenly Monday at the opening, although there had been plenty of indications late in the week that the blow-out was at hand. Anyhow, when it came, it stole the center of the stage, although there was plenty room around it in the theatre group.

Monday's turnover throughout the market has been phenomenal, with a runaway demonstration, soaring nearly 10 points to an all-time top close at 107 3/4. This move followed a session of 113,000 shares. Several others, including General Theatres, RKO and some of the independents, got to new peaks. The main cause of the dramatic incident of Fox opening on 20,000 shares at 60, up nearly 10 on a night, appealed to the trading imagination.

What had happened was that the evening show had been sold to a suit strapped with the settlement of the Fox tangle announced in the Monday morning papers and there was a flood of orders to cover at the opening.

Price sagged immediately, getting down 1/2 during the first hour before they gradually climbed back to the final level of 56. Quick break came at 107 3/4 on Monday morning and there was a flood of orders to cover at the opening. Price sagged immediately, getting down 1/2 during the first hour before they gradually climbed back to the final level of 56. Quick break came at 107 3/4 on Monday morning and there was a flood of orders to cover at the opening.

Summary for week ending April 5.

Table with columns: High, Low, Sales, Issue and rate, American, Consol, Film, etc.

Issues in Other Markets

Table with columns: Bid, Asked, Prev. bid, etc., for various stocks like Columbia Pictures, Fox Theatres, etc.

Over the Counter, N. Y. Quoted in Bid and Asked

Table with columns: Bid, Asked, Prev. bid, etc., for stocks like Loew's of Boston, Famous Players-Lasky, etc.

General Theatres prospered from its Fox association, going to 51 for a new top on the 100. On the 100, a record turnover of 135,000 shares for that stock. On that amount of money, the general list was extremely moderate, suggesting, as in the case of Fox, that the market was generally healthy and anxious for sensational happenings at the moment. Course of Theatres

Par Stock Distribution

Distribution of the \$50,000 amount of par stock at \$53 per share, allotted for employees some time ago, is again underway. It is requiring considerable adjustment, it is said, through the heavy demand.

The distribution was announced as open to any employee up to 10% of his annual salary, with the amount to be deducted weekly as instructed by the employee, until the quantity apportioned shall have been paid for.

Some high salaried employees are said to have entered bids for their full allowance under the rules, this somewhat congesting appointment.

summing the upward course. Adherents still predict a level of 50.

Early Monday there were some top readers who had discerned signs of inside selling in some of the amusements, which suggests that a general market reaction is about to occur. Service advice is somewhat divided on the point. One side makes the persuasive argument that the averages have not touched a point slightly above the half-way mark between the 100 and 110, and the tradition is that that should be the signal for a setback.

Immediate future in any event looks dim. Basis of reasoning is that business revival is in the making and the market is entitled to a certain liberality in discounting it for advance, behind the legendary function of the market.

Immediate future in any event looks dim. Basis of reasoning is that business revival is in the making and the market is entitled to a certain liberality in discounting it for advance, behind the legendary function of the market.

Week's Statistics

Last week brought 16 new tops for the year in the amusement group; with an aggregate gain of 6 1/2 points for advancing stocks and a decline of 3 1/2 aggregate in the few that went down. Turnover was sensational for the week, led by Warner's 499,000 shares, although Radio Corp. did a record 2,025,000 of that stock, however, being rather outside the group itself. Radio is reputed to be in advance, being the strongest cliques formed in late years.

Some of the other last week totals were: Fox 414,800 shares; Gen. Theatres, 255,000; R-K-O, 470,000; Loew, 213,000 (floating supply here was said to be small and getting smaller), and Paramount, 171,700.

Fig. as these transactions were, this week bid fair to distance them, judging from Monday's start with staggering volume.

Substituting Talent Without

Notice Cause for Cancellation

AUTHORS' AGENTS HOT

Collect Unknown Writers Through "Personals"—Studies Responsive

Los Angeles, April 8.—With studios showing interest in original stories from unknown writers, the authors' agents are plastering the local papers with advertisements for stories in hope that budding writers will send in something they can sell. All personal columns in the dailies carry one or two ads stating that original story material is wanted and that writers can cash in heavy if their story has b. o. quality.

One agent received 340 scripts in answer to a two-day ad. He found one that had promise. Woman who wrote it decided she might as well crash pictures in a big way and demanded 10 grand for the picture rights. When the agent told her that all she had was an idea and the price was too high, she walked out on her agent.

For a week the woman tried to crash the studios, but then returned to the agent and told him to do the best he could with the story.

INDIE TRIO MINUS EXEC. MEDDLERS—RELEASE

Hollywood, April 8.—With one feature finished, Joseph Henabery Corp. plans further independent production. Company consists of Harold Shumate, writer, president; Henabery, executive vice-president; and Don Digging, production manager, secretary and treasurer.

Writer-director-production manager combination was formed to make pictures, free of supervision from execs, who lack practical experience. First picture "The Love Trader" is said to contain elements that heretofore have been considered lux. No release announced.

Technicolor Refunding \$1,500,000 in Price Cut

Los Angeles, April 8.—Technicolor has reduced the price of release prints from 10 cents per foot to .09 and .0885 per foot. Latter price is for film with standard track. With every major studio here, the reduction is made possible as a direct result of increased efficiency in the manufacture of colored film, and through the new Technicolor plant, which will be in operation within the next two weeks. New plant will have a monthly capacity of 3,000,000 feet of positive film. Technicolor has also purchased the property adjoining the new plant and will build a three-story laboratory.

New Sound System Takes Load Off Operator, But—

Hollywood, April 8.—Jack Grego, former eastern radio engineer, has perfected a system of sound recording at the Metropolitan studios whereby a complete sound track of a production can be projected at one foot per print and still retain a uniform quality and volume of reproduction. Most pictures now released carry cue sheets showing the operating time to lower and raise volume of sound in various scenes. Grego's process rests entirely upon the precision of mixing the sound in proper volume before reaching the sound track.

"Volga Boatman" with Noise

Hollywood, April 8.—Latest silent picture slated for distribution is "The Volga Boatman."

Metro-employs-commissioning Lionel Barrymore to direct it.

A demand of Allied Exhibitors for a clause in the new exhibition contract whereby printed matter, press sheets, etc. used to induce the sale of product shall be evidence for the exhibitor, also that changes in books any plays made after purchase shall privilege the exhibitor to cancel without penalty, started a mild furor at one of the contract meetings in New York last week. Where the star, or director (if he is the featured individual) of the book or play is substituted and the advance literature does not contain account of such change it is now agreed that the exhibitor will not be held for the booking date. Before the modification was reached, exhibitor and producer representatives indulged in considerable fencing. The burn from S. R. Kent, on what he later stated he considered the most important in the contract and one which could not be stricken, eventually came after Nate Yamin's (Allied) had retorted salesman don't give away but show gaudy books after E. Schiller (Metro) stated such suits were best abandoned by the larger producers three years ago.

"I'll sell Clara Bow and James Hall and take Hall out that is no reason for your cancelling. You are ignorant and we have got to consider voice and a number of other conditions, many of which come up at the last minute," said Kent.

Old Story N. G. Now Ten or 12 years ago it was different. The exhibitor's great excuse then was that the producer didn't know the type of film the people would want. Since then producers, themselves, probably have more theatres than all others. The old story doesn't hold now. Today exhibition is too important for people who are making pictures."

Turning to Abram Myers, Kent stated: "You ask that plays and books be necessary to be abandoned by a change in a book or play might make it three, times better on the screen." Kent then told of the best Van Dyne picture of the year released by Paramount being one which was "completely re-written."

EASTERERS IN RENTED PLANES OUTDOOR PESTS

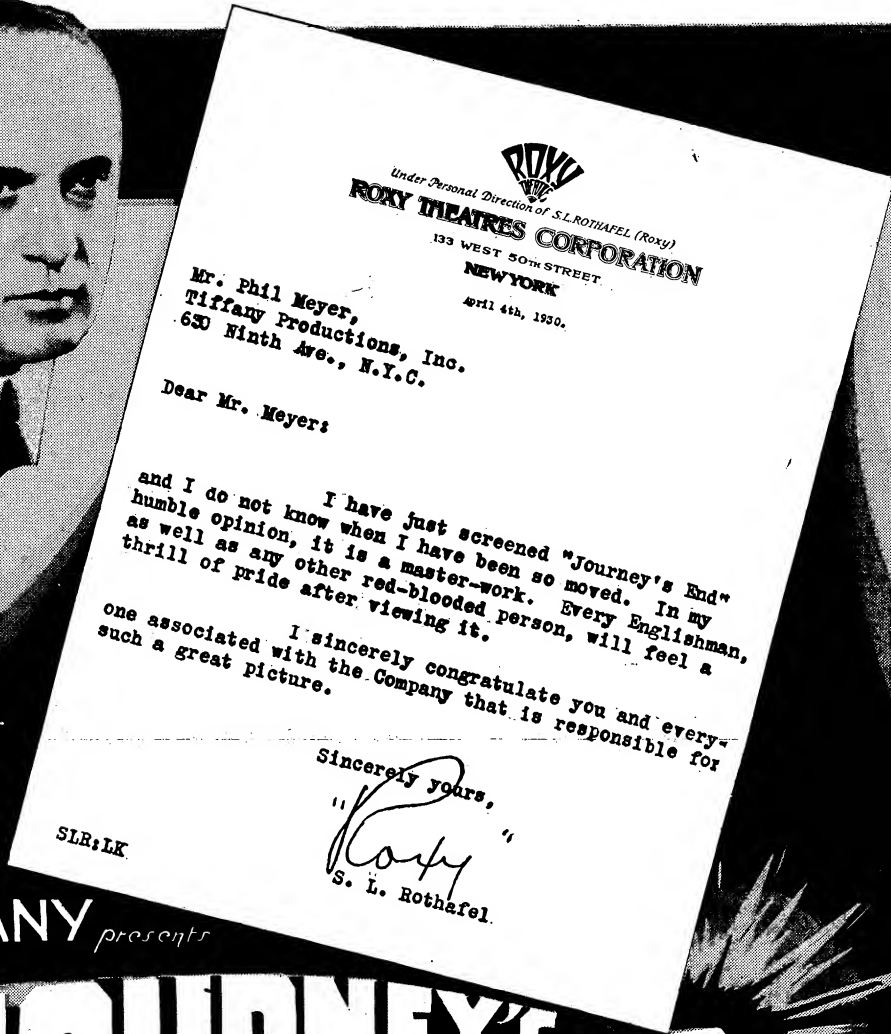
Hollywood, April 8.—Drive-yourself planes have developed into a setback to outdoor production. And there's no remedy in sight. Several airports have been doing a big business lately renting planes to eastern visitors who can show the dollar worth of pictures from the studio to the general public and still retain a uniform quality and volume of reproduction. Most pictures now released carry cue sheets showing the operating time to lower and raise volume of sound in various scenes. Grego's process rests entirely upon the precision of mixing the sound in proper volume before reaching the sound track.

M. Hoffman's Back

Hollywood, April 8.—Milton Hoffman, who quit picture business three years ago, is returning via Columbia Pictures.

Business manager, same cure he formerly filled for Paramount.

WORLD'S GREATEST SHOWMAN SAYS OF The Greatest Screen Drama Of All Time



ROXY
Under Personal Direction of S. L. ROTHAFEL (Roxy)
ROXY THEATRES CORPORATION
133 WEST 50th STREET
NEW YORK

Mr. Phil Meyer,
Tiffany Productions, Inc.
630 Ninth Ave., N.Y.C.

April 4th, 1930.

Dear Mr. Meyer:

I have just screened "Journey's End" and I do not know when I have been so moved. In my humble opinion, it is a master-work. Every Englishman, as well as any other red-blooded person, will feel a thrill of pride after viewing it.

I sincerely congratulate you and every one associated with the Company that is responsible for such a great picture.

Sincerely yours,

"Roxy"
S. L. Rothafel.

SLR:LK

TIFFANY *presents*

JOURNEY'S END

WORLD
PREMIERE
GAIETY
THEATRE N.Y.
APRIL 8th.

ALL-TALKING
From the Play by R. C. SHERRIFF
Directed by JAMES WHALE
With Colin Clive - Ian MacLaren - David Manners
Anthony Bushell - Billy Bevan
Tiffany-Gainsborough Production.

TIFFANY PRODUCTIONS INC.

729 SEVENTH AVE.

NEW YORK CITY.



Show Girl in Hollywood

With

ALICE WHITE
JACK MULHALL
BLANCHE SWEET
FORD STERLING
JOHN MILJAN

Based on story by J. P. McEvoy
 Directed by Mervyn LeRoy
 Part Technicolor

Set for 78 Simultaneous Showings Easter Week in the country's leading theatres. Tells why girls leave home for Hollywood.

Season's exploitation natural. Held over in world-premiere showing in Toledo. Packed with box-office sunshine. With "Crying For The Carolines," "Have A Little Faith In Me" blazing its popularity.

With

LAWRENCE GRAY
ALEXANDER GRAY
BERNICE CLAIRE
LOUISE FAZENDA
FORD STERLING

Directed by John Francis Dillon,
 who gave you "Sally"



CONTINUOUS RECORD BREAKING

First National's Follow Up Three to "Sally," "Son of the Gods" and "Nanette". Keeping First National Showmen in the Big Money Class. Making More Exhibitors Say "First National Has the Big Ones These Days"

Spring
is Here

"Murder Will Out" is a "class" murder mystery for class houses. Selected by the industry's leading buyers as the finest mystery drama of the season.

With

JACK MULHALL
and **LILA LEE**
(Love Team of "Dark Streets")
and **NOAH BEERY**

Based on story by Murray Leinster
Directed by Clarence Badger

Murder
Will Out



PERFORMANCE *from* FIRST NATIONAL!



**It's in
the air!**

SWING HIGH

16 STARS IN AN
 AMAZING CIRCUS
 SPECTACLE *including*
 CHESTER CONKLIN · BEN TURPIN
 DOROTHY BURGESS · HELEN TWELVETREES
 NICK STUART · FRED SCOTT
 ROBERT EDESON · STEPIN FETCHIT
 DAPHNE POLLARD · SALLY STARR
 JOHN SHEEHAN · MICKEY BENNETT
 GEORGE FAWCETT · BRYANT WASHBURN
 LITTLE BILLY · WILLIAM LANGAN

Directed by JOSEPH SANTLEY
Produced by E. B. DERR

**The World's Greatest Talking-Singing Sensation
 Dramatic Wallops! Comedy Riots! Musical Hits!**

20,000,000 LISTEN! 48 NBC STATIONS PUT "C



MIGHTIEST Stroke of Show Salesmanship Since the Roaring Dawn of Amusement Enterprise . . . Radio Rules the Air as America Hears Wonders of New Comedy Sensation In Grand-scale Broadcast From Hollywood Last Night.

All competitive exploitation efforts rendered feeble and futile as Titan storms the nation with song and humor!

BERT WHEELER
ROBT. WOOLSEY

WORLD'S GREATEST COMEDY TEAM

THE CUCKOOS

Giants of steel and concrete . . . heads towering to the clouds . . . the great NBC stations have carried "The Cuckoos" to the collective ear of the nation . . . This advance campaign on the air will literally stuff the pockets of showmen with profits when they play Radio's monster fun show . . . already acclaimed the biggest laugh attraction of the year!

RS SPELLBOUND AS "CUCKOOS" ON THE AIR...



OS

The sales value of radio broadcasting in show business was strikingly demonstrated last night by the Radio Titans. A grand company of comedians, headed by Bert Wheeler and Robert Woolsey, of "Rio Rita" fame, poured their genius into the mikes at the Radio Studios in Hollywood. First national broadcast direct from a motion picture studio on record. Conservative estimates of listeners placed by experts at 20,000,000. IN ONE HOUR RADIO PICTURES SOLD "THE CUCKOOS" TO AMERICA AS A SHOW HAS NEVER BEEN SOLD BEFORE.

Directed by Paul Sloane. From the Broadway Musical Hit "The Ramblers" by Bert Kalmar, Harry Ruby and Guy Bolton. Dances by Pearl Eaton. Costumes and sets by Max Ree. Musical Direction by Victor Baravalle.

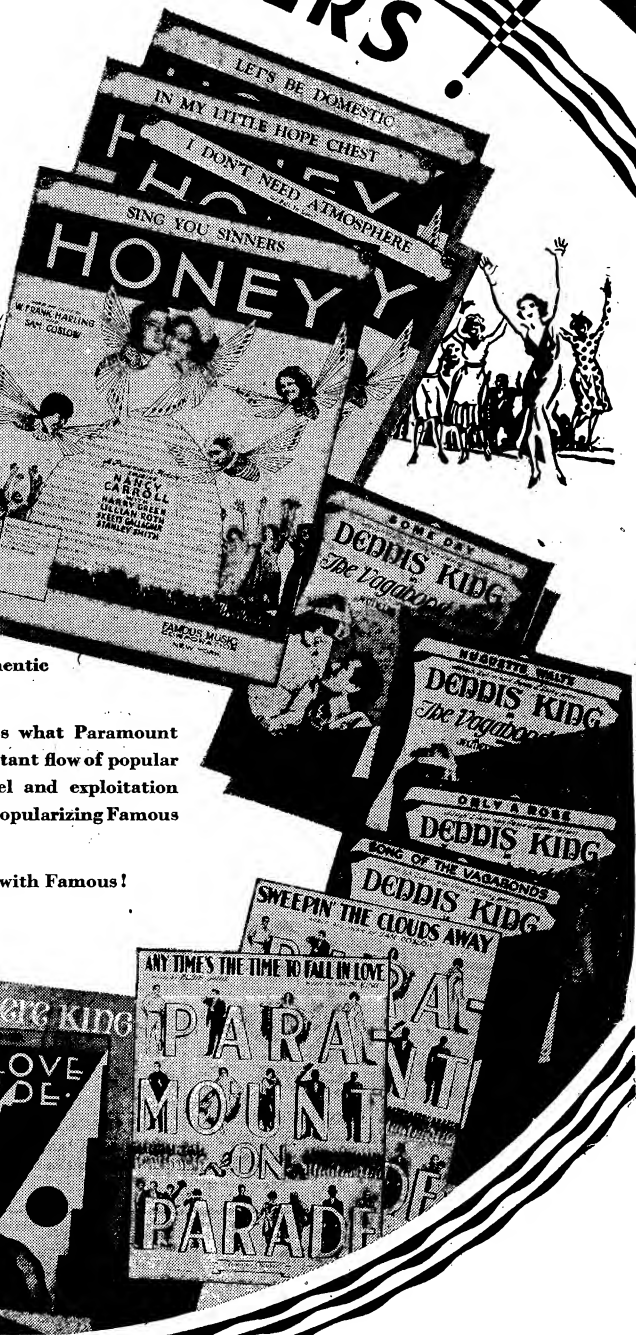
Radio
PICTURES
Reg. U. S. Pat. Off.

SING YOU SINNERS!

Sinners and saints, and millions of just folks, are singing the praises or the lyrics—or both—of "Sing, You Sinners," the big hit number of Paramount's merry musical show, "Honey."

Radios broadcast it constantly. Ace bands play it. Artists use it professionally as a surefire wow. Sheet music sales soar. It's got "It."

"Sing, You Sinners," is a Famous song—the company that brought the New Show World to the music business!



CCHECK all the song titles on this page. Get them. Play and sing them for yourself. They're hits. They're current publications of the Famous Music Corporation. Never has a new concern crashed through with so many authentic big successes in such a short time!

Famous Music means to the music business what Paramount Pictures means to the picture business—a constant flow of popular hits. The same mighty resources, personnel and exploitation that's behind Paramount are producing and popularizing Famous Songs.

It's a great name to tie up with. Get famous with Famous!



Famous Music Corp.

PUBLISHERS TO Paramount - Publix
719 SEVENTH AVENUE NEW YORK CITY

- PHILADELPHIA 1520 W. Moreland St.
- CHICAGO 602 Wooda Theatre Bldg.
- DETROIT Tuller Hotel
- KANSAS CITY 4512 Madison St.
- LOS ANGELES 403 Majestic Theatre Bldg.
- PITTSBURGH 508 Aronson Bldg.
- BOSTON 280 Tremont St.
- LONDON Chappell & Co., Ltd.
- AUSTRALIA Chappell & Co.

AN AMAZINGLY NEW KIND OF HIT!

<p>Great Cast of REAL Stars playing REAL Roles!</p>	 <p>JACK OAKIE LEON ERROL SKEETS GALLAGHER as the gentlemen guides</p>	 <p>BUDDY ROGERS LILLIAN ROTH singing "Any Time's the Time to Fall in Love"</p>	 <p>WILLIAM POWELL as Philo Vance CLIVE BROOK as Sherlock Holmes WARNER OLAND as Dr. Fu Manchu</p>	 <p>MAURICE CHEVALIER EVELYN BRENT showing the origin of the Apache Dance</p>
 <p>NINO MARTINI brilliant new singing discovery as The Gondolier</p>	 <p>LEON ERROL JEAN ARTHUR in the hilariously funny hospital sequence</p>	 <p>JACK OAKIE ZELMA O'NEAL show you ladies' night in a gymnasium</p>	 <p>RUTH CHATTERTON singing "My Marine" to FREDRIC MARCH STUART ERWIN STANLEY SMITH</p>	 <p>HARRY GREEN as Isador, the Toreador KAY FRANCIS as the Spanish belle</p>
 <p>MAURICE CHEVALIER as your favorite Parisian gendarme</p>	 <p>MITZI GREEN 8-year-old wonder kid of "Honey" mimicking the stars</p>	 <p>HELEN KANE as the Head Teacher at the Boop-Boopa-Doop School</p>	 <p>DENNIS KING singing a rousing song on the gallows</p>	 <p>NANCY CARROLL singing and "Dancing to Save Your Sole." ABE LYMAN and Band</p>
 <p>RICHARD ARLEN MARY BRIAN GARY COOPER FAY WRAY PHILLIPS HOLMES VIRGINIA BRUCE</p>	 <p>GEO. BANCROFT is one of the rougher guests at the Big Party</p>	 <p>CLARA BOW fashioning "It" and singing "True to the Navy"</p>	 <p>CHEVALIER and a bevy of luscious beauties singing "Sweeping the Clouds Away"</p>	<p>... and 20 more players!</p> <p>Supervised by ELSIE JANIS</p> <p>Dances and ensembles directed by DAVID BENNETT</p> <p>Sequences in TECHNICOLOR</p>

"PARAMOUNT ON PARADE" **A SHOWMAN'S PARADISE**

Could greater praise be given?

WILLIAM FOX presents

JOHN McCORMACK

IN BOSTON Majestic Theatre

If John McCormack were content to allow "Song O' My Heart" to be his first and last singing picture, it would serve as an achievement of lasting memory, something fine and delicate and true to be cherished long after that golden voice has ceased to be. —*Boston Herald*

As delightful a bit of entertainment as you could wish. Frank Borzage directed the picture with feeling and simplicity, introducing a bit of pathos and more than a generous amount of humor. —*Boston Post*

John McCormack's "Song O' My Heart" is a picture pearl of great price. As the reels unfolded its exceeding charm we felt ourselves enthusiastic and growing more so as time passed. —*Boston Evening American*

McCormack is new to the talkies... that there was no disappointment was evident from the applause for every number... and there were surreptitious tears when that old and pathetic favorite "Little Boy Blue", was sung. —*Boston Globe*

If it were not for its many highly artistic features John McCormack's first sound film would be acclaimed largely as a new triumph of the machine. Surely the faithfulness with which the tenor's voice is reproduced by mechanical means is sufficiently amazing to relegate other features to the background in any ordinary picture. —*Boston Transcript*

If you enjoy John McCormack's beautiful voice we don't need to urge you to see "Song O' My Heart." It is a splendid achievement, immense entertainment. —*Boston Traveler*

"Song O' My Heart" is beautiful and natural—qualities too seldom attained as yet by the "talkies". McCormack's part was to sing and sing he did, gorgeously and satisfyingly. —*Christian Science Monitor*

IN NEW YORK 44th St. Theatre

Never has an audible film been recorded as flawlessly as this picture. It is something from which a reporter bounds with glee to write about—a huge success. —*Mordaunt Hall, N. Y. Times*

Here is screen progress—thoroughly touching and effective—the excellent J. M. Kerrigan plays one of the two old Irishmen most amusingly—in fact, next to the star, Mr. Kerrigan is the outstanding performer of the film. —*Richard Watts Jr., Herald-Tribune*

"Song O' My Heart" is one of the best stories unfolded upon the screen in many a moon. Surely, if you have a grain of sentiment in you, you are going to fall very hard for this one. This picture will bring happiness to millions. —*George Gerhardt, Evening World*

I enjoyed him via the movietone last evening more than I have enjoyed him in the flesh. —*John S. Cohen, Jr., The Sun*

Rolling comedy, heart-rending romance and superb singing. —*Irene Thirer, Daily News*

Noted Irish tenor's screen debut is excellent entertainment. —*Rose Peluswick, Evening Journal*

Tender in its sentiment and something very near to triumphant in the recording and projection of the voice of its illustrious star. —*Quinn Martin, The World*

Had audience in high glee. —*Regina Crewe, American*

There is no doubt about it—a decided success—and see it you must. —*William Boehnel, Telegram*

Frank Borzage has done a splendid job. —*Bland Johanson, Daily Mirror*

His is a gift to warm the heart. —*Julia Shawell, Evening Graphic*

There is a brilliant performance by J. M. Kerrigan as a misanthropic cab driver, an endearing and richly humorous type. —*Thornton DeLahanty, Evening Post*

The rare and priceless virtue of simplicity is astonishingly evident in John McCormack's first film, "Song O' My Heart", and is responsible for the considerable and deserved applause which has greeted this unpretentious production. —*Robert E. Sherwood, Evening Post*

We take off our hat to director Frank Borzage... We consider "Song O' My Heart" the most charming picture ever produced by William Fox. —*Life*

IN PHILADELPHIA Fox-Locust Theatre

The screen has done exceedingly well by Mr. McCormack both in choice of a simple and unobtrusive story by Tom Barry, which makes shrewd use of the distinguished Irishman's sentimental and wholesome appeal, in its excellent direction by Frank Borzage, and in its really astonishingly fine recording of the qualities which make Mr. McCormack's voice utterly distinctive.

—*Philadelphia Inquirer*

Mere words of praise, no matter how happily used, cannot commend the great appeal, the charm, the gripping sympathy, the uncloying naturalness, the humanness of John McCormack's performance in "Song O' My Heart."

—*Philadelphia Evening Ledger*

It is a faithful reproduction of a magnetic tenor voice. There is about McCormack almost everything that could be desired of a singer. He held his auditors in rapt attention. He fascinated them with his throatal mesmerism. He, through his shadowy proxy and synthetic larynx, created wave after wave of applause. —*Philadelphia Daily News*

The noted Irish tenor showed to such fine advantage that it was at times difficult to remember that his voice was not present "in person." There are frequent bits of dialogue between Farrell Macdonald and J. M. Kerrigan that are alone worth the price of admission. —*Philadelphia Morning Ledger*

Woven into this story that is portrayed with a degree of naturalness and reality that the screen has rarely attained are many songs by McCormack... all excellently recorded, and abundant evidence of their appeal was registered by the applause that followed many of them last night. A film so real as to hardly seem a thing of the theatre. —*Philadelphia Bulletin*

IN THE TRADE PRESS

This is not merely a matter of John McCormack singing 11 songs, but a film that's going to reap. Boiling it all down leaves two basic factors, John McCormack's voice and J. M. Kerrigan. Almost as good as Kerrigan's comedy is Macdonald's "straight".

"Song O' My Heart" is a credit to everyone concerned in it's making. The recording on McCormack is excellent, as is the judgment evidenced in the handling of all the component parts. It's unsophistication, simplicity and warmth are what they'll like. The studio expects a gross rental of \$2,000,000 from this effort. But it will top that figure. —Variety

A box office certainty, John McCormack's famous tenor voice is reproduced naturally and pleasingly. Thoroughly enjoyable comedy, feast of scenic beauty and gracefully directed action. This picture should make thousands of new talker fans. —Film Daily

A significant conquest! John McCormack has made a distinguished entry into talking pictures. An appealing sentimental tale with high moments of heart interest, as well as a great deal of effective comedy. —Exhibitors Herald-World

"Song O' My Heart" has every element that goes to make a picture a box office success—sweet sentiment, tender pathos, charming love interest, sympathetic interest for the principal players and friendly interest for every one of the characters.

The main love affair has been reserved for Miss Maureen O'Sullivan and John Garrick. Both these are young, and nice looking and by their good acting make the affair charming... "Song O' My Heart" should appeal to everybody. It is destined to make a great success. —Harrison's Reports

IN THE MUSICAL PRESS

It is safe to state that this is the best bit of recording to be heard here at any time. McCormack sings eleven songs... in his own, inimitable fashion, with an added luciousness of tone and clarity of diction that quite swept the audience off its feet. He is surrounded by an excellent cast

One could go on at length talking about John McCormack, the vocal triumph he achieves, via Movietone, and the success of "Song O' My Heart", but why not go and see it? It's a musical treat. —The Musical Courier

McCormack sings, as only he can, eleven songs throughout the picture, and they are recorded by Movietone with great fidelity. Of the picture itself, as to its plot and general content, suffice it to say that it has laughs and tears galore and that it will in all likelihood exert a universal appeal. —Musical America

Never was John McCormack greater than in this picture. He touched the heart so often that many an eye was dimmed before the evening was over.

Best of all, perhaps, is the realization that John McCormack's voice, great art and personality are now preserved for all time to those who might never have the privilege of knowing him—save through "Song O' My Heart". —Top Notes

If there was ever a brilliant object lesson in any department of art, it has been furnished by John McCormack. The musical style is the vocal revelation of the heart of John McCormack. Probably some realization of that fact was what caused his managers to name his picture "Song O' My Heart". —W. J. Henderson, Musical Critics New York Sun

IN THE FOREIGN PRESS

At no time in the short career of singing and talking pictures has one heard a voice so clear and natural as that of the famous Irish tenor, John McCormack, in "Song O' My Heart"... The story itself is well suited to the life and career of the great singer and he portrays the dramatic parts as well as could any legitimate actor. —Jewish Morning Journal

Fox Films have produced a marvelous talking and singing picture in "Song O' My Heart". Mr. McCormack is heard in a dozen of his favorite songs... all of them excellent. The exceptionally good reproduction by Movietone is by itself enough to assure a long run for this production at the 44th Street Theatre. —Il Progresso

John McCormack in the role of Sean plays a magnificent role and one can well understand why he is the best loved singer in the world. Mr. McCormack is more than a singer. He is an actor and an artist. You will not want to miss this excellent performance at the 44th Street Theatre. It provides an extremely delightful evening. —Courier des Etats Unis

The soul-inspiring and heart-touching film, "Song O' My Heart," should appeal to the German heart just as it does to all others. The mixture of tender sentiment and of good natured humor is probably nearer German sentiment than any other expression of art by non-German people. This film is an unforgettable one. The voice of John McCormack is recorded with perfection. The effective action, the musical quality, the pictorial beauty and humorous episodes make this production the one most worthy of being seen in all our experience. —Staats Zeitung

SONG O' MY HEART

Directed by

FRANK BORZAGE

Story by Tom Barry
with

MAUREEN O'SULLIVAN • JOHN GARRICK • ALICE JOYCE
J. M. KERRIGAN • FARRELL MacDONALD • TOMMY CLIFFORD
EDWIN SCHNEIDER • EFFIE ELLSLER • EMILY FITZROY

Engagements of

JOHN McCORMACK in SONG O' MY HEART

NEW YORK, 44th Street Theatre, NOW PLAYING
BOSTON, Majestic Theatre, NOW PLAYING
PHILADELPHIA, Fox-Locust Theatre, NOW PLAYING
LOS ANGELES, Grauman's Chinese Theatre,
OPENING SATURDAY, APRIL 19

OPENING LONDON, England;
SYDNEY AND MELBOURNE,
Australia; BERLIN, Germany;
PARIS, France; VIENNA, Austria;
DUBLIN, Ireland; BUENOS
AIRES, South America,—in MAY

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in other principal cities throughout the world now being made

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ARTHUR LANGE **WILLIAM AXT** **DOMENICO SAVINO** **DIMITRI TIOMKIN** **HUGO FREY**

HEADS UP ON YOUR MARQUEE!



MARIE DRESSLER POLLY MORAN
CAUGHT SHORT IT'S A RIOT!

CAUGHT SHORT

is on the way—starring

With
ANITA
PAGE

Directed by
CHAS. F.
RIESNER

Suggested by
EDDIE CANTOR'S
Book.

Adaptation and Dialogue by
WILLARD MACK



**THE
PERFECT
COMEDY
TEAM!**

Get ready for the funniest film in ten years!
Marie Dressler and Polly Moran in a riot of
merriment! Tell the folks *now*

**—AND RESERVE EXTRA
PLAYING TIME!**

**ELECTRIFYING
THE INDUSTRY!**

First public showing of Norma Shearer's "The Divorcee" aboard S. S. Leviathan is sensational. 600 press and public officials declare it greatest talkie yet made!



METRO GOLDWYN-MAYER

LOEW'S CAN BUY CHEAPER THAN ERPI SELLS

Heavy Cost for Sound Parts Revealed by Low- er Prices Elsewhere

What is referred to by chains as a substantial portion of the revenue going to ERPI, derived from replacement of parts for its reproducing equipment in theatres, may be cut to nothing, with Loew's leading the way in cutting down bills it claims are unwarrantably high. Loew's has taken the lead, going outside for parts that have been supplied in the past by ERPI, and according to Loew officials cost "a million dollars."

Besides turning to other manufacturers or having the parts made themselves, Loew's is building up its own staff of servicing engineers, whether it will have to continue paying ERPI for the service or not under the provisions of the contract originally signed.

Loew's own servicing engineers now number 10, these men covering all the Greater New York houses. The entire chain later will be covered by the circuit's own engineers, who are being hand-picked, and it is claimed really know something about the ERPI machines.

Tubes and transformers, which frequently burn out, Movietone take-up sprockets, driving gears, and other parts formerly bought only through ERPI are now being obtained on the outside by Loew's.

Staggering Bills

According to an official, the bills on repairs have been staggering. ERPI, it was pointed out, was then charging \$21 for the take-up sprocket, described as an ordinary part, whereas Loew finds it is able to buy it elsewhere for \$8. The ERPI driving gear costs the chains and theatre owners \$32, but Loew is now buying that outside for \$9, the savings by per cent. going into the hundreds.

Loew is now figuring up bills on repairs and servicing to determine exactly how much cost is involved and where the most savings may be made. Tubes at \$20 each, and transformers at \$26 each (ERPI prices) lead in replacements, because they burn out so easily, it is said.

As compared with Publix, Fox and other chains, Loew's is unique in that a large projection and sound department is in operation to keep a close check not only on theatres, but repairs, servicing, etc. This department is headed by L. B. Isaac. It has jurisdiction over the sound engineers and technicians employed. No other chain has a department that begins to compare with it.

It is admitted that the department in Loew's is operating under a large overhead, but that it will probably show a nice profit in view of savings on machines and the potential profit accruing out of a close watch over theatres. The department is in charge of everything pertaining to talker equipment and watches it very closely, the Loew service engineers covering New York houses on a weekly basis. A 24-hour service is maintained, with someone always on hand in case of trouble at one of the Loew houses.

"In every case when trouble occurred, we had always beat the ERPI man on the job," a Loewite commented.

Detroit Newsreel House.

Detroit, April 8.

Detroit is opening a newsreel theatre with a straight newsreel policy. House will be open all night, but will show straight newsreels only from 10 a. m. to 10 p. m.

Feature will be shown during the night as well as half the newsreel program.

Reels to be changed twice a week and to be added to in the event of new local reels being available. Newsreel program runs one hour.

Owned by Alex S. Schreiber, who also owns the Times Square, talking pictures.

Newsreel theatre is in the old Embassy in the heart of downtown. Right on the main drag, house is costing \$2,500 a month. Seats 250.

Joe Lee's Jests

Joe Lee with his latest "sick" R-K-O theatre in Brooklyn, the Prospect, has gotten out a circus throwaway for the opening with all sound, April 12.

After a lot of good stuff, all in display, written by Lee, he has these lines at the very bottom of the fourth, last, page:

"Our modern cooling system will be in operation this summer. It will be cool and comfortable inside the Prospect. Arrangements are being made for you to spend your vacation at this theatre."

Another:
"To the first 1,500 children who attend the 'Larf Matinee,' Saturday, April 12, a 5c bar of Mason's Chocolates will be given free."

The first 1,500 children! Joe's idea of over-capacity.

CASH DOWN IN ADVANCE FOR FILM RENTAL

Rubber checks that have cost film producers millions and have given anyone or thing associated with the word "indie" a bad eye are out of the film business. It's all bonafide cash, or the check certified or money order, or the ever green gold that pays for deliveries at the box office from now on. That's what Allied and MPTOA leaders voted for along with producers to incorporate in the new law-proof contract.

The light was shed on the course of honesty (word heard more often at the powwow than in the average S. A. hall) after several hours of peaceful haranguing. It came when the producers, who wanted protection on advance payments, cut from producers' seven to Allied's three days, compromised with the stipulation that there be usable cash on the fourth day before delivery. So, before the first afternoon (Wednesday) was over, the advance payment plan after much argument, was adopted at four days before playing—and cash.

Publix Makes It Tough For R-K-O in Twin Cities

Minneapolis, April 8.

J. L. McCurdy, R-K-O northwest district manager, is shaking up his managerial forces in the Twin Cities. Two new house managers last week and one transferred. Resignations by two veteran Orpheum circuit employees, Edward A. Furni at Minneapolis Orpheum, and Frank W. Burke, manager of the St. Paul President for the past few weeks, since giving up the duties of Twin City R-K-O publicity and exploitation man.

A. L. Haynie, at R-K-O 7th street, has succeeded Furni at the Orpheum and Emil Franke, from Downer theatre in Milwaukee, replaces Haynie at 7th street. Burke's place at 7th street taken by J. Knox Strachen, transferred from the Orpheum, Champlain, Ill.

Due to the tough opposition from Publix, which has the cream of most of the good picture product tied up in the Twin Cities, this has been a bad spot for R-K-O. McCurdy recently relieved Claude Saunders as district manager here, latter having resigned from the R-K-O organization. Three of the four R-K-O Twin City theatres have been consistent money losers for some time past.

Can't Cut Programs

No magic program arrangers for Publix. Making short subjects disappear from the bill is expressly forbidden.

This prohibition is the latest edict from Publix and marks the recognition of film shorts as a necessary booking.

That, despite length of feature.

Neitz' Six Westerns

Los Angeles, April 8.
Alvin Neitz will produce six western talkers for Big Four.
Production at the Fowler Studios.

No Warner-Harris Deal

Pittsburgh, April 8.

Warners and the Harris Amusement Company denied a report Warners are negotiating for the Harris theatres in this district.

Al Gottesman, Warner man, has been in town and around this vicinity for last two weeks, looking over sites, which may have given rise to the Harris rumor. Gottesman purchased a theatre site in New Castle, Pa., about 40 miles from here, where Warner boys opened their first film house.

Fox's Stage Units in New Pantages, Hollywood

Hollywood, April 8.

Pantages, Hollywood, operated by Fox West Coast, will open May 16 with Fanchon & Marco stage units and first run pictures. Egyptian, which now has this policy, will go to straight pictures on split week policy.

This move is a result of Howard Hughes refusing to spot "Hell's Angels" in the new house with the name Pantages retained.

House will be called Fox-Pantages, Pantages family insisting upon retention of name.

PROTESTS STOP PUBLIX COLORED HOUSE IN N. O.

New Orleans, April 8.

Publix has abandoned its plan to convert the Crescent into a theatre catering exclusively to negroes.

Protests from the C. of C., Baronne Street Business League and Tulane University spiked the idea.

Publix has spent about \$18,000 wiring the house.

Fox Bronx House Dark

Walton (Fox), at East Fordham road and E. 187th, Bronx, is dark. Future policy undetermined.

VARIETY'S FOREIGN SHOW NEWS

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Press Stunts

Toledo. Two Warner western musicals, "Song of West" and "Under Texas Moon," competing against each other on same street. Former at Vita-Temple, latter at Princess (Publix). Jack O'Connell plugging Joe E. Brown, Toledo boy, at Vita-Temple. W. Marsh Gollmer using "one-way street" gag, new here, on "Texas Moon," inserting open letter to mayor in newspaper adds calling attention to heavy traffic that will be bound for theatre.

Toledo. Watch awarded Janet Thai in "Party Girl" contest conducted by Princess (theatre) (Publix) in connection with Tiff. picture. Based on audience vote. Local gals entered contest before they knew what a "party girl" was, but no squawks made publicly.

Buffalo. Business in independent neighborhood picture improving with several of the Indies offering premium giveaway night stunts with remarkable results. Half a dozen houses

have featured the toilet article giveaway originating with a New Haven exhibitor and distributed by him through the Co. The plan gives to every woman patron on a particular night each week one article of a 24-piece toilet set. Doodab costs the house about 10 cents.

Reliable reports in Buffalo state the giveaway has tripled the gross and more than doubled the net on the nights in question.

Los Angeles. Gus Eyessel, manager of the Paramount theatre and Alan Warshawer, press agent, have tied up with the Curtiss-Wright Aviation School for a lobby and sidewalk display of training equipment during the run of "Young Eagles." One display, a small airplane operated by remote control from the ground and getting its power from a fan, is a traffic stopper.

Detroit. Fox theatre had a lobby tie-up on "The Golden Call." Measurements were taken in a Golden Call contest. Pictures were taken of all contest-

ants in the lobby, attracting large crowds on their way in and out of theatre. Prize was a dozen pair of hose given by large department store.

Minneapolis. For exploitation, Esther Ralston, appearing in person at the RKO Orpheum, taught 25 patrons her new dance, "The Boardwalk." Patrons were chosen by lot.

Through a tie-up with the national floral show at the Auditorium, Miss Ralston and Mayor William F. Kunze, released 1,000 colored balloons on downtown corner to celebrate the show's opening. Each balloon contained a coupon redeemable in flowers or a plant at a local florist shop.

Toledo. A contest tie-up with the Toledo "Blind" by E. J. Peck, featuring advance exploitation for First National's "Spring Is Here," helped its premiere at the Paulthron Saturday.

Tough sledging with bad weather and "Vagabond King" (Par) at the Paramount.

Brooklyn, N. Y. At RKO-Albee theatre, Brooklyn, this week, the RKO production department is pulling amateur auditions on the stage with the Brooklyn papers giving it plenty of play. Any person who sings, dances or plays a musical instrument is given a chance in the amateur demonstration for talent for the stage, screen or radio.

Tryouts were scheduled for Monday, Tuesday and Wednesday nights of this week with those selected as possible entertainers given the opportunity from the Albee stage. Others entering the contest were to show up at the theatre at 7 and give a tryout before curtain time.

Birmingham, Ala. A week before showing of "Honey," Paramount, Alabama used good-looking girl to plug the song hits in the outside lobby by the box office. Piano accompanied.

New York City. Loew's has a Spring Carnival in bloom. One night the Loew vaude acting bunch got on the radio and were still going at one in the a. m. Sounded like a Metropolitan benefit. Phil Baker, Herman Timberg, Ted Healy, Mary Haynes and others, once announcing the other. Each told at which Loew house he or she is this week, and every one claimed capacity. Only Timberg mentioned that "Anna Christie" is also in the show.

Names alone were enough to hold the listeners, and a great plug for all Loew theatres.

Newark, N. J. George Deber of Proctor's is pulling a real golf match at a local club between Ricardo Cortez and Dushie Strong, local police hero. Deber has a big stunt in a acoustic tie-up with the "Ledger." Deber furnishes the paper with names, etc., for the readers to build acrostics from, e.g., "Slightly Scarelet." The daily winner gets three pairs of seats. The best of the week, \$5. Starting mildly, the idea has caught on so that the "Ledger" uses streamers to push it and is putting on an extra man to handle the deluge of mail.

David E. Weshner, head of the local Warner outfit, has small stickers in shop windows all over carrying a question like "What do you need for your wardrobe?" with "Spring is Here" in larger letters below. The same idea is carried out in 24-sheets. No mention of the picture which opens next week at the Rialto is made.

2 Publix Houses of 4 in Macon, Ga., Cut Operation to Two Days Weekly

Injunction in Balto. Over U's 'Capt. of Guard'

Baltimore, April 8. Claiming that it has the exclusive right to first showing of Universal Pictures in Baltimore, the Wilson Amusement Company, owners and operators of the Rivoli, here, brought suit in Circuit Court Friday against the James L. Kernan Co., Auditorium theatre; Interstate Films Company, and Universal to stop the exhibition of "Captain of the Guard" at the Auditorium.

In order to open with the picture last Friday as scheduled, the Auditorium posted a \$20,000 bond to stay the action of the injunction.

Wilson Co. alleges Universal skated in a telegram that the picture was offered to the Auditorium because the Rivoli rejected it. Frank Price, manager of the Rivoli, declares he screens all pictures before accepting or rejecting them and denies that "Guard" was submitted by Universal or its agents. "Captain of the Guard" opened at the Auditorium to a big house Friday night at \$1 ten, marking the return of the house to this scale after about a month at 60c.

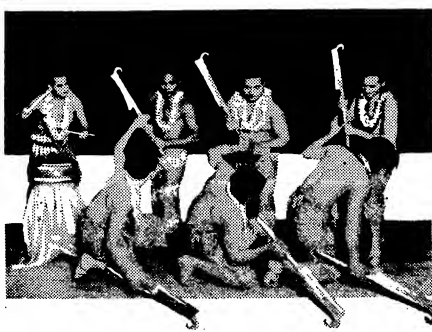
Macon, Ga., April 8. The picture business in this southern city of 68,766 population (chamber of commerce figures) is awful, wait officials of Publix. It has ordered two of its four theatres here to operate only two days a week.

One, Ritz, was erected only a short while ago at a cost of \$270,000. It was first operated by the Jenkins interest, which sold to Publix. Other, Criterion, is patronized mostly by those of the rural precincts that surround this community. Friday and Saturday when the farming gentry arrive in town with their eggs and produce the turnstile on the Criterion is continually elicking.

Despite these seemingly hard times, Monte Salmon, returned recently from Los Angeles by the Publix to bolster up the local patronage, had the elite out at the Rialto for a pre-view of "The Vagabond King" at \$1 a head—and the house was packed.

Joseph Jackson

Author of Fannie Brice's Big Success "BE YOURSELF"



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With CHIEF TUFELE
 FEATURED IN FANCHON & MARCO'S "CORAL" Idea
 THIS WEEK, FOX THEATRE, SAN FRANCISCO

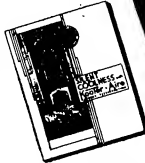
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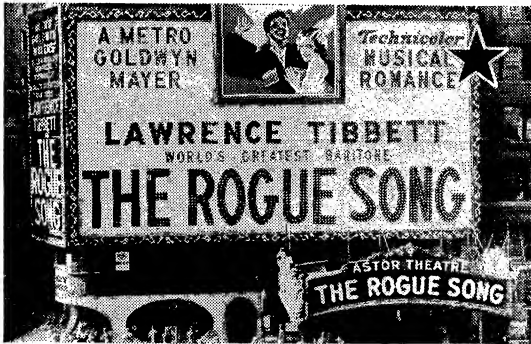
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Warner Bros. takes Broadway "out west" in its newest and loveliest B. O. color-smash—"Song of the West." John Boles and Vivienne Segal, Joe E. Brown and Technicolor—in another natural-color triumph! Billing Technicolor builds up B. O.!



Technicolor's audience grows by the day! "The Vagabond King," Paramount's all-color, all-musical extravaganza featuring Dennis King, famous Ziegfeld singing star, is another Broadway-and-Main-Street Sell-Out! Billing Technicolor builds up B. O.!

Broadway went superlative over First National's all-color, all-singing, dancing, laughing success—"Sally," starring the irresistible Marilyn Miller. Another Technicolor Big-Run Hit. The great producers announce 100 more! Billing Technicolor builds up B. O.!



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- BRIDE OF THE REGIMENT, with Vivienne Segal (First National).
- BRIGHT LIGHTS, with Dorothy Mackall (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.
- GLODFISHING THE AMERICAN GIRL, with Mary Eaton, Eddie Cantor, Helen Moran 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 Bar Lyon, James Hall, Jane Winton and Thelma Todd (Laddo), Technicolor Sequences.
- HIT THE DECK, with Jack Oakie and Polly Walker (Radio), Technicolor Sequences.
- HOLD EVERYTHING, with Winnie Lightner, Georges Caronnet and Joe E. Brown (Warner Bros.), Technicolor Sequences.
- IN THE GAY NINETIES, starring Marion 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 (Tiffany).
- MAMMY, starring Al Jolson (Warner Bros.), Technicolor Sequences.
- MILLS MODISTS, 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 Bordoin (First National), Technicolor Sequences.
- POINTED HEELS, with William Powell and Helen Kane (Paramount), Technicolor Sequences.
- PUTTING ON THE RITZ, with Harry Richman (United Artists), Technicolor Sequences.
- RIO RITA, with Hebe Daniels, Robert Woolsey, and Bert Wheeler (Radio), Technicolor Sequences.
- SALLY, starring Marilyn Miller (First National).
- SHOW OF SHOWS, with 17 stars (Warner Bros.).
- SHOW GIRL, IN HOLLYWOOD, with Alice White (First National), Technicolor Sequences.
- SON OF THE GODS, starring Richard Barthelme (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 Jeannette MacDonald (Paramount).
- UNDER A TEXAS MOON, with Frank Fay, Noah Beery, Myrna Loy and Arminia Warner Bros.).
- UNDER WESTERN SKIES, with Sidney Blackmer and Lila Lee (First National).
- VIENNESE NIGHTS, all-star cast (Warner Bros.).



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Philadelphia, Pa.	261 North Broad St.
Pittsburgh, Pa.	William Penn Hotel
San Francisco, Calif.	Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash.	Suite 506 Orpheum Theatre Bldg.
Washington, D. C.	1910 K St. N.W.

GIRL SAID NO

(Continued from page 22)

ence sympathy didn't quite get out of this gross breach of literary rules was that reaction was favorable to the wrong character and the story went dead at vital spots.

It's a mad kind of romance anyhow, with the young go-getter courting a nice girl with all the savvy of a hoodlum, restrained by no sense of sportsmanship or fair play. He beseeches her in the business office where she works and his technique frequently runs the Mack Sennett, including kidnapping the girl at the very altar and carrying her way gagger from her wedding to another man for a raw chase finale. Plausibility plays no part in this scenario. Our hero is tricked into staking his fortunes upon the chance of selling bonds to a rich old woman who is the despair of the whole world of bond sellers, and he accomplishes his end by getting the prospect drunk while she is eating her food. This dramatic episode of astonishing crudity.

Lelia Hyams is the victim of a coarser role as the passive object of Haines' knockabout courtship, but she is a good actress, and being her charming young self and letting it go at that.

HELL HARBOR

(All Dialog)

United Artists production and release. Directed by George B. Seitz. Adaptation from John Holland. Directed by Henry King. Cast: Virginia Valli, John Holland, John St. John, Lydia Knott, Derrill Anderson, Richard Carlyle, Robert Harlan, Clarence Muse, Eddie Clayton. At the Cameo beginning April 4. Running time 61 minutes.

"Hell Harbor" is one of those hard-to-classify pictures. So much that is surprising, momentary scenes, acting that is nothing less than inspired, yet in spite of so many virtues it's not just a program picture and of no distinction beyond that for any b. o.

An easy, and perhaps an inevitable explanation is that even in this department the defense could point with conviction to an array of sequences which, with physical action. In the end it can only be surmised that the fundamentals were lacking in inherent appeal for a very excellent technical skill has been applied to the production itself.

King has accomplished scenes of arresting vigor. There are innumerable evidences of his clever hand. Fictitiously the picture is as beautiful to the eye as a season's unreeling ever exposes. On top of this is an exceptionally intelligent handling of sound and some effects that heighten the drama. Such an effect is the squeaking array of Jean Hercholtz's eloquent demonstration is a forceful illustration of what sound has to add to the old silent picture making. Such dramatic symbolism was never before possible.

Herskov's performance is another of his carefully worked out and shrewdly executed characterizations. He succeeds so admirably in making himself out to be the very small of him is felt. His greasy, sweaty, sloppy-waisted shirt is the gauge of the character's personality.

Gibson Gowland in his own way is no less adroit at these giddy, uncouth fellows. His spittle, at least more to the muscular, hairy type of villainy with a tinge of the moron. An interesting old sea-dog character is well done by Paul E. Burns.

That completes the credits on acting. Lupe Velez, as just Lupe Velez, and John Holland, the lead, has too little opportunity to be more than a figure labeled here. Al St. John sneaked in a couple of glimpses with a certain nimbleness. Action takes place in a Caribbean Island harbor in modern times. Exteriors were made on the Florida west coast near Tampa. Scenery is consistently beautiful, although there is a lot of padding merely to get it in.

GUILTY?

(All Dialog)

Columbia production and release. Directed by George B. Seitz. Adaptation from "Black Sheep" and dialog by Dorothy Howell. The leading cast includes: Virginia Valli, John Holland, John St. John, Lydia Knott, Derrill Anderson, Richard Carlyle, Robert Harlan, Clarence Muse, Eddie Clayton. At the Cameo beginning April 4. Running time 61 minutes.

A pour scramble of the most conventional things in southern home and prison pictures. Tittle can well carry a question mark because audiences are left in that frame of mind.

One of the slowest motion pictures ventured by a Broadway picture house this season. "Guilty" lets a father who has served a prison term commit suicide and then has 10 witnesses tell in courtroom stuff that has gone before. Only difference on the second telling is that

the son of the judge who sent the father away is found guilty of murder.

There is no such thing as suspense because the picture has a leading plot. A half hour before Virginia Valli discovers her father's confession of suicide so that she and the judge's son, John Holland, may marry, the audience knows it's suicide and that what happens thereafter is a kindergarten writing effort for one of those eleventh-hour things.

One particularly annoying sequence is the singing of "Swing Low Sweet Chariot" over and over again by a monotonous colored lady. The director evidently figured this fitting accompaniment for a suicide, since it is while the verse is being repeated for the fifth time that the victim downs the poison left for his daughter by her lover to kill bugs on a vine. And before this a trio of colored gents do a better job with "Steal Away."

FIGHTING LEGION

(50% Dialog)

Produced and released by Universal. Western. Written by Ken Maynard. Directed by Harry Brown. Story by Gustav Cohen. Titles and dialog by Lesley Mason. Photographed by Ted McCord. Cast includes Dorothy Dwan, Harry Todd, Les Bates, Charles Whitaker, Bill Nestle, Frank Rice, Ernest Adams, Stanley Blystone, Jack Hawley and Bob Walker. W. E. Recorded. At Loew's New York, N. Y. one day, April 1. Running time 74 mins.

Good western, with Maynard given histrionic chances and while not wowing making good. Story is a bit phony and locale is stereotypical. But there's plenty of yarn and it isn't stretched too wide and choekful of action with both home-made and real comedy. Not first run, but exhibitor can use this one without hesitancy. Photography is good and recording okay.

Couple of western tykes running away from a ranger turn back to help the officer in an accident which

makes all friends, Ranger gets nicked from ambush a little later. This gives opportunity to clothe Maynard, one of the tykes, with the phony badge of the ranger's badge that leads to the situations that follow. Maynard proves a guy with an urge for law straightening and get the bird who killed the original ranger.

He meets love interest, an expose, threatened hanging and catches the murderer in the same town. Ending is happy.

IN THE NEXT ROOM

(All Dialog)

Pirna production and release. Based on the play of same name by Eleanor Robson Belmont and Harriet Ford. Adaptation and dialog by James M. Felt. Directed by Eddie Clive. Photography by John Seitz. No recorder credit. At Loew's New York, one day, April 4. Running time, 61 minutes.

The Lady.....Jane Winton
The Lover.....Grafton Kent
Rushmore.....Edward Earle
James Godfrey.....Jack Muhlall
Lorna.....Alice Day
The Girl.....Lucien Prival
Philip Vantine.....John St. John
Felix.....Clara Allen
Mrs. O'Connor.....Aggie Herring
Inventor.....DeWitt Jennings
Snitzer.....Webster Campbell
French importer.....Lucien Prival

Stock mystery meller a little differently produced than most and so well limited together that it will do satisfactory business in and out of the keys. Too much shouldn't be expected from the talker, however, but it will hold its own along with average programmers. Small town trade in the bag.

A brief prolog, time of which is 1829, establishes setting in rather unique fashion, with newspaper stories and date lines bringing it suddenly up to 1929. The old Gerhart mansion, which a lot of the eighties was put out of the way by an irate husband in a mysterious manner, becomes the scene of the entire action.

After 30 years a queer antique

fancier is living there with his daughter, a maid and butler. After the wisecracking reporter fiance of the girl arrives the murders begin, all of them occurring under queer and baffling circumstances.

Direction is occasionally a trifle strained and unnatural, with a view obviously to troubling audiences off the right track. Many things are not satisfactorily explained for the finish, but that is characteristic of mysteries.

Jack Muhlall does the reporter role convincingly, Alice Day the heroine assignment. Former assimilates the wisecracking lingo attributable to some reporters and gets away with it personally. For comedy relief, on which "In the Next Room" depends to a large extent, Robert O'Connor plays the detective role for all the laughs it's worth.

Minor performances well done are contributed by John St. John, Claude Allister, DeWitt Jennings, Aggie Herring, Webster Campbell and Lucien Prival.

Jane Winton, Grafton Kent and Edward Earle appear in the short prolog, handling that nicely.

Recording good, but photography sometimes a trifle inferior. Dialog on the whole good.

ALF'S BUTTON

(BRITISH MADE)

(All Dialog)

Gaumont-British production, directed by Witt Kalline from W. A. Darlington's story. Camera. Run at Loew's New York, one day, April 5. Running time, 100 minutes.

A Higgins.....Tobby Platt
Bill Grant.....Al Goddard
Lady Isabel.....Nora Swinburne
Liz.....Folly Ward
Eustace.....Humberston Wright

Darlington's story was written during the war and printed as a serial. It was made silent by the Howorth and probably earned more money at release and many

re-issues than most British films. Sausc result is not likely from this talker version. It is too heavy-handed. With fantasy splashed by humor, treatment needs to be much more subtle (not the same as being obscure) and Kalline, old-line vaude trouper, has given it the vaude touch overmuch.

Please supply the Alladin's Lamp idea brought up to the war period. Gags are heavy and in parts spoiled too far ahead, but brought plenty of laughs at pre-view, a checkup showing 203 laughs during screening.

Arabian Nights sets when action transfers to palace wished for by Oriental pakey and oddities want slitting if they must wear those Oriental pants. Nervo and Knox, as well as Anton Dolin and Anna Ludmilla, introduced into these sequences to do their stuff, and these are also in Pathe color, soft pastel coloring which suits heavy sets well.

On popularity of story and former silent film, this will do well enough here, but neither material nor its handling fit it for other markets except Colonial, with a bias in favor of Australia.

Recording on British Acoustics good and clear.

CITY GIRL

(50% Dialog)

Fox production and release. Directed by F. W. Murnau. Based on play, "Midnight" in cast Charles Farrell, David Foreman. At Loew's New York, one day, April 5. Running time 61 minutes.

"City Girl" two years ago was on Fox schedule as a potential two-buck topper. Then they called it "Bread," and it was to have been an epic of the wheat fields. It was Murnau's last for Fox and intended originally for a silent. In its re-release state it represents a weak, slow theme, with little action of the conventional kind worked into a flimsy obviously reshot. "City Girl" (Continued on page 42)

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My dear friends:

I wish to express my gratitude to the William Morris Agency for three years of successful association with them as their West Coast representative; during which time I had the good fortune to negotiate most of the picture made by them for artists, most of the contracts for artists; as well as hundreds of contracts for artists with vaudeville and motion picture theatre circuits.

It is my earnest desire that the same service and receive the same sincere support.

Associated with me will be Joe Cornbleth, formerly of the William Morris Agency, and Charles Levin, for the past four years with Metro-Goldwyn-Mayer production staff.

Honestly,
William Perlberg
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Apr 2nd., 1930

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"WHERE THE GOLDEN DAUGHTERS"

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THE ONE I LOVE —

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A little tale I tell to you, A fourth of four some people say, They say it's a good one for

BY MABEL WAYNE



WALTZ SONG!

YOU SO!

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by GUS KAHN & HARRY ARCHER

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"CARIBBEAN LOVE SONG"

Words & Music by EUGENE BERTON

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FROM YOUR
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Behind the Keys

Scotts, N. Y. Ritz, closed recently after differences between Frank Learnon, manager, and Farash Corp., has reopened. George Breymaier, manager.

Oakland, Calif. Robert McHale has been appointed manager of the West Coast Senator in Oakland. Charles Carroll, formerly supervising both the Senator and Grand Lake here, will continue managing the Grand Lake.

Albany, N. Y. The village of Canajoharie voted for Sunday pictures, 416 for Sunday

shows and 267 against. The same question has caused much agitation in the village of Cobleskill, with the churches opposed and the civic organization who favor.

Kankakee, Ill. New theatre at Oak and Schuyler avenues will go to Publix on completion.

Wall Lake, Ia. L. T. Henry has leased Wall Lake opera house and will install sound.

Albany. After one of the most exhaustive investigations ever undertaken, the

sentence of Fred W. Edol of New York, who was to have been executed at Sing Sing this week for the slaying of Emmaline Harrington, picture actress of Binghamton, was commuted to life imprisonment by Governor Roosevelt. Edol was saved from the chair four times by the Governor.

Fort Dodge, Ia. Staak & Pierce, operating a picture house string, has purchased the Plaza. Will reopen as Iowa Corn theatre with sound.

Roswell, N. M. Eight-story hotel and theatre to be built here.

Ashland, Ky., April 8. Organization of a holding company to erect a \$500,000 theatre building in Ashland was completed

when contracts were signed between Ashland business men and the Hillbarn Trust company, of New Orleans. Capacity, 1,500.

Palestine, Tex. Robb & Rowley, indie chain, adding new house here.

Des Moines. Robert Gary is new manager of Paramount. Succeeds Jack Roth, promoted to district manager.

Rock Island, Ill. G. T. Gallagher named manager of Fort Armstrong. Formerly at Richmond, Ind. R. A. Howard now at latter.

Meridian, Miss. Fred Ford, former chief of service at the Isis, Pensacola, Fla. C. R. Willis succeeds at local house.

Mobile. Empire now managed by T. R. Campbell, former chief of service at the Isis, Pensacola, Fla.

New Orleans. Crescent, latest public house, opening April 6, management Arthur Lehman.

Cheyenne, Wyo. Harry Blake is managing Strand. Formerly student manager at Newman, Kansas City.

Joplin, Mo. M. D. Cohn replaced as manager of Electric by F. E. Shipley.

High Point, N. C. Frank H. Burns, manager of Rialto, transferred to Colonial, Winston-Salem, N. C. Burns' local job held by A. W. Barber. Shifting was occasioned by resignation of L. Orr in Salem territory.

Denver. A. W. Baker no longer at Denver. Holden Swiger, new manager.

Davenport, Ia. Iowa town voters are overcoming their blue Sunday notions, according to their vote upon Sunday shows in four communities last week at the annual town elections. Sigourney, Bloomfield and Fayette approved Sunday picture shows, but Gowrie rejected.

Oakland, Ill. A 90-year-old church building, occupied in recent years by the Masonic lodge, which owned the property, with a picture house operated by William Matthews, was destroyed last week by fire. Loss covered by insurance.

Reading, Pa. Starting today with "Phantom," Arcadia (Warner Equity) cut its matinee scale to 25 and 10, later for children, and night to 35 and 15.

Boone, Ia. Three months is long enough to wait for sound equipment, Clifford Hales, Madrid theatre owner, decided when C. B. Yates, West Bend, Ind., who had represented himself as agent for a Chicago talker firm, failed to deliver the \$60 worth of apparatus Hales ordered last December. Hales conferred with the county sheriff about the situation, and warrant for Yates' arrest was issued. When officers located him in West Bend he was engaged in installation of similar apparatus, and Hales doesn't know whether he'll get his money or the apparatus. Either one will be all right with him, he said, or else.

Loew's 175th Street Changing Policy

Loew's 175th street theatre, New York, opened two months ago, dispenses with its stage shows, April 19, for straight pictures. R-K-O's Coliseum and Fox's Audubon, vaude and film houses are a few blocks away in either direction.

Name attractions, extensive exploitation and other efforts to lure Bronxites to the Grand having failed, Loew will dispose with vaudeville there Saturday, house going straight pictures.

CITY GIRL

(Continued from page 39) is inordinate material for the second runs. The grinds, of course, cut it.

It takes a long, long time for the story to get underway and then it comes to an abrupt close. There is nothing in it that hasn't been done many times before. Some of the wheat field shots and mule teams drawing the threshers are good, but these and worthwhile landscape views have been cut close.

Much time, uneventful except for fops and heat, is spent to get a grind audience squirming. It is spent in a luncheon room where Charles Farrell as the farmer son of a thrifty but landowner's daughter, meets a waitress. It's like that, with a flash of the big board showing the decline of wheat, until Charlie weighs himself at the r. r. station and decides he'd best take home a wife. Back on the farm the mother is

naturally happy to get the news, while the father is of the suspicious film type. A farmhand makes such a bold play for the wife that nothing is left to the imagination. It's sealed and delivered that the husband is going into the wife's room when a storm comes up; that the old man is coming in; that the son beats up the hand and cracks a confession. And those are just the things that happen before the end comes.

Waly.

MAN FROM NOWHERE

(Silent) Western. Produced by Big Productions Film Corp. Released by Sirdiacos. Story by Bob Steele. Screenplay by Sully Winter. Photographer, Ray Dewey. Directed by F. McGowan. At Loew's New York, N. Y., half of double bill, one day, April 4. Running time, 40 mins. Terry Norton.....Bob Steele
Grace McCloud.....Irene Reed
Dan McCloud.....Clark Comstock
Dan McCloud.....Bill Nestel
"Smile" McCloud.....Perry Murdock
Frank Jordan.....Tom Foreman
Sheriff Blake.....Clark Coffey

Customers themselves broadcast verdict in loud laughter as "applause." Titles even lack punctuation and scenery and acting is the usual McGowan stereo. Literally like a bunch of still poses shot fast order.

About a tramp cowboy budding in on a western family fray where a step-brother is trying to wrestle estate away from a sick man and falls for the blonde niece. A couple of acrobatic fights, slow motion horsemanship and everything ends okay after one killing. And as one of the women customers said: "It's a beautiful horse."



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PARAMOUNT PICTURES

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- "MEN ARE LIKE THAT"

Presenting in Vaudeville

"THE CHUMP"

with

PEGGY HOPE and EUNICE SAUVAIN

LILLIAN GISH and Her Triumph!

by **ARTHUR JAMES**
in **Exhibitors Daily Review**
("ONE ROMANTIC NIGHT")

A new Lillian Gish will greet the public in "One Romantic Night" which is Molnar's "The Swan," done into a charming talking picture with such assisting talent as Rod La Rocque, Conrad Nagel, Marie Dressler and O. P. Heggie.

This United Artists picture, directed by Paul L. Stein, is romance portrayed through a rose crystal. It is the story of the princess and prince and the tutor who is permitted to love ardently and beautifully until the dawn sweeps the stars from the sky. It is a splendid story, engagingly presented and attractively acted.

Lillian Gish was never so lovely. She speaks with clarity, charm and a thorough naturalness that gives her new power as a star. In all the pictures in which we have seen her, and we believe we have seen her in all the pictures in which she has appeared, we have never seen so competent a performance.

Conrad Nagel as the tutor is splendid. Rod La Rocque is fully adequate, but aside from the star the acting honors go to Marie Dressler and O. P. Heggie, trained players who can be depended upon always for fine performances. Phillippe de Lacy and Byron Sage, who have little boy parts, are very attractive, and young Master Sage has a speaking voice which is a joy to hear.

The whole production is beautifully scened against rich backgrounds and is carried along to its romantic heights on naturally introduced music that is altogether delightful.

Lillian Gish takes her place as a big star of the talkies.



Rod La Rocque



Conrad Nagel



Marie Dressler

UNITED ARTISTS

The Royal Family of the Screen

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for a 2nd BIG WEEK
at the

ROXY

The flaming romance inspired by "La Marseillaise" is the first of seven Universal BIG ONES to play the Roxy. The others are "All Quiet on the Western Front," Paul Whiteman's "King of Jazz," "What Men Want," "The Storm," "Czar of Broadway," "The White Hell of Pitz Palu."



CAPTAIN of the GUARD

starring

Laura **LAPLANTE** - **JOHN BOLES**

CARL LAEMMLE presents a John Robertson Production from the story by Houston W. Branch, with stirring songs and music by CHARLES WAKEFIELD CADMAN. A CARL LAEMMLE, Jr., Production. Hit songs published by Handman, Kent & Goodman: "For You," "You, You Alone," "Maids on Parade" and "Can It Be?" Other hits: "Song of the Sword," "Silhouette."

Don't fail
to read
complete
details in
UNIVERSAL
WEEKLY

UNIVERSAL FIRST!

SPEED IN THE NEW WAUDE

Gene Green Dies in Stage Harness After Doing 1st Turn at G. O. H., N. Y.

Gene Green, veteran singer of pop songs, was found dead Saturday afternoon backstage of the Grand Opera house, New York. The body was discovered two minutes after the first show broke by Dave Stanley, the dead actor's pianist.

Green lay sprawled on the first flight landing of a stairway that leads to the dressing rooms located on an arcaey balcony. How long Green had lain there is not known. Death was sudden and attributed to heart attack, aggravated by acute indigestion.

Green is a Chicagoan. When in New York he made his home at the Hotel Somerset, in Times Square.

It was less than an hour before death that Green, second on the

(Continued on page 60)

Zardo, Sedley, Etc., Owe for Jewelry On Installment

Castleberg's installment jewelry company in Baltimore has instituted proceedings against Rich Zardo, vaude pianist, for \$865. Jewelry shop claims that between January, 1925, and August, 1926, Zardo purchased two watches, a bracelet, a full dress set and a vanity case amounting to \$2,225. The vanity case cost \$1,300. Zardo bought the jewelry on the installment plan and until December, 1928, made regular payments, but thereafter ceased, with \$865 still due the jeweler.

Same jewelry concern has also started an action against Roy Sedley, banjoist, alleging \$105.50 due it on a watch and strap band. Castleberg's claim that in October, 1929, Sedley bought the watch and strap band, costing \$130.50 and since that date paid \$25 on it.

The mother of Lucy Ballantine, vaude actress, is also under the legal wrath of the jewelers and Henry Rosenberg, representing the jewelers in all the actions, has an order to punish her for contempt of court. Castleberg, on June 28, 1929, slapped a judgment order on Lily T. Ballantine, the mother, ordering the payment of \$374.79 which Mrs. Ballantine owed the jewelers. Since the daughter could not be located the judgment was given to her mother. Since that day they have paid \$130, with \$244.79 still due. Recently Mrs. Ballantine was served with an order for examination under supplementary proceedings. When failing to appear in court, Rosenberg obtained the contempt order.

A JUMPING COUCH

Alice Adaire Says it Hurt Her at Pastime, Union City

Alice Adaire of Rich and Adaire is seeking a settlement from the Pastime theatre, Union City, N. J., for injuries received while playing at the theatre.

Miss Rich claims that on March 23, 1930, she stepped on a loose board in the change room at the side of the stage. As a result, a small couch jumped up and hit her. She alleges contusions of the head and a scar on her nose resulted from the impact.

The Handin, her attorney, has notified the theatre to make good for the injuries suffered by Miss Adaire.

Ruth Mayon as Lead

Ruth Mayon, formerly in legit, is now the lead in Solly Turck's act, "A Modern Cinderella." Billie Tichenor, who formerly had the part, stepped out of it last week. She played with the act for 18 months.

Who Writes Amos-Andy Nightly Change Stuff?

Who writes Amos n' Andy's other material? It's a pretty acute question. The sensational and widely listened-to blackface comedy radio team is on the air for NBC six nights weekly, 15 minutes each night. Their broadcasting act is all-dialog and is considered the final syllable in humor by a large radio public. The average stage (vaude) comedy team does from 10 to 15 minutes as a complete act, with about a quarter of the time spent in singing or dancing entrances and exits, without changing a line for the entire season and sometimes many seasons.

Amos n' Andy do 15 minutes of straight talk a night, six nights a week, or 90 minutes of straight dialog each week, and spend 15 minutes of it new. Who writes it? Squawks were loud and plenty when the Literati column of "Variety" said the writer was John P. Medbury, humorist for King Features syndicate.

King Features states Medbury is not the writer. So does NBE. The NBC says Amos n' Andy, together, write their own radio dialog.

King Features says it's Andy who writes it for himself and partner. Others say some unknown and apparently modest girl in Chicago writes it.

King Features says Medbury "protests that every time anyone writes anything good, he's accused of being the one who did it, and being a flock of offers and takes up a lot of his time turning them down."

Philo Vance says that lets Medbury out.

Philo Vance denies that Philo Vance is the author.

King Features says Medbury protests being called an author.

Alibi

Philo Vance says his alibi is that on the night in question he was out gathering fingerprints to use on the pit in a new baking company.

NBC says the reason why Medbury got mixed up in the mess is that King Features do a newspaper comic strip in addition to their radio work, with the characters in the strip to be Amos n' Andy. Also, says the NBC, King Features would have Medbury write the balloons for the radio boys, which would keep them on the air on and off the NBC. Medbury, says the NBC, is supposed to have written some sample strips for Amos n' Andy's okay.

But not the radio dialog, says the NBC. Amos n' Andy write it themselves, says NBC, and Amos n' Andy will say so if asked, the NBC says. "As long as they keep it funny," says a violent Amos n' Andy radio fan, "who cares?"

GLEE CLUB AT HIP

A special engagement of four days only at the Hippodrome starting April 19, and thus including Easter Sunday, has been arranged by RKO with the Notre Dame Glee Club.

It is coming east to take part in Notre Dame Day in New York this week. 25 voices.

15 MINUTE WAIT FOR ANY ACT SHORTLY

Old Style Vaude Way of Stalling, Bowing and Milking All Washed Up—New Type of Show Won't Stand for It—Sock 'Em and Run Now

"TURNOVER" BIG ITEM

Booking men predict that in less than six seasons from now there will not be a vaudeville act staying over 15 minutes on a stage and but few that long.

The new variety entertainment, they say, calls for speed. Speed is not only a necessary feature of the show itself, but has become an important factor in the actual box office receipts. Many vaude theatres now run continuously daily. It is necessary for the stage act to get off quickly and on time so that the proper turnover may be accomplished in the theatre.

"Turnover" today is a more important word to a theatre operator than "encore," "speech" and "another bow" ever were to a vaude actor. Proper regulation of the turnover, to a theatre, means the securing of box office money that otherwise would have to be turned away and lost. It often spells the difference between profit and loss. Picture house stage shows, called presentations and run as productions with all acts participating throughout, are the forerunner of the speed vaude bill.

Timing Shows

Picture houses proved the practicality of getting a stage show over on time. The film portion finished on time naturally. To speed up the bills and make the turnover possible the picture houses created a new type of stage act—one that walked on, delivered its punch and

(Continued on page 52)

College Student Critics as Undercover Reviewers for R-K-O—Report Direct to Brown

COLORED DANCER QUIT SHOW FOR PUBLIC UNIT

"Connie Immerman, producer of "Hot Chocolates," has applied to New York Supreme court for injunction against Public and "Jazzlips" Richardson, who suddenly quit the colored musical in Pittsburgh last week, going to New Haven, where he joined the Public "Dude Ranch" unit.

Richardson, featured dancer in "Hot Chocolates," has a run contract with Immerman, but claims it was broken by the producer. His contract, according to claims, guaranteed him \$150 weekly for doubling at Immerman's Harlem night club, Connie's Inn, in addition to his show salary, \$250. "Jazzlips" doubled as per contract, while in New York, but out of town is receiving the show salary only, he declares.

Greenwald & Weston booked "Jazzlips" in the show. Ed Keough placed him with Public. In the court action Richardson is represented by Harold Goldblatt and the plaintiff by Samuel J. Buzzell.

Immerman seeks to enjoin Public from playing "Jazzlips" in the picture houses and to force him back to the show, which has several more road weeks booked. Injunction is up in court for argument today (Wednesday).

\$15 to Play Golf

Annual R-K-O golf tournament is reinstated this spring. The meet will be held at the Westchester Country Club, Rye, N. Y., May 8-9. Annual dues for eligibility to the tournament are \$15.

Entries close April 30.

Mental Speed of Wife Too Fast For Stage Mgr.—Other Divorces

Chicago, April 8. Last week saw a drop in the divorce market, but the later sun and spring weather revived the marital problems, sending the couples out to melt the ice that couldn't hold.

Ada May Ballantine, vet vaude performer, got a divorce from Melnick, club entertainer, former manager of the Edgewater Beach Hotel here, and recently owner of the Lakeview Hotel at Elinore, Cal. They married in 1901, and separated in 1918. Her attorney, Ballantine, secured the entire equity of the Lakeview Hotel valued at \$75,000. Ben Ehrlich attended to details.

Herbert Van Buren, stage manager with "Street Scene" in the west, was represented by attorney Leo Weisskopf, against Catherine Van Buren, an artist. Van Buren's squawk is his wife is too highly educated for him, and that he can't keep up with her intellectual speed. They married in Feb., 1924, and split in May, 1927.

Incompatibility is the charge of Louise Brown, soprano, with "Sugar Daddies," burlesque, against Walter A. Brown, stage hand. Through Weisskopf, Louise states that her job keeps her in the east, and her husband's work has him knocking about the midwest, so that from the time of their marriage in July, 1927, until their separation three years later, they saw each other practically never.

Disagreed Over Child

Because they couldn't agree on how to bring up their child, Helen

Martin Smith, former entertainer with Texas Guinan's gang at the Green Room, divorced charging by her husband, Harry Smith. He remarried in Jan., 1928, after five years of it.

Because he socked her in the Splendor Web cabaret, Rose Melnick, nightclub entertainer, has a divorce from Meyer Melnick, nightclub operator.

Viola McKinley, burlesque sou-brette, got a decree from George Barney McKinley, on charges of cruelty. George Barney put on the sledge on various occasions, she said. They married on Fourth of July, 1928, and separated the following February. Irving Eisenman the attorney in both suits.

Allan R. Jones, former cab chauffeur and at present leader of the band in "Fifty Million Frenchmen," filed for divorce charging desertion. Jones last December announced his engagement to Frances Williams, at present in the "Scandals" here. Mrs. Jones recently filed a \$10,000 claim of adultery suit against Miss Williams.

Helen Harrington, beauty shop operator, was granted a divorce from Joseph Harrington, and custody of two children, Paul and Ethel, who have resided in vaude. The couple married in Jan., 1914, and separated last Jan. 22.

Jack Benny on Tour

Los Angeles, April 8. Jack Benny leaves here next week to begin his 12 weeks of RKO vaude bookings.

Something entirely new and tried for the first time is R-K-O's innovation in hiring college students (girls) on part time to cover shows, reporting in detail not only on the show but on the general appearance of the theatres, inside and out, as well as the appearance of ticket takers, ushers, etc.

Idea, emanating from Hiram S. Brown's office, has just been put to a trial in the Greater New York territory, with five Columbia University students, mostly from the Journalism classes, covering eight shows a week, from the laymen's angle. If the experiment works out satisfactorily in the east, which R-K-O is almost certain it will, it will be extended to cover the entire R-K-O territory. The student reviewers culled from local or nearby universities.

Girls are paid \$20 a week for their part time work, covering shows in the restaurants, hotels, clubs, with railroad and other expenses going in on the swindle sheet.

Covering the shows as managers or bookers would (or are supposed to), the girls take each act separately and give them a brief but detailed review. The picture is reviewed similarly, R-K-O wanting a check on the screen portion of the show as well.

Clearly the reports coming in are opening the eyes of R-K-O executives. They are so much more complete and yet compact than the ordinary manager's report and tells things that 99 out of 100 bookers, managers or other professional vaude men would not take the trouble to note.

The reports on the theatre itself are also digging up plenty of a constructive nature conceded as of great value in the organization of a smoothly-operating theatre chain.

Business reporting on the weather, girls have to give the lowdown on the following questions:

1. Electric sign and marquee?
2. Are R-K-O letters displayed on outside electric signs?
3. Outside poster display?
4. Lobby's general appearance?
5. Ticket seller (appearance and courtesy)?
6. Usher taker (appearance and courtesy)?
7. Ushers (appearance and courtesy)?
8. Theatre cleanliness?
9. "Placards" (appearance)?
10. Stage curtain?
11. Orchestra performance?

In addition to reporting on the feature, the college critics are to cover any short subjects or other matter on programs. Applause and audience reaction is also to be noted.

A Squeezer

One girl's report pointed out that while the usher on one side of the house was neat in appearance, he squeezed her hand when she gave him the seat and also when he handed it back to her.

"The girls pay their way into the theatre and have been instructed not to personally meet the manager to avoid any attempts on his part to influence their reports."

The typewritten reports on blanks furnished by R-K-O are sent to Brown's office. After notation, recommendations are referred to various departments for a check-up and execution.

NAVARA—HOLFFMAN SPLIT

Los Angeles, April 8. Hernaline Goldberg, daughter of M. H. Hoffman, former head of Tiffany-Sahl Productions, obtained a divorce from Leon Navara, known as Leon Navara in vaudeville, on ground of non-support.

Couple were married there two years ago and separated about a year later. Navara has been working in the east since the separation.

Club Performers in Chi. Together, Against Racketeering Agents

Chicago, April 8. With the indie club agents forming closed organizations, using racketeering methods, especially with the institution of a blacklist against performers and agents, the club entertainers have decided that they need an organization, also. At their second meeting held Sunday at Sherman Hotel, 50 local club entertainers organized the Club Artists' Protective Association, with W. C. Dornfield as president and Pat O'Day as business manager. Organization has applied for a

state charter. Its constitution talks about equitable working conditions, elimination of prejudices, selfish motives, establishment of quality entertainment. Underneath, it's the performers' only means of protecting themselves from racketeering agents.

Agents have been knifing each other plenty and a group recently set themselves up as a closed body, putting other agents on a blacklist, and telling performers that those who work for blacklisted agents can't work for organization agents.

Former Mrs. Watts Is Now Mrs. Jesselson

George Watts and Belle Hawley, vaude partners, have dissolved their act by the marriage of Miss Hawley (former Mrs. Watts) to Ralph Jesselson, Washington, D. C., auto dealer. Mrs. Jesselson is retiring from the stage.

Watts and Miss Hawley were divorced about two years ago, but continued their professional partnership.

Coast Benefit April 26

Los Angeles, April 8.

N. V. A. benefit locally again set for April 26, the original date. At Shrine Auditorium.

Haul Down the Rag, Boys, if They Do Dirt on Your R-K-O Stage—Brown

Just a Question

Rubber balls were tossed from the uppermost peak of the Palace theatre down to young Bob Ripa on the street below to be caught by him and juggled as a press stunt Friday. Roy Rogers, vaude comic, asked if the crowd throwing the old Keith agents off the roof now instead of the book-ing floors.

All R-K-O vaude house managers are in receipt of a letter from H. S. Brown which empowers them to use their own judgment and go as far as they think necessary in handling offending acts and curbing the use of blue gags and dirty biz on the R-K-O stages.

The managers are authorized to ring down the curtain on any act or turn the act out of the theatre if the offense justifies such drastic action. Advice to the managers is that headlines are not to be expected, with the same treatment to all.

Brown has personally been on a rampage against use of off-color stage material in the R-K-O theatres for several months. Reports on several occasions were that the curtain would be rung down on the next violator of the censorship rules. Beyond the threat, no curtains have slipped. With house managers now assured of co-operation, it may happen.

In New York lately, as a result of frequent warnings, users of blue stuff have toned down, but out of town reports are that stage dirt remains uncurbed.

Enough at the Palace
At the New York Palace, however, the star acts have not refrained altogether from getting what is considered rough in vaude. Palace is so close to Brown, he could ring it out on himself. One headliner playing there recently was given a daily list of gags and material to cut. He cut as ordered but the gags substituted were as blue as those eliminated. Booking office was still ordering cuts on the next to last day of the week. It looked like put and take with no serious consequences for the offending headliner until Brown stepped in himself and advised the act through a booker, that cancellation would follow if the blue single did not desist.

As many acts laying off in New York see the Palace bills weekly, flagrant use of the blue there is said to set a bad example. With these acts hearing the dirt used by others at the Palace, they advance that as grounds for refusing to clip their own stuff elsewhere.

Million-Dollar R-K-O

Los Angeles, April 8. Local R-K-O office starts booking the Million Dollar, April 24, with Harry Golub to handle the shows. R-K-O will book six acts on a full week policy, using local talent. This date will be no conflict with the R-K-O, nearby, which is playing regular intact unit bills.

With advent of the R-K-O bills, Melnikoff and Dunn, now booking the house, will be out.

ANGELINA

Has Just Played

Jersey City, Union City, Royal, N. Y.; Grand Rapids, South Bend, Marion, Fort Wayne, Windsor, London, Rochester, Cedar Rapids, Davenport

AND NOW

Apr. 5—Indianapolis (week)
11—Joliet—Waukegan
23—..... St. Louis
26—Memphis (week)

May 3—Nashville (week)
11—Madison
17—Milwaukee (week)
31—Schenectady—Troy

June 7—Albany (week)

East—BILLY JACKSON
West—SAM ROBERTS

R-K-O PALACE, NEW YORK

This Week (April 5)

AUNT JEMIMA

(TESS GARDELLA)

Late Feature of Ziegfeld's "SHOW BOAT"

At the Piano

NEUMAN FIER

Gowns by Saul Burger

Direction Chas. Morrison

Gangster Gags Hurt Biz, Chi. Gets Peevish

Chicago, April 8.

Chicago is getting tired of being a gag. Vaude performers, dicing for laughs, no longer crack about Pittsburgh's smoke, Boston's beans, Florida's lots, California's sunshine, Philadelphia's deadpan. It's Chi's gangsters for the socks.

But business men are now squawking that the rep has hurt biz more than most people realize. They point to many instances where factories destined for Chicago have been placed in other cities because of the gangster label.

Opening gun in the move to clean up the reputation will be a banquet, at which plenty prominent biz mugs will be present. High light of the evening will be an address by Ambassador Daves by telephone-radio from London. Press agents are turning out stacks of copy proving that, according to the statistics the death rate isn't what the gags say it is. Letters are being sent to all vaude circuits, producers, etc., requesting them to ask performers to lay off Chi as wise-crack material.

Meanwhile, with the campaign going full blast, a kindly old lady from Dubuque, in town on a stop-over, requested the Traveler's Aid Society to give her police protection on a little shopping she wanted to do in the loop.

\$25 SPLITS 8-ACT

Melinoff Octet, Adagioers, Concerned Over Alleged Debt

Argument over a \$25 debt owed by one male member of the act together has resulted in disruption of the Melinoff Octet, adagio turn. The members, on the latest info, are looking for new jobs. Melinoff, himself, stating that he is sailing Friday on the "Leviathan" as a ship cabaret entertainer.

The crest of the trouble reached top backstage at the 81st Street when management had to intercede before actual physical damage could be done.

Octet consisted of two adagio trios, six men and two girls. It is comparatively new act.

Yates Shaping Girl Unit

Irving Yates, Loew and independent agent and producer, left New York yesterday (Tuesday) for Minneapolis, where he will stage the all-girl unit bill booked by Charles Freeman, for the R-K-O western (Opheum) route. Bill opens April 13.

Selection of Yates, an outsider, and identified mainly with Loew's, by R-K-O, was explained as due to his experience in handling and staging all-girl bills and acts in the past.

Acts on the western femme show are Babe Egan and Redheads (band), Grace Barry, Grace and Marie Eline, and Flo Mayo.

Brady's Operation

William A. Brady was operated on for appendicitis Sunday morning at Mrs. Leroy's sanitarium, New York. Tuesday the showman's condition was reported favorable.

The veteran showman had been under treatment preparatory to the operation for about two weeks.

If GEORGE BARNUM JONES, formerly of Toronto, Canada, known on the stage as George Barnum, will communicate with the underlined he will receive information to his advantage.
Dated: January 2, 1930.
Macdonald & Macintosh, 357 Bay Street, Toronto, Canada.

Loew's Finding "Names" Have No All-Around Draw — That Same Theatres Respond Only at B. O.

A tabulation kept by Loew's vaudeville booking offices on the deluge of variety stage "names" it has of late engaged for the Loew theatres discloses that "names" as a rule, when they draw, draw in the same houses weekly.

In those Loew houses that have not responded to the pulling power of the "names," all "names" mean the same thing—nothing—and none draw in those particular theatres. In the latter class of Loew's, the picture only means anything, as the Loew office deduces, and it is impossible to impress the patrons with "names" overnight.

Hitherto where vaudeville's recognized headliners have been played, it has been in what are known as the vaudeville "names" and are getting a preference for vaude as well as the pictures. With the talkers unable to hold up for the box office on their own, week in and out, the supporting acts, known as "names" on the stage and in the billing was added to stand off any decline a lightweight talker might otherwise cause.

Previously "names" would excel one another in draw power, with Loew's statistics for its latest batch not revealing a sufficient variance where the "names" are known to leave that as momentous as formerly in the vaudeville houses.

Acting upon the information so far gathered, Loew's booking office offered by J. H. Lubin and Marvin Schenck, will continue to entertain "names" for bookings, but will limit the engagements. Instead of a blanket contract for eight weeks or more, the Loew "names" contracts heretofore may be for a short period or from week to week, with the name acts placed weekly, without a route, to the best box office advantage for the booking office.

Keating's Grudge on R-K-O Sent Him to Loew's

Fred Keating's jump to Loew, who will build a stage unit for the picture houses around his magic act, has a new look of reason for giving R-K-O the air. They are epitomized in what is reported as a grudge against the eastern booking division of R-K-O, which the actor claims didn't give him a proper break.

The magician is claiming that he was booked into the Palace at a break-in salary, reported at \$400 and kept at the same figure for the 2d hold over week. His third R-K-O week found him at the 31st Street at his regular set salary, but when he filled in for two periods at the Palace that week, doubling to do it, George Godfrey, eastern booker, wouldn't pay him more than at the rate of the break-in salary.

Then Keating went into the legit try, returning to the Palace. This time the booking department put in Ted Healy on the same bill so that latter could burlesque Keating's stuff. Also, the booking department is claimed to have promised Keating a second week and decided against it without allotting the second week in another house. Keating had to do a benefit also, keeping him up till 4 a. m., even though protesting that he was ill.

LESTER WALTERS LEAVING

23 Years With Casey Agency—Through This Week

After 23 years of agenting for Keith's and R-K-O, Lester Walters is through this week, leaving the Weeden-Schultz agency.

Walters spent 22 years with the Pat Casey office and the past year with Weeden-Schultz, Casey Agency's successor.

This future plans are not set.

Vidovich Convicted Galveston, April 8.

Marino Vidovich, former professional baseball player, and vaudeville comedian, was found guilty of violating state liquor smuggling act by jury in federal court. Vidovich was accused of being head of a rum-running gang.

LAHR SEES LAWYER ABOUT JOE BROWN

Charge printed in "Variety" last week by Bert Lahr stating that Joe Brown has stolen his mannerisms, creations and business from the stage show, "Hold Everything," for the same titled picture Brown is featured in, brought plenty of comment on Broadway.

Lahr, now in "Flying High" on Broadway, has consulted his attorney, M. L. Malevinsky, of O'Brien, Malevinsky & Driscoll, for legal remedy when the Warner picture is generally released. So far it is appearing only in Hollywood.

Lahr alleges that other than the theft of his stage work, Brown's use of it on the screen might debar Lahr from making work in the future, unless it is publicly admitted Brown is doing an impersonation of him (Lahr).

Agency Firm Dissolves

Loew agency firm of Bill Mack and William Schilling has dissolved. Mack remains on the Loew floor with a solo franchise.

R-K-O'S RADIO GIRL PLAYING FOR FOX

An unusual angle to Fox's playing Margaret Shilling in its theatres is that they are capitalizing on the rep. Miss Shilling has and is earning as the R-K-O Radio Girl. Miss Shilling is under a radio contract to R-K-O and makes her appearance with the R-K-O hour weekly.

Eva Tanguay Must 'Show' in New York For Vaude Date

Eva Tanguay has been informed by R-K-O, formerly Keith's, it will be necessary to play a three-day "showing" date in one of the New York hideaways, just like all other acts, before further time is offered. The "showing" salary, if a break-in is accepted by the one-time star of the Keith big time, will prevail for Miss Tanguay as for others.

Booking office is said to have advised Miss Tanguay to do one of her old routines in the style that made her famous, without attempting to modernize her type of work.

Claiming 4-a-Day Too Many for Her, Marion Harris Walks Out on R-K-O

EMERGENCY RADIO ACT PANIC IN THEATRE

Memphis, April 8. Subconscious application of the radio personality idea in booking a local air feature proved an unexpected draw to Loew's State. Sudden indisposition of Blossom and Greene, occasioned by injury, forced the comedy out of the local road show touring Loew's southern time. The State management did some quick thinking to hit upon "Salesman Sam, the Kilowatt Kid, and Lightning." The latter trio is local radio feature with tremendous vogue in the south. Team scored heavily and news of their showing at the house brought big lineup.

Big biz that followed bears out similar occurrences over the country where radio personalities have been shunted in to the vaude and combo house.

Heidt at Palace, \$4,000

Paris, March 29. As soon as Horace Heidt and his Californians step off the dock from the "Ile de France," sailing home April 3, they appear at the Palace, New York, for a week at \$4,000. They don't start the Publix contracts until May 8 in New Haven.

Stating four shows were too many for one day, Marion Harris, \$1,000 single, walked out Saturday on her scheduled first half as headliner at the R-K-O Madison, Brooklyn, N. Y. Miss Harris declared that under the Madison's policy of four shows Sunday, it would not be possible for her to do her best at every performance. Madison does four Sunday and three daily balance of the week.

Miss Harris' grounds for walking from accounts, was that in her agreement with R-K-O there was no mention of four-a-day. She is booked for about four more weeks in New York. Booking office is reported canceling the balance of Miss Harris' time in retaliation.

R-K-O lost another feminine headliner Saturday when Helen Morgan dropped off the Palace, New York, bill, claiming illness. It was to have been her holdover week there. Irene Franklin substituted on short notice.

Miss Harris' spot at the Madison was filled by Lloyd and Brice.

Males With Fritzi

Fritzi Scheff to enter vaude, supported by Harold Morton, son of Harry K. Morton; John Quinn, Al DeSylva, Ken Williams, Irving Lesser and Tom Barrett.

"We plenty of male support," said Miss Scheff.

THE PARADE HAS STARTED

LET'S GO!-TO LOEW!

My First Week's Bookings With Loew!

WILL OSBORNE.....	GATES and 46TH ST.....	APRIL 12
WHEELER TWINS and Co.....	GRAND and ORIENTAL.....	APRIL 12
GRACE NILE and Co.....	FAIRMOUNT and BAY RIDGE.....	APRIL 12
ALLAN CORELLI and JEANNINE.....	DELANCY STREET.....	APRIL 12
LOMA WORTH.....	VICTORIA and ORIENTAL.....	APRIL 19
MODERN ROMEOs.....	PLAZA and 46TH ST.....	APRIL 19
GUS and WILL.....	GATES and 46TH ST.....	APRIL 19

GOOD ACTS NEED NOT LAYOFF!
NOTIFY ME THAT YOU ARE AVAILABLE
I NEED SOME REAL ACTS
BE ONE OF THE FIRST ON MY NEW LIST

HARRY A. ROMM

804 PALACE THEATRE BUILDING, NEW YORK

Now Booking With

LOEW WARNER

PUBLIX FOX

LEONARD ROMM Gen. Mgr.

BRYant 8534-5 Cable Address "HAROMM"

RADIO — PRODUCTIONS — TALKERS

Major Chains Heartily Behind N. V. A. Campaign During Wk. April 27

Plans for the forthcoming N. V. A. fund drive (week April 27) are progressing rapidly, with the Pat Casey office stating there is more general co-operation this year from the major circuits than ever before.

Publicity, booking and operating heads of Publix, R-K-O, Loew, Fox and Warners are devoting considerable time to the drive in discussing and laying plans for their own theatres' participation in the N. V. A. week.

This year the fund solicitation will be accompanied by some entertainment for contributors, in place of the out and out plate passing of the past. Actors this time are relieved of directly soliciting from the stages, this to be done in all theatres by talking shorts.

All circuits taking part will produce their own shorts to be used in their theatres only. Paramount has already ordered production of a short for the Publix theatres, to be made at the Long Island studio with Charles Ruggles as the speaker.

Each circuit will select one of its stars.

Radio Ballyhoo

Ballyhoo radio broadcast for the first or second night of the drive may go out on the national networks of either N.B.C. or C.B.S. Plans are to buy the time for the broadcasting companies and recoup through sharing of the expense by advertising contributors.

Major circuits are not only devoting time and effort through the press departments, but also contributing 24-sheets and other publicity material to the N. V. A. exploitation campaign.

Benefit bill at the Metropolitan opera house, New York, is set for night of May 4. William Morris, Sr., is handling its details and program. Other N. V. A. special performances will be at various outlying spots in New York City. Theatres probably will be the Fordham, Bronx; Audubon, uptown (Washington Heights); Fox's Ridgewood, and either the Paramount or Fox, Brooklyn.

"The Palace"

Agent sent a wire to a two-act of his that had never played the Palace. "What's the lowest you'll take for the Palace?" he telegraphed. "Palace o.k.," shot back the act, prepaid.

REVIVAL TRY OF COAST CIRCUIT

Chicago, April 8. R-K-O is attempting to rebuild the once popular small time circuit between Chicago and the west coast under the direction of Billy Diamond, western booking manager.

First week of activity by road men working out of Diamond's department resulted in six booking contracts from houses which had dropped vaude. They are at McCook, Neb.; North Platte, Neb.; Cheyenne, Wyo.; Pueblo, Colo.; Tucson, Ariz. and El Paso.

Under consideration are Trinidad, Walsenberg and La Junta, in Colorado, also former vaude spots.

Territory to be covered in rehabilitation of the circuit includes every state west of Illinois. Diamond's plans are for either three-act or five-act unit shows to play these houses, on a split week policy. He hopes to arrange a circuit of at least 10 weeks.

Union Matter Hanging

Washington, April 8. Conferences last week at Labor headquarters here as to which union shall have jurisdiction over sound engineers and installation men did not reach a settlement.

Delegations are to get together again today (Tuesday) with hope the question will be finally settled this week.

Vaude Off in Danbury

Danbury, Conn., April 8. Palace here dropped vaude last week, and reverted to straight picture policy.

Route for R-K-O's Western Intacts May Reach 30 Weeks Next Season

Playing the Charlie Freeman intact shows for the west in various eastern cities to break the jump to St. Paul and indicating possibilities of their use from coast to coast, with "spot" houses in this part of the country in the future down to a bare few that would conflict, goes into effect July 12. The number of weeks for the Freeman-booked intacts will then increase to 22.

Besides the Madison and Chester, splits as tryout houses locally for the Freeman shows, they will play Rochester, Syracuse, Cleveland (State-Lake), Chicago, and then to St. Paul, with the 22nd week and finishing point Omaha. Besides the two splits in Greater New York, there are only two half weeks on this growing route, Spokane and Tacoma.

The Interstate Circuit in the south, representing around 14 weeks during the regular theatrical season, is also considered for the western intacts.

The future-planned hookup of the Interstate chain would build the

western intact route into a coast-to-coast tour and return, with 30 weeks available. Added to that are the possibilities of other eastern and mid-western R-K-O's now being booked from New York by the eastern booking department under George Godfrey, who tried intact bills in the east and ran up against troubles, going back to the old system.

Freeman is booking his intacts far ahead, allowing the R-K-O publicity and exploitation departments opportunities to promote the shows. Manager reaction all along the line is reported as particularly favorable, with the special vaude press books filling a much-desired need.

The western intacts were first to go in for the sound trailers.

Sid Rheingold booking Jack Linder for the past seven years has started on his own. Now in the Sam Shannon office, Frank Belmont takes over Rheingold's books for Linder.

THE ONLY MIDGET PRESENTING BIG ILLUSIONS

THE GREAT ROLLE

WITH

THE PICK SISTERS and ANNA KOZAN
in "SONG AND DANCES"
R-K-O CIRCUIT Direction TISHMAN & O'NEAL

ARNOLD—MICKEY—CHARLIE—TEDDY

FOUR CIRILLO BROS.

STILL R-K-O-ING IT

WEEK OF APRIL 17—DENVER

BOOKED SOLID

Direction: JACK WEINER—ED. KELER

RANDALL and WATSON

WITH
EARLE BROWNE
IN

"YOU'LL FIND OUT"

Plans Taming Dance—Magic Dance—Twisted Dialogue Fully Protected

This Week (April 5), R-K-O Palace, New York
Direction CHARLES H. ALLEN

EXTRAORDINARY! SPECTACULAR! DIFFERENT!

Armand and De Vore Co.

Featuring ALMA and ROLAND

B. Wills, H. Durr, M. Tracy offer "Song and Dance Unique"
NOW PLAYING R-K-O, NEWARK
NAT SOBEL, Rep.

THE MAN RESPONSIBLE FOR THE FIRST REVUE IN TALKIES, "THE HOLLYWOOD REVUE"

GUS EDWARDS

"THE STAR MAKER"

AT R-K-O PALACE, NEW YORK (WEEK APRIL 12)

WITH HIS "HOLLYWOOD PROTEGES STARS"

ARMIDA

Sensation of John Barrymore's Picture "GENERAL CRACK" and "UNDER THE TEXAS MOON"

COLLETTE SISTERS

Remarkable Sister Team

GOGO DE LYS

Personality Singer

MARJORIE MOORE

Beautiful Toe Dancing Violinist

WALTER KEVAN

At the Piano

AUDITION FOR SINGERS AGE 15 TO 25 WILL BE HELD ON STAGE OF PALACE THEATRE WEDNESDAY MORNING ONLY, FROM 9 TO 12

Permanent Address: GUS EDWARDS, Hollywood Bank Building, Hollywood, Calif.

SENSATIONAL

KIKUTAS

Greatest Act of Its Kind in Vaudeville

THIS WEEK (APRIL 5) LOEW'S STATE, NEW YORK

Booked Solid 1929-30 for Loew by LEDDY & SMITH

Booked Solid 1931-32 for R-K-O by Russell Decker of the WEBER-SIMON OFFICE

DORA MAUGHAN

"The Bad, Bad Woman"

*Now making Cafe Anglais
the rendezvous of London's elite*

Opened for 2 weeks, retained 3 months

Couvert increased from 250 to 600

DIRECTION

JENIE JACOBS

RELEASED FOR THE PROFESSION

The Greatest Fox-Trot Ballad In Years -

We are happy to announce that through the courtesy of Mr. Arch Selwyn, producer of "WAKE UP AND DREAM" we are now able to release for general use, the sensational song success-

WHAT IS THIS THING CALLED LOVE

Lyric and Music by Cole Porter

Slow (in the manner of a "Blues")

mp. mf

What is this thing called love? This

fun-ny thing called love? Just who can solve.

Why should it make a fool of its mys-ter - y?

I saw you there one wonder-ful day.

You took my heart and threw it a - way. That's why I

ask the Lawd in Heav-en a - bove.

What is this thing called love?

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ITS IN THE AIR!

BOUND TO BE A SENSATION FOR ANY ACT, OR RADIO PRESENTATION

WRITE OR WIRE FOR YOUR COPY, ORCHESTRATION, QUARTET ARRGT., ETC.

ALL PROFESSIONAL MATERIAL NOW READY

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JESSIE L. BALL
Radio Dept

Managers in Convention Want to Know About Vaudeville from R-K-O

Concerted circularization of theatre owners throughout the country by R-K-O giving exhibitors a sales talk on the value of using vaude has resulted in a special invitation from the Motion Picture Theatre Owners of Pa., West Va., and Ohio, meeting in convention April 15, in Wheeling, for some light on the subject.

Claude Robinson, of Clarkburg, W. Va., president, has invited R-K-O to send someone to the convention to address the delegates on vaude.

Ben Piazza, business manager of the booking office, who has been directing the campaign for vaude among indie operators, has delegated Eph Rosen, one of his field men in the Ohio territory, to attend the exhibitors' convention. John Pollock, of the R-K-O press department, has been detailed to give the theatre owners a sales talk on vaude as part of programs.

F.M.'s All-Male Unit

Los Angeles, April 8. Fanchon & Marco's "Good Fellows" idea opens at the Colorado, Pasadena, April 10.

Unit switches from the usual girl chorines to a singing chorus of 18 men.

ENOS

FRAZERE
"Acme of Finesse"
THIS WEEK (April 5)
Orpheum, Winnipeg

LEE P. STEWART & LEWIS HOSLEY

Send your booking material, photos, lithos, description of act and open dates, etc., at once!

All agencies are abolished in Germany by law. They cease Dec. 31, 1930. To replace them, the German Managers' Association, the U.S. and the International Artists' Lodge, Inc., with the assistance of the Government, have jointly founded a

UNITED BOOKING OFFICE, Inc.

FOR

Vaudeville, Circus, Cabaret, Dancings and Cinema

Called Abbreviatively

PARENNA

Which Starts Booking on April 1, 1930

WANTED:—Acts of all kinds, also specialty bands for April onwards.

WE OFFER to all managements in and out of Germany, indoors and outdoors, the biggest choice of suitable acts.

ADDRESS:—Pareanna (Partititscher Engagements-Nachweis für Variété, Circus und Kabarett G. m. b. H.).
Berlin NW. 7, Friedrichstr. 100
Telephone Merkur 3804-3806
Cables and Telegrams—Pareanna Berlin

ANIMALS—ACROBATS O. K. SUNDAY IN R. I.

Providence, April 8. By a clever ruse "Blue Law" opponents succeeded last week in having the Rhode Island legislature approve the billing of animal and acrobatic acts on Sunday shows.

A bill making some technical change in the Sunday show law was before the Senate. Through a pretext those who have been steadily opposing liberalization of the Sunday show act were called out of the Senate chamber. Before they returned the bill was so framed so as to permit animal exhibitions and acrobatic acts on the Sabbath.

Vaude men in this town have for several years been making effort after effort to bring the change about because they have been running their Sunday shows in the red. Since talking pictures show everything there is to be desired patronage has been on the constant drop Sundays, vaude men say, who point out that the law hasn't given them a break to book decent acts for Sundays.

Warners' Many Shorts; None by Par's on L. I.

Vitaphone Variettes recently completed at Warners' Flatbush studio include the following: Eddie Foy, Jr., assisted by Olive Shea, Joan Blondell, Dagmar Oakland, Walter Kinella, Ann Seymour in a song cycle; a sketch, "Poor Fish," with Stanley Ridges, Hobart Cavanaugh, George Blackwood and Natalie Schafer, Jr.; and Mrs. Jack Norworth in "The Nagges" and Harry J. Conley in "Slick as Ever."

An extravaganza entitled "The Devil's Parade" included Sidney Toler, Harry Clark, Joan Blondell, Gerald Oliver Smith, Jessie Buesby and Eddie Green.

Walter Butterfield and Burnet Hershby have been added to the Warner writing staff. It also includes Stanley Rauh and Neville Fleeson.

No shorts have been made at the Paramount Long Island studio for two weeks.

R-K-O's P. A. "Notices"

First notice of several reported in R-K-O publicity department under Mark A. Luescher, who is realigning the group under him because of recent dissension, goes to Kay Merrill, general publicity writer. She takes her leave Friday.

Other notices are known to be under consideration, but have not yet been handed out. Besides a general readjustment of the department, some process of weeding out is contemplated.

The Green Mind

Hollywood, April 8. Harrison Green has changed his mind about reviving his old act (Green and Parker) and has joined the Mayer and Rapt Agency instead. Green recently left the Harry Weber office.

Fox Booking Office Holding Back Contracts Annoying to Agents

Agents who do a large part of their booking with Fox vaude office are carrying on a whispering campaign against the no-contract system of that office. These agents claim the policy is a hardship on the acts they represent as well as themselves, in that it leaves the acts in the fog until actually stepping on the stage and fails to give assurance that they will be played as booked.

Contracts are issued by the Fox office only when an act is especially desirable, and when it would be inconvenient to lose it to another circuit. Fox bookers decline to issue contracts for the general run of acts.

Under this system, an act can be cancelled at any time without recourse or means of forcing the Fox office or theatres to fulfill their part of the original transaction. Acts, therefore, are uncertain whether they will play the dates for which they have been booked until they are on the stage.

Fox is the only booking office in

the east not binding bookings with contracts. Reason always advanced is that most of the Fox-booked time is in or around the city and late changes are often necessary.

Loew's issues week-to-week contracts for its New York theatres, while R-K-O's contract system is the same in New York as out of town.

When a Fox booker changes his mind, at the last moment, there is nothing left for the agent and act to do, but accept the cancellation. Fox bookings must be accepted by all, but extremely choice acts at their own risk.

Tink's Park Mgr.

Malcolm "Buzz" Eagle, vet. R-K-O agent, is leaving New York and the vaude business to become manager of "Tink" Humphrey's new amusement park enterprises near Bepten Harbor, Mich.

"Buzz" came east from Chicago about a year ago.

Marcus Loew BOOKING AGENCY

General Executive Offices

LOEW BUILDING ANNEX

160 WEST 46TH ST.
BRYANT 7800 NEW YORK CITY

J. H. LUBIN
GENERAL MANAGER

MARVIN H. SCHENCK
BOOKING MANAGER

CHICAGO OFFICE
600 WOODS THEATRE BLD'G
JOHNNY JONES
IN CHARGE

Musical Comedy Quality	Acrobatic	Comedy	Rythmic Harmony of Films
billy m. greene			
Thank: AL GROSSMAN			

THANKS TO ALL MY FRIENDS FOR THEIR KIND MESSAGES IN
MY SAD BEREAVEMENT

HILDA GLYDER

(MRS. HARRY WELDON)

R-K-O PALACE, NEW YORK, THIS WEEK (APRIL 5)

6—MARINELLI GIRLS—6

CHARMING GYMNASTS

FIRST NEW YORK APPEARANCE AFTER 26 WEEKS OF CONSECUTIVE R-K-O BOOKINGS

Hollywood Dailies

Wentons & Lyons... Pearson Powers... Theo & Kaitia... PORTLAND... 'Change' Idea... 'MILWAUKEE'...

San Antonio... 'The Uchers'... 'The Uchers'... 'The Uchers'... 'The Uchers'...

San Antonio... 'The Uchers'... 'The Uchers'... 'The Uchers'... 'The Uchers'...

San Antonio... 'The Uchers'... 'The Uchers'... 'The Uchers'... 'The Uchers'...

San Antonio... 'The Uchers'... 'The Uchers'... 'The Uchers'... 'The Uchers'...

San Antonio... 'The Uchers'... 'The Uchers'... 'The Uchers'... 'The Uchers'...

EXCLUSIVELY DESIGNED GARMENTS FOR GENTLEMEN

BEVERLY HILLS

1632 B'way. at 50th St. N.Y. City... TROY... 'The Uchers'... 'The Uchers'...

San Antonio... 'The Uchers'... 'The Uchers'... 'The Uchers'... 'The Uchers'...

Association

CANTON, OHIO... LINCOLN, NEB... LONDON, CAN... 'The Uchers'... 'The Uchers'...

San Antonio... 'The Uchers'... 'The Uchers'... 'The Uchers'... 'The Uchers'...

CHICAGO

Golden Pumpkin... 'The Uchers'... 'The Uchers'... 'The Uchers'...

San Antonio... 'The Uchers'... 'The Uchers'... 'The Uchers'... 'The Uchers'...

Metropole

Art Kassel... 'The Uchers'... 'The Uchers'... 'The Uchers'...

San Antonio... 'The Uchers'... 'The Uchers'... 'The Uchers'... 'The Uchers'...

Perukaha

George Neldoff... 'The Uchers'... 'The Uchers'... 'The Uchers'...

San Antonio... 'The Uchers'... 'The Uchers'... 'The Uchers'... 'The Uchers'...

Patrol

George Neldoff... 'The Uchers'... 'The Uchers'... 'The Uchers'...

Fanchon & Marco... 'The Uchers'... 'The Uchers'... 'The Uchers'...

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BROOKLYN... 'The Uchers'... 'The Uchers'... 'The Uchers'...

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FISHER and GILMORE

Direction LEDDY & SMITH... BUTTE MONT... 'The Uchers'... 'The Uchers'...

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DENVER... 'The Uchers'... 'The Uchers'... 'The Uchers'...

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Great States

(Continued from Page 26) Casting, with 5,687 placed by 'central'...

Radio's first wide film will be a musical story with Louise Williams and Robert Armstrong. Story untitled with no director set yet.

Columbia building writing staff of newspapermen only. New crop includes James Whitaker, Jack Hecht, Joe Swilling, also former newspaperman, continues as scenario head.

"Subway Express," with possibly a New York cast, booked for Bringer's Mason, following the Waring show, "Rah, Rah, Daze."

"Red Mother," by Ramon Romero, will be put on at the Pasadena Community Playhouse this month, with Lucille La Verne in the lead.

New Pantages theatre, Hollywood, to be operated by Fox-West Coast, will be called Fox Pantages. Fox Pantages' family held out for the name.

Norman Hall, formerly on "Liberty" staff, now writing for Fox.

Paul Bissinger here casting for "Hi There," which opens this month at the Columbia, San Francisco.

De Silva, Brown & Henderson will publish the complete musical score for "Rah, Rah, Daze," Fred Waring show, current at the Mason.

Wanting originally to play the title part in "Abram Lincoln" for D. V. Griffith, Lucille La Verne has descended to play the matron officiating at the birth of Lincoln.

"Journey's End" is in on six week guarantee at the Mayan, beginning April 11. Producers assured of \$5,000 stanza for their share and a 50-50 split over that.

James Whale, en route to London, where he will stage the second R. C. Sherriff production.

Fox changed the title of "Patrol" to "Well Dressed Man."

Now that they're married, Grant Withers and Loretta Young will no longer be teamed together by First National. David Manners will be opposite Miss Young in "When We Were 21."

Columbia starts on three this week in "Rain or Shine," "Temptations" and "Sisters."

Al St. John has replaced Edmond Wills in "Patrol," opposite Jimmy Aubrey.

Theatre Mart will present "Wooden Shoe Revue" for one week, then local authority, April 27.

Allan Prior will play lead in "Student Prince" at the Majestic.

Four months without stage shows the Lincoln, in the black belt, tried a colored revue for one week, then decided to keep the stage empty.

Charging no support, Alice Buchanan in the Doretta stage show was granted divorce by R. W. Smith, scenario writer. She gets custody of a daughter.

Fox has "Scottish Yard," Denison Clift's play, as starring material for Edmund Lowe.

Universal has acquired controlling interest in Handman, Goodrich, Muslo Co., with title to be changed either to Universal Music or Handman, Goodman, Universal.

Foot Gibson is making "Spurs," his last for Fox.

With theatre walls so thin that audible fever entertainment carries through to the auditorium, Paramount theatre is now using dimmy foyer acts only.

Nat Carr has quite acting. He's writing material for the George Sidney-Charlie Norras shorts, which will have a show-down with Universal.

Re-financing of Colortax Synchronized in underway as being stalled during the market crash.

San Antonio... 'The Uchers'... 'The Uchers'... 'The Uchers'...

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15 YEARS AGO

(From Variety and Clipper)

Ohio went further north in endorsement proposals. State senator proposed a measure prohibiting all dialect presentations on stage or screen, specially German, Irish, Jewish and Negro, as "calculated to arouse race prejudice."

Jess Willard had taken the world title from Jack Johnson in Havana and now was headed for the next stop in fame, Hammerstein's Victoria, at \$4,000 a week. Backers were H. H. Frazer and L. Lawrence Weber.

Holy week was the best year for years in New York, and the worst in history in London.

Billy Sunday crashed on Paterson, N. J., for seven weeks. Started with a whoop. Collection brought \$1,800 first night, then tapered off to \$500. Predicted he wouldn't last the scheduled time.

Columbia circuit burlesque wheel made strict rules for clean shows. Wiggle dancers were barred absolutely and even advertising matter was to be subjected to official scrutiny.

Lieber & Co. held public auction of material from its Jersey City storehouse. Four carloads of scenery for "Daughter of Heaven" brought \$62. Production of "Romance of the Walk" brought for \$4.50 and the settings of "Alias Jimmy Valentine," which cost \$4,000, were knocked down for \$6.

Chicago censors banned two pictures, "Alone in New York" and "A Medical Film" put out by the Twilight Sleep association.

50 YEARS AGO

(From Clipper)

It was Holy Week in 1880 and business in the theatres was at low ebb.

The Newark (N. J.) Opera house was sold to Fred Waldmann, who proposed to operate it as a variety house. Waldmann also operated a small theatre in Mulberry street, New York.

Endurance pedestrian matches were declared outlawed in Geneva. Fella, N. Y. David Hoag lasted through an indoor contest of 27 hours, although for the last hours he had had to drive him around the track with a stick. He died six hours after the finish, and then it was charged he had been kept going by the administering of morphine.

Must have been about this time that circus joined the bands for opening dates in big towns and then split for the tour. The Adam Forepaugh and the Cooper & Bally (James A. Bally, who afterward joined P. T. Barnum) shows were merged for the Philadelphia engagement, separating immediately afterward for the road.

Capt. Matthew Webb, first Channel swimmer, performed the feat of swimming 40 hours in the London aquarium tank.

Mark Sumner, Baptist minister, was sentenced to six years in the penitentiary for forging pension papers in Albany, N. Y.

"The Field," sporting magazine, published statistics to prove that women's trailing riding habits were dangerous, resulting in the death of many riders at English hunts.

The E. F. Albee Will

In 1914 when B. F. Keith's will was read, E. F. Albee had been left one-half of the vaudeville founder's estate, with A. Paul Keith, the son, and the other half. Each half at that time was valued at about \$15,000,000.

In 1918 at the death of Paul Keith, his will distributed 510 shares, the control of the Keith circuit, as follows: Thirty shares to E. F. Albee, which gave Albee control; 160 shares to John J. Murdock, 80 shares to Maurice Goodman, 80 shares to Robert Larsen, 80 shares to the late E. M. Robinson, and 80 shares to George Cooke, Paul's attorney.

Keith circuit then had outstanding 1,000 shares. Each 80 shares bequeathed by Paul later became worth, as a result of amalgamations, around \$2,400,000 to each holder. Meantime Lee Schubert had purchased the Robinson 80 shares for \$600,000 and later sold them for nearly \$3,000,000.

From 1918 to 1928, no stockholder in the Keith circuit received a dividend. Whenever Keith's accumulated any quantity of cash, E. F. Albee built a theatre. He built in a row, at Cleveland, Brooklyn and Boston, at a total cost to the company of \$16,000,000.

During these years when the Keith stockholders received no dividend E. F. Albee drew \$150,000 yearly salary from Keith; Reed Albee, son, drew \$52,000 annually, and E. G. Lauder, son-in-law, drew \$78,000, a total of \$280,000 a year. J. J. Murdock, the active mind in and operator of Keith's when not interfered with by Albee, drew a salary during those years of \$5,000 and a percentage of any profit anyone could find.

When B. F. Keith and his son died, they remembered generously those they believed were in part responsible for their success and fortune. When E. F. Albee's will was read it was found the most he had left to any one employee was \$5,000, while the man, still living and not affluent, who organized the Keith booking office and started the great chain that later fell into Albee's lap, Daniel F. Hennessy, was not mentioned.

During the 11 years E. F. Albee used the N. V. A. for his publicity purposes, the audit of the books of the N. V. A. after Albee was eliminated from its direction, showed he had donated in all that time, \$120,000, to any N. V. A. fund. That he had been a member for one year only, lapsing his membership by non-payment of dues. In the Albee will it is provided that for the purpose of not unduly irritating or embarrassing the organization he dictated for over 10 years, Clark-like.

The Albee will instead names the Variety Artists Benevolent Fund of England as a beneficiary for an annual income from a trust fund provided. The British benevolent fund was created by the Variety Artists Benevolent Association of England, actors and actors.

At one time when Albee found neither he nor his circuit stood very high in foreign variety channels and while Albee was in the midst of one of the several battles he waged to put Variety out of business, something he had tried to do continuously month in and out, for over 23 years, whether at peace or war with the papers, Albee authorized a display advertisement in all issues of the variety actors' organs of Europe, with N. V. A. frequently mentioned and most of the foreign advertising paid by the N. V. A. over here. Albee's advertising in the actors' papers of Europe, especially the English "Performer," the official organ of the N. V. A., greatly affected the attitude of the theatres and their papers toward Albee and the Keith circuit. During these years of advertising, Albee annually made a donation to the Variety Artists Benevolent Fund and those donations were also charged to the N. V. A., and paid by the N. V. A. of New York, as also disclosed by the audit.

N. V. A. Founded by Murdock

The N. V. A. as the National Variety Artists has become known all over this country was founded by John J. Murdock in 1918 to provide an alibi for vaudeville actors over here who would not stand for the White Rats, and with the White Rats at that time fighting the Keith circuit through a strike, and the Rats also fighting Variety to give its own paper (official organ) "The Player" a sole field, as the Rats believed during this war with Variety they off the N. V. A. was continued after that strike was lost to the Rats by the same Murdock.

Murdock had broached the possibility of an "opposition" actors' organization to Albee and had to do it several times before Albee sensed what it was all about. Thereafter Murdock handled the entire N. V. A. formation, organizing it to prevent the actors members obtaining control of the N. V. A. Club by forming the N. V. A. Special Fund, another corporation, and that is the composition of the N. V. A. today, still under the control of the Special Fund which no actor has a voice.

Murdock kept the N. V. A. in operation for two years following the 1918 strike with the White Rats. In the meantime he had a building built on the former site of the defeated White Rats clubhouse on West 46th st. Albee liked the idea of the N. V. A. and its imprisoned actors. It's about the single instance where Albee revealed any vision. Albee suggested to Murdock that he (Albee) would watch out for the N. V. A., relieving Murdock who was glad to get off of his hands and mind.

Albee in Command

From that day to the day Albee dominated the organization, never permitted the books to be inspected, did whatever he pleased with the N. V. A. members and money, whether for purposes of charity or for loans, meantime using the N. V. A. as his personal publicity angle, giving away sums in his name and with his personal checks that were given to the N. V. A. books will all as you know the first real money gift by Albee to any actors' organization are those mentioned in his will.

Albee's cheer leader in the N. V. A. and up to the day of Albee's death, Henry Chesterfield, the N. V. A. secretary, received a bequest from Albee of \$5,000. Everyone concedes that Chesterfield earned that much at least.

Another bequest of \$5,000 is given to A. L. Robertson, Albee's private and confidential secretary for 25 years. Before Albee left for Florida last January he summarily dismissed Robertson, who, after 25 years, had to look for another job. The principal secretary of the N. V. A. was a executive of the Albee regime in vaudeville, other than Senator Henry Walters, was named by Albee in his will, though the fact that B. F. Keith and his son, A. Paul Keith, remembered those who had been instrumental in building up the Keith circuit might have indicated a supposition by them that others to follow in control of the Keith circuit should be likewise.

Bequests

Albee is estimated to have left \$25,000,000. Newspaper accounts put the value of the estate at \$2,000,000. Of the 25 millions left by Albee, 17 millions were given him by the Keiths.

ditioned upon his acceptance to serve without compensation as such executor and trustee of his my last Will and Testament.

Besides the provisions for the widow, specific bequests are as follows: \$250,000 to Reed A. Albee, son, together with title to the home Reed Albee now occupies in Larchmont.

- \$250,000 to Edwin G. Lauder, son-in-law.
- \$100,000 each to Mary E. Smith, sister-in-law; Percy F. Albee, nephew, and Grace Rose and Edna Hurd, nieces.
- \$5,000 each to Charles Page, cousin, and William L. Mitchell, friend, and his daughter, Nettie J. Mitchell Jennings.
- \$5,000 each to these employees or former employees: May Woods McDonald, Philip M. Stern, A. L. Robinson and Harvey L. Watkins.
- \$1,000 each to following employees or former employees: John H. Beringer, Nellie Dowd, Anne Mahon, Margaret Henry and Charles Woolley.

- Following sums are in the form of trust funds with income to be paid to beneficiary during life and given outright to their issue:
- \$25,000 to St. John's Episcopal Church of Larchmont.
- \$50,000 to Edna Hurd, niece, of Philadelphia.
- \$100,000 to Grace Rose, niece.
- \$100,000 to Edward Oakford, grandnephew.
- \$100,000 to Percy A. Albee, nephew.
- To Nettie Albee, sister-in-law, a fund sufficient to provide an income of \$1,820 a year during life.
- To Abbie Dickey, cousin, fund sufficient to provide an income of \$1,800 a year for life.
- To Charles Page, cousin, same.

- Outright bequests to institutions include:
- \$100,000 to the Actors' Fund.
- \$100,000 to the Percy G. Williams Home.
- \$50,000 to the Benevolent Fund of the Variety Artists' Benefactor of England.

Special bequests include \$5,000 outright to Henry Chesterfield, secretary of the N. V. A.

These various trust funds require that the beneficiary shall receive the income for life and the principal shall go to the issue of the beneficiaries at death. If there be no issue the principal shall revert to the widow, daughter and son of deceased.

About the N. V. A.

The testament recites the following circumstances as explanation of the absence of the N. V. A. from the list of beneficiaries: "The vaudeville artists organized the National Vaudeville Artists, Inc., to co-operate with the vaudeville managers throughout the United States and Canada, for the purpose not only of creating a high standard in the vaudeville business, but to create a feeling of good fellowship, friendship and confidence between the vaudeville artists and the managers, and a desire to establish an institution that would care for the unfortunate of our profession."

"Since its organization, vast sums have been contributed and paid out in divers ways for the benefit of vaudeville artists and the vaudeville profession generally.

"The co-operation in this work of at least ninety per cent of the vaudeville managers in the United States and Canada, and I trust this work will continue with the same interest in years to come. It has brought peace, contentment and prosperity to our business. There is no longer strife and agitation, but a genuine feeling of trust and confidence."

"The National Vaudeville Artists Fund was also created to promote the welfare of the vaudeville artist and it has accomplished much good in its field of endeavor."

"I took unto myself the burden of both these organizations and for 12 years my time, energy and material support have been freely given. "No changes have been taken place in the management and organization of the National Vaudeville Artists' Fund which I caused to be created, and those now in control and in charge of the affairs of such National Vaudeville Artists' Fund have summarily dispensed with my services, support and co-operation."

"I am now unmindful of the work and the wants of the National Vaudeville Artists' Fund, but I have concluded that the Actors' Fund of America, the Percy Williams' Home, and the Variety Artists' Benevolent Fund, and Institution through "Brinsworth", Staines Road, Twickenham, England, severally serve to promote the welfare of the vaudeville artist as well as the legitimate performer."

"Therefore, I have made the provisions, directions and powers expressed in this my Last Will and Testament, give and bequest to the Actors' Fund of America the sum of One Hundred Thousand Dollars (\$100,000); subject to the provisions, directions and powers expressed in this my Last Will and Testament, I also give and bequest to the Percy Williams' Home the sum of One Hundred Thousand Dollars (\$100,000); and subject to the provisions, directions and powers expressed in this my Last Will and Testament, I also give and bequest to the Variety Artists' Benevolent Fund and Institution, organized and operating, in the British Empire, Europe, the sum of Fifty Thousand Dollars (\$50,000) for its care, maintenance, upkeep and support of the home for variety performers known as "Brinsworth", Staines Road, Twickenham, England."

Unexplained Clause

The following paragraph appears mid-way of the document without explanation: "I hereby confirm and ratify any and all gifts I have made, or trusts which have been created during my life time, none of which were made or created in contention of death. At the time I was in excellent health and had many more years to live and my desire for love and affection, to immediately provide for my beneficiaries and other good and sufficient reasons caused me to make such gifts and create such trusts."

Amendment also provides that in case the testator shall survive his wife, the estate shall be divided into five parts of which two parts shall go to each the son and daughter and the remaining fifth be divided among certain beneficiaries, and if the son is not then living, all four parts shall go to the daughter.

Will explains that earlier testaments had included gifts to the Cathedral of St. John the Divine and to St. Stephen's college, Annandale, N. Y., amounting to \$100,000 each. A change of plan, the will sets forth, testator had made gifts of these amounts during his life.

Inside Stuff—Vaudeville

When Charlie Freeman's car swept his wife, Carrie, along with it through the rear side door being open as Freeman started the driver in the driveway at their Freepoor home, Charlie jumped out of the driver's seat to assist his wife. In doing so he pulled the lever out into neutral as he thought, but it went into reverse.

Three girls were in the rear seat as the car started to back out on the driveway into the street or a tree. Elsie Morrison kept her head and jumped into the front seat, shutting it off.

Mrs. Freeman is recovering. She had 10 stitches taken in her leg where she had hurt the most.

In Freepoor where they have tried almost everything to get rid of wives or husbands, they are giving Charlie Freeman credit for a new way.

Radio-Keith-Orpheum has commenced active killing off of the name Fracto. One of the first houses in the Fracto chain to lose that name is the 86th Street. The Radio lettering is all that is being used.

Mid-West Churches and Farmers Aiding Local Stage for Drama

Chicago, April 8. The two most important social factors in the middle west have implanted themselves solidly behind the spoken stage.

Chicago Church Federation, parent body of 800 churches which have more than 1,000,000 members, and American Farm Bureau Federation, most important national organization for the farmer, with an adult membership of 1,500,000, are those behind.

Both are conducting campaigns for the drama as a means of bolstering social life and community solidarity. One-act plays are being encouraged, with contests and tournaments; original manuscripts are being sought and rewarded.

Latest result here in Chicago is united church support for the Goodman theatre, Civic rep. theatre operated by the Art Institute. With over a million church members asked to support this theatre, the Goodman predicts close to 20,000 subscribers for the next season beginning next fall, instead of the 10,000 set as a goal. Last year it had barely 1,000.

Being father than Chicago's churches, however, the American Farm Bureau Federation is planting the seeds of dramatic support through the vast agricultural territory of Illinois, Iowa, Michigan, the Dakotas, Nebraska, Kansas, Missouri and Minnesota, a region where the one-night stands once found fruitful fields, and the area looked to by chautauquas for existence.

Monthly Two-Reeler In addition the national farm bureau executives are encouraging local support of chautauquas. A suggestion made was that rural groups contract with chautauquas for use of farm bureau repertory bodies to increase local interest.

Related to its interest in show business tactics for the farmers, the American Farm Bureau Federation's national office here releases a two-silent every month. Subjects relate to rustic people, and are developed dramatically, not technically. All are produced in a commercial studio in Oak Park, Ill., and are distributed to farm bureaus at transportation cost.

SHIPMAN AND TULLY PLAY

Called "Parlor Ladies" to Please Al Woods, who Fell

Hollywood, April 8. Sam Shipman and Jim Tully sold Al Woods their title for a new stage play, "Parlor Ladies." Al fell for them one and sent on an advance.

Now Tully and Shipman must write it in time for Woods to produce by next season. The authors claim they have started on it, or will if Al sends another deposit.

Lambs' Finances

Billy Lind, formerly a chief steward on the "Leviathan," is managing the grille of the Lambs club. He was engaged about a month ago. Lambs recently framed new rules aimed to have members pay their bills promptly and to cut down the number of items charged. Lind is reported facing financial stringency.

Company Waives Bond

"Song of India" to be produced by Russell Janney. Cast has waived equity bond. Will go into rehearsal this week.

"Dishes" Layoff and Tour

"Broken Dishes," which vacated the Masque, New York, last week in favor of "They Never Grow Old," not folding as reported, but will go on tour. The show is laying off this week, reopens at Shubert-Riveria next week and after a tour of sub-way circuit dates will go to Boston. Current week's layoff of Equity producers closing this week instead of Holy Week for the layoff.

Maney with Harris

Richard Maney returned to Jed Harris as general manager. Whitaker Ray, former Harris gen. mgr., is with the Erlanger interests.

Jersey Censor Measure Confers Czar Powers

Newark, April 8. The most drastic censor law ever heard of here has passed first reading by the Newark Commission, and apparently is arousing no protest. It gives the Director of Public Safety power to revoke permits for licenses for shows and exhibitions. "When in his judgment it is necessary for maintenance of decency and good order." It further provides that the director may frame rules from time to time for the conduct of shows and exhibitions when permits are granted.

If legal, this ordinance designedly deprives a theatre or producer any "when in his judgment it is necessary for maintenance of decency and good order." The present director has usually shown common sense in regard to the stage, but if the wrong man gets it, there are plenty of possibilities.

College Show Touring

"John Faust, Ph. D." the 42d annual stage production of the Mask and Wig, University of Pennsylvania dramatic club, started on a tour to Saturday, on day Lancaster, Harrisburg, Pittsburgh, Rochester, Allentown, Washington, and Wilmington.

College show will play Atlantic City April 10, then opens at the Garrick, Philadelphia, Easter Monday (April 21). Philly date is for two weeks and is said to be the only attraction of the kind to be booked that length of time in the city.

"John Faust" will play the Metropolitan, New York, matinee and night, May 10, at \$4.40 top.

Disqualified

Two current attractions which seemed likely candidates for the annual Pulitzer prize play award have been disqualified. They are "Green Pastures," at the Mansfield and "The Last Mile" at the Harris.

Despite both being rated as logical contenders and suggested as such by a majority of reviewers, they have been disqualified, since both are adaptations. Rules of the contest are that only original scripts can be entered.

Coast "Dishonorable"

Brook Pemberton is readying a third company of "Strictly Dishonorable" for the coast.

Male lead will be played by Lino Mazoni, lately arrived on this side. He played in silent French films. Others in the coast company are Lee Baker, Ralph Locke, Joe McCullion, while the feminine lead will be given either Mary Cullinan or beargod Petey. Last is young daughter of Antoinette Perry and is appearing in the Chicago company of "Dishonorable."

"Iron Widow"—Utric

The production rights to "The Iron Widow" by Harry Herve, have been bought by A. H. Woods, although the book of same title will not be published until autumn (Liverpool).

Lenore Utric is to be starred in the drama, a rural colony story in which the characters are 19 men and a Creole woman.

NEW BELASCO PIECE

Another change in plans of David Belasco will set back his proposed revival of "Blind Windows" until next season. The piece, previously scheduled to be withdrawn or provision, was scheduled for another try next month until the Belasco decision to hold it over.

Instead the producer will do a new comedy, unannounced as yet, by Larry Jinks, which will be given a spring tryout next month and held until autumn.

Orgy in Hollywood

Hollywood, April 8. Hollywood Bowl, great amphitheatre where during the season they ballyhoo that 16,000 can listen to "symphonies under the stars" is still dead this early. But it's not quiet.

A couple of thespians have discovered its possibilities, unknown to each other. One is a rabid Shakespearian. His secret vice is to go to the Bowl late at night, take the center of the stage in the focus of thousands of empty seats, and declaim Hamlet's "soliloquy" to a vast audience of twinkling stars.

Other is less classical and more sociable. It is his custom to gather friends along the boulevard and take them to the Bowl with him. He scatters them over the hillside and then tears out his heart in the transformation scene from "Dr. Jekyll and Mr. Hyde."

It's the climate.

BOND WAIVING GETS COMMON

Sheetstingers and short roll producers have equal representation on the list of forthcoming productions at Equity. The long production contemplated to steer into New York after Easter are cast on the cuff following having had the company sign waivers of security.

Non-bonded productions include "Stepping Sisters" (Albert Banister), "Small Potatoes" (Michael Kalesher), "Woman On The Stairs" (Ryman Productions, Inc.), "Marching Men" (George Reynolds), "Companionate Mirage" (Lester Sager), and "Dollars and Sex" (Collins & Sager).

Several other productions operated on the same basis have been knocked off by Equity, because of the producers having previously been indebted on former productions.

Equity's Future and Dues

Equity's future seems to be a matter of dues. Income for the legit actors' association at present and to come is claimed to be precarious. A common belief is that Equity may be now obliged to dig into its surplus for current operating overhead. Included in that overhead are the salaries of the executives, from president down.

It is estimated that at present there are not over 2,000 legit actors in good standing with Equity; i. e., good standing arising from payment of dues to date. That is the number of actors engaged in legit plays, stock companies, etc., at \$10 annual dues per member, the gross income to Equity, since it has none other than initiation and dues, is currently at the pace of \$20,000 a year.

Overhead of Equity, taking in cost of branch offices and representatives, and without the total losses sustained when bringing in a stranded troupe of actors, is estimated at around \$3,500 weekly, or \$125,000 annually, leaving a deficit in sight if the estimates are at all accurate of \$100,000 this year.

Union Aid Must Be Voluntary

Though Equity is affiliated with the American Federation of Labor through its Four A's connection in New York, it is an established fact in organized labor circles that each local union, which is under its own autonomy in action, must also support itself. Maintenance cannot be demanded from the parent A. F. of L. body. Neither can it be demanded from the closely allied stage unions in the A. F. of L., such as the stock companies, etc. Any financial aid to Equity by another union would be a voluntary act by that union. Such financial aid from any other union is extremely unlikely.

Equity's desperate position in dues has been brought about by the changed condition in the legit. It is quite well known that Equity actors in the time of the mad party may dues only to Equity when working in a legit attraction or about to start work in such a show. When idle or engaging in some other professional division, such as talking pictures and where Equity exercises no jurisdiction, the Equity members seem to forget that Equity might expect dues. The actors are aware that upon joining a legit production, they can at that time pay up back dues if called upon.

Despite all stories to the contrary it was unquestionably this phase of the Equity situation and its future that caused Frank Gilmore, as president of Equity, to take its hasty step last summer to assume control of the talking picture studios through the legit members of Equity who were being called and have been since to Hollywood in large numbers. Gilmore's complete failure to secure any concession of value to Equity from the picture producers make the desperate future of Equity more so.

Gilmore is the largest salaried officer of Equity. As far as known neither he nor any other paid officer of Equity has waived any part of his salary to date.

Equity's Statement

Equity's fiscal year ended March 31. The report of the auditors has not been completed but it is claimed that the receipts from dues and initiations will equal the sum of the operating expense, minus the unusual outlay last summer during the "strike."

It is estimated that 50% of Equity's membership is behind in the payment of dues but it is claimed 25% of the total has already been paid. The largest expense item attached to the flop on the Coast is that of dues paid members forced to remain idle. About \$43,000 was loaned, it is stated. That money is regarded as lost.

Piking Stock Producers Can Not Get Away With Murder, Says Equity

THEATRE PADLOCK LAW GOES UP TO N. Y. GOV.

Albany, April 8. The theatre padlock law, which prohibits the immediate arrest of actors and actresses when alleged immoral plays are raided by police has passed the Senate.

The measure by Assemblyman Post passed the Assembly several weeks ago. It is now before the governor for his signature.

Wilkes Pleads Guilty To 1926 Tax Defaults

San Francisco, April 8. Al G. Wilkes, erstwhile theatre owner, saved the government the trouble of a trial here last week and pleaded guilty to an indictment charging him with failure to pay theatre war taxes in 1926. Wilkes' plea was entered the day before his case was set for trial before Federal Judge A. F. St. Sure. Wilkes must pay Uncle Sam \$18,494.22, which includes the \$7,816, which he failed to return to the government in taxes, plus penalties and interest. The offense occurred while Wilkes was operating the former Wilkes theatre here, now known as the Geary.

Albee Stock Passes

Providence, April 8. The Albee Stock Company, oldest theatrical organization of its kind in the country, will not function this summer as usual custom, according to announcement by R-K-O, new owners of the Albee theatre. Stock company was organized 28 years ago by the late Edward F. Albee. Talking pictures and vaude will be shown at the Albee this summer.

Equity has given short roll operators invading stock division another setback by demanding that a minimum of seven players must be signed under regulation Equity contract from now on. It is also ordered the usual bond covering all to be posted, save in instances where entire company waives such security.

Heretofore, some of the bad-boy producers have been getting away with signing but three players, usually leads and director, and jobbing the rest. On the jobbing angle producers were not required to post a bond for the jobbers. Despite classification the jobbers were retained as regular company members, and with no squawks, everything was okay.

Recently there has been any number of inclusions and misadventures as to Equity's stand on the stock shows. Equity has heretofore used discretionary powers on the matter, rather than jeopardize chances of employment of its members, but too many headaches in this direction brought about the change.

MILTON SHUBERT IN ST. L.

He, Not Shubert Firm, Will Handle Civic Opera Season

St. Louis, April 8. It's Milton Shubert, nephew, and not the Shubert firm, who will be general director of the Civic Opera season here of 12 weeks this summer.

The younger Shubert, recently married, will be here in a month. He has obtained a leave of absence from the Shubert office for the local stay.

Wiring Amsterdam

New Amsterdam, New York, is to be wired for talkers. It will cost about \$40,000.

Erlanger theatres in the key cities here are being wired, but the only one in New York with equipment is the Liberty, which has not a single talker. The Amsterdam has been used principally for musical attractions.

"Slapstick" All Off

Los Angeles, April 8. Third and final failure to open "Slapstick" at Regan means it is cold.

Another piece, "For Crying Out Loud," will open at the 300-seater April 21, produced by Harry Brown and Forrest Cornish, with Lorraine LaVal in the lead.

"Bird" Claimant's Debt

Because the Court of Appeals reversed the judgment for \$608,361 in the case of Regan against Richard Walton Tully for alleged plagiarism in the play, "Bird of Paradise," Mrs. Fendler now has nothing but a judgment against her for \$23,326 costs to show for about 12 years of litigation.

A judgment for this amount was filed against her in the Supreme Court last week.

Irish Players Uptown?

The Irish Players, which folded at the Gansevoort, Greenwich Village, two weeks ago, may take over the Hampden, vacated by Walter Hampden, and rechristen it the Irish Theatre.

Non-Union Stock

South Bend, April 8. Stagehands and electricians at the Oliver Stock Company quit last week because wages were not forthcoming. Stock continued into its 31st week with non-union crews.

BORDONI, NO

A report that Irene Bordoni may replace Gertrude Lawrence in "International Revue" appears to have been unfounded.

There was some discussion with Lew Leslie over securing an additional song for Miss Lawrence and such a number may be inserted.

Shows in N. Y. and Comment

Figures estimated and comment point to some attractions being successful or loss. The variance is explained in the difference in house capacities...

Admission tax applies on tickets over \$3

- 'Apron Strings', Coit (18th week) (C-1,042-\$3). Business with Broadway legs holding up very well in past three weeks...

- the holdovers; improved again some last week; claimed under \$13,000.
'Strictly Dishonorable', Avon (30th week) (C-830-\$3.85). Has upheld predictions of those who early spotted this as a comedy smash...

Shows in Rehearsal

- 'Dear Love' (Shuberts), Masque.
'Lost Sheep' (Chooz & Donahue), Royale.
'So This Is Paris' (Shuberts), Shubert.
'Courtship' (I. K. Davis), President.
'Penal Law' (Alox Gary), Biltmore.
'Lady Alma' (Shuberts), Morosco.
'Small Potatoes' (M. Kallieser), Wallack's.

4 Shows Out

Two successful, special attractions are leaving Broadway this week. Maurice Chevalier going from the Fulton, and Fritz Leibler in Shakespeare leaving the Shubert. Two productions are added to the list...

- 'TROYKA' independently presented at the Hudson will close. Opened last week.
'Opener April 11' 'Deary and Deary' report on Anderson (Journal), and Little (World) echoed: 'slow, butter-fingered affair.'
'The Matriarch', presented by Leo Shubert at the Longacre, was taken off Saturday. Three weeks to small money and no sign of improvement.

RITZY

The Edward F. Huttons are much in the limelight. He became well known as a broker and went about a bit in society. His wife died and the son was killed in a fall from a horse...

The Most Exclusive

Aiken, S. C., is the most exclusive winter resort in America, much more so than Palm Beach. Adele Astaire has been visiting there the past fortnight...

Honolulu

Charlie Chaplin arrives in Honolulu May 2, enroute to the Orient, and may remain here one week. Mildred Harris Chaplin closed her stock engagement here, and rested a week at the beach...

- 'Wise Child', Toloso (36th week) (C-1,042-\$3.85). Toloso's comedy winner. Content his money from the start with present pace \$19,000.
'Opaza', Music Box (31st week) (D-1,000-\$3). An adaptation from French that has clicked; good second week.
'Troyka', Hudson (2nd week) (D-1,000-\$3). Final week; draw a painting from reviews; 'Virtue Red' listed to follow in next week.
'Wake Up and Dream', Selwyn (15th week) (D-1,067 - \$6.60). Climbed upward with the claimed gross around \$30,000; has another two weeks to go and may stay longer.

AHEAD AND BACK

William Kane advance for the Pacific coast company of 'Strictly Dishonorable'.

Future Plays

- 'The Conquering Male' has gone into rehearsal as next for Arch Selwyn. It will open out of town this month. Cast includes Ann Andrews, Eileen O'Brien, George Ames, Nancy Ryan and others.
'The Garey Divorce Case' is next on list for Lew Carter, who will project Janet Beecher as star. Carter now assembling a cast.
'Marching Men', drama by James Henry O'Brien for San Francisco newspaperman, opened at the Boulevard theatre, Jackson Heights, Monday (7). Produced by George H. Reynolds. Cast of 36 includes Wood, Edda, Von Buelow, Marshall Hale, Tom Irwin, George Taylor and Frederick Stevens. Scheduled for the Erlanger, New York.
'Trumpets in the Dust', written by Gene Fowler, and recently published, will be produced on the stage by David Belasco. Belasco will surely have it adapted for the stage.
'Red General', by Edmund Unger, will be produced by Macgowan & Reed. It will be tried out with the aid of the American People's New York in October. Basil Sydney will direct.
'When Hell Froze', by Willbur Dantle and Norma Mitchell, tried out by Macgowan & Reed in January, will be reproduced about September.
'Cornd Beef and Cabbage', a sunny item, will be placed in rehearsal by William Rose early in June.
Will Morrissey has taken over the Ganavort Greenwhich Village, where he will produce a revised edition of 'Hobkiss Hoboes', recaptioned 'Folies Bergere Revue', this week or next, according to when he can set it ready.
'Birds Prey', night life play, will be produced by Hyman Bros. with Broadway premiere set for April 26. Benedict-MacGowan will be principal male.
'Girls Prey', night life play, with speakasy background, by A. E. Engelaar, went into rehearsal last week with Harold Sullivan as star. It bows in at Werba's, Flatbush, April 26, and comes into New York two weeks later.
Cast includes Edna Lawrence, Jack Kelly, Ruth Byron, Dorothy Woodward, Glenn Carter, Frank Deane, James Murray, Louise Uphell and others.
'The Sandy Hooker', previously tried out with Lenore Ulric as star and taken off for revision before, will be produced by Messmore Kendal, who produced original production.
Miss Ulric will not appear. The producer is negotiating for another woman star.
'Cabaret Boys', by John B. Hymer and Samuel Shipman, will not reach production via A. H. Woods, as previously planned. It has been taken over by Ramsay Wallace.
Woods had paid the authors an advance on the piece, but when his option lapsed last week let Wallace look it over. Wallace has been gone into rehearsal next week.
'Little Orchid Annie' has gone into rehearsal under direction of Frederick Stanhope, who also figures as producer. It will bow in cold at a New York house, undecided upon as yet, April 21.
Cast includes Betty Lawrence, Frances Sanders, Kitty Kelly, Leona MacLure, Evelyn Bentley, Mary Murray, James Norris, Maude O'Dell, Walter Davis, Frank Wilcox, Jane Corcoran, Lois Parker and Robert Edward Bourdier. Produced by 'The Weaker Sex' will be produced by Gilbert Miller next season. Miller purchased the American rights to the play from the author. Robert Edward Bourdier, produced in Paris in December, under the title of 'La Sexe Fraible.'
'The Bellamy Trial', dramatization of Francis Hart's novel of the same title by Frank Garstang, will go into production next month. James J. Hayden, producer, from the stock field.
'The Alien Bred', by Kate Mearns, will give reproduction next month by the Shuberts.

ENGAGEMENTS

- Nat C. Haines cancelled his vaudeville and opens with 'So This Is Paris' at Atlantic City April 14.
Edwin Geach, managing director, United Theatrical Society, Australia, is stopping here for a week before starting a world tour. He intends securing stage presentations in each country he visits, also acts that will be possible for his company, which controls about 40 theatres.

LENT GREAT IN L. A.—AS ALIBI

'Now the explanation is Lent. Claim that the religious spirit has arrived hard locally, and folks are shying away from theatres.
'Four openings in the week, with 'The Broken Dishes' at the Fox, San Francisco office mediums, the MacLone, having nothing else on hand, rushed 'Desert Song' in for fourth time locally. Two years at the Majestic, and hit around \$8,000. Just a gap filler, until they can ready 'Student Prince', which will be its successor.
'Andy Wright, who did things now and then back east, brought 'Philly Apple Pie' into the Vine Street and papered the town plenty. Oalders 'form' lines at the P. O., with result that late comers who might have cash to spend are turned away. First week around \$3,400, nothing to speak of. The happy 'Grand Miff' came in as guest artist of the 'Hero' with the Civic Repertory group at the Hollywood Music Box and brought the opening week take above \$4,000. Big in this profit sharing house.
'Other openings was 'Broken Dishes' at the El Capitan, which will hardly get any where judging by the opening.
'East of Suez' dropped to \$12,000 for its next-to-final stanza at the 'Rah, Rah, Daze', couldn't get \$6,100, with exploitation and teatips galore.
'Estimates for Last Week
Belasco—'East of Suez' (2d week) About \$250 below week before; \$12,000 for next-to-last, which is profit to producers.
El Capitan—'Broken Dishes' (1st week) \$12,000. May Robson's play, even though last cast is said to be excellent, \$6,100.
'Hollywood Playhouse'—'Helena's Cry' (1st week) \$12,000. Helen's try in this more to healthy at \$3,900; 'Holiday' underlined for April 20.
'Majestic'—'Desert Song' (1st week) \$8,000. MacLone, attempting the vice of this one, which dained the town on its previous showings. For initial week around \$8,000.
'New York'—'Philly Apple Pie' (2d week) \$7,000. Though tinkering has been going on to improve show in general, looks as though it's a lost cause. \$1,000 in excess of the \$6,000 take.
'Music Box' (Civic Repertory)—'Grand Miff' (1st week). Grant Mitchell helping; here immensely; \$4,000.
'President'—'Your Uncle Dudley' (2d week). Looks like best bet yet. Daily has locality, with Taylor Holmes considered responsible for draw of around \$6,300. Goes four weeks.
'Vine Street'—'Philadelphia' (1st week). Lots of names that used to be in pictures and got off to heavy 'starting'. Oalders kept on all week but allowed for around \$3,400 in currency.

Things Have Changed Since

Bernard Granville was taught 'Fencing' by Dan Quigley with the Fielder minstrel show.
Noah Berry did the guard in 'Siberia' at the old Academy in New York.
Charles Judels rode a horse through Columbus O., carrying a banner for the late Great Lafayette. Everything was fine until a prop fell dropped from the horse 'backing'. Oalders kept on for misrepresentation.
Ralph Kettering was an usher at the old Powers theatre in Chicago.
Bill Roche managed the Haymarket, Bijou, Star and Academy in Chi.
Herbert C. Duca was western manager for the Shuberts.
The Gatlin Treatment advertised a drink habit cure in three days.
Nellie Revell was press agent for the Olympic Chi. in its vaude days.
Elsie Selwyn wrote 'The Country Boy'.
Lon B. Williams was general agent for the Gentry Bros. Shows.
William Morris upset show business by introducing the 'twenty-two' vaude bill.
Tully Marshall played the dope fiend in 'The City'.

4 New Parisian Plays, None Big And but One for Native Talker

Paris, April 8.

Four new productions here in the last week, none achieving any prospect of scoring a real success, but are moderately good commercial ventures.

Of special interest is that only one of the newcomers shows promise of being available for native talker material.

"Etielene," new comedy by Jacques Deval at the Theatre St. Georges, is nicely done but its talker chances are spoiled by the finish and fact of the play has angles which bar it from the States.

A wife patiently ignores the amorous adventures of her husband, Inspector in a department store, out of regard for her son. The boy disdains his domineering father, but adores his mother. He plots to have his father change his position to a job that will remove him from temptation.

In this scheme he breaks off a flirtation between his father and the wife of a friend, the youth himself becoming the woman's lover. He turns down the wife, who the woman elopes with another man, but finds consolation in a pretty servant girl, his mother conspiring to help this affair along.

Excellent Jacques Baumer, husband; Paul Bernard, son, and Marthe Regnier, mother.

"The Prisoner," by Marcel Ephraïm and Paul Gourdau, new at the Marinis, will be a success. It doesn't do so well on the stage, either.

A young man is sent to prison for insulting a police inspector, being incarcerated in a little used country jail. He falls in love with the jail's daughter. When his term expires he refuses to accept freedom, instead buying the jail outright and turning it into a love nest after marrying the girl.

In the east are Pierre Stephen, Andre Berley, Pierre Enally and Mme. Mariani Florj. Production is neither farce nor drama of any kind, mostly childish effusion.

"Am Jadies," by "Le Diable" turned out to be a poor adaptation of Dosztoiewski's drama, "The Idiot" at the Theatre Albert I.

Promising for talker is "Tristan Bernard and Albert Centurion" one-act comedy, "L'Ecote des Charlatans" ("School of Fakery"), at the Odéon. Principal among its screen assets is Bernard's popularity, which makes it figure for French production especially.

An incubated young doctor is engaged to manage his uncle's sanitarium in Switzerland. He persists in applying high medical principles to his job, refusing to encourage patients with imaginary ailments. His system almost ruins the sanitarium, to the angry protests of the directors, who have an expensive raising on their hands.

Situation is saved by the arrival of a genuine patient in a wealthy South American, who is cured and so enhances the sanitarium's reputation as a physician that the ailing from everywhere crowd in. Mme. Falcoetti plays the lead.

Steel Sound for Europe

(Continued from page 7)

the talker market abroad if they can.

French, German and Danish sound films are engaged in a three-cornered arrangement for the production of a big talker to be filmed in the far north.

Concerns involved in the enterprise are Nordisk, Cinefilms, which uses the Peterson-Paulson patents; Gaumont, whose French apparatus is based upon the Peterson patents, and Tobis.

The allied venture will make versions in French, German and Danish of a picture to be called "The Eskimo," sending a company and staff to Greenland for three months and then going into Scandinavian locations.

This will be the first outdoor frigid-aiter talker in the industry.

Copenhagen, April 8. -Tobis-Klangfilm is writing studios at Roskva, the Hollywood of Sweden, and is preparing to produce Swedish talkers on a big scale, starting with an elaborate feature based on Charlotte Lovenskiold novel by Selma Lagerlof's novel of that name.

Among the many productions in German and Swedish will be talkers for Greta Ekman, foremost Swedish male star, and for Fridolf Rhudin, the country's leading comedian.

German is pretty generally understood throughout Denmark, Norway and Sweden as well as many of the races of Teutonic stock. This circumstance plays its part in the proposal to divide Europe between the German and French producers.

The Hague, April 8. German talking pictures and those with song sequences are popular in the Netherlands, to the exclusion of nearly all the American productions.

So true is this that the supremacy of French and German pictures is forecast, which would mean the ultimate elimination of American products from that market.

"The White Devil," German talker made by Sofar films, is big in its second week at the Asta theatre, and probably will be held over for next week.

Another German talker sponsored by Richard Tauber and made by the Emelka people is repeating "The White Devil" success at the Apollo.

So true is this that the supremacy of French and German pictures is forecast, which would mean the ultimate elimination of American products from that market.

Agency here of the Danish Northern Sound Film Co. is gravely disturbed over the German invasion of Scandinavia.

Rome, April 8. German capital is behind Brigid Helm, who is shooting the first Italian talking picture titled "The Singing City," direction of which is in the hands of three co-directors Carmine Gallone, Earnest Murolo and Ernest Tagliaventi, all of whom formerly were prominent in production of silent film and who are now being sent back spurred by prospect of a renaissance of the Italian industry.

The Czech tenor, Ian Kiepura, who has often sung in Milan, is starting in this film which has Neapolitan theme song and is 100% talker.

British Pride

Hollywood, April 8. English actor, tipped that a show was casting, wanted to know where to reach the director. Informant wasn't sure, but suggested: "Try him at the Eltham for the nonce."

"Me!" protested the actor, "play a nonce?"

Underworld Play In London About 'Scar Face' Panic

London, April 8. "On the Spot," melodrama of the Chicago underworld, by Edgar Wallace is an absorbing piece at Wyndham's. Story is that the prolific Wallace wrote it in three days after a visit of two days in Chicago. Apparently the story is based on the life and exploits of "Scarface" Al Capone, Chicago gang leader. It's the most gripping piece of the theatricalism seen in the London theatre.

Play is brilliantly acted and well produced and has all the earmarks of a sensational success.

MELLER OVER AGAIN, 'PRESS PROTECTED'

Paris, March 28. Having apparently overcome her aversion to ocean-traveling which had resulted in a breach of contract with a South American impresario, Raquel Meller has engaged with Wendell Phillips Dodge for American engagements opening in Havana, during January, 1931. She is slated for Mexico thereafter.

This month the new Meller revue at the Palace music-hall opens by and with Saint-Granier.

Following Havana and Mexico, the Spanish disease hits Broadway again under auspices of the Tormentors, arty group organized by Dodge. Miss Meller was no wot at a \$25 top when E. Ray Goetz first brought to Broadway.

Dodge assures Meller that she will be protected against "attacks in the press" by contractual commitment in a specific clause; a most unusual obligation. Ely Dodge will insure that isn't specified.

Dodge's agreement also covers the film field.

Through Bert F. Howell, her local boss, Miss Meller had previous bids for America, but declined them for the same reason as caused her to breach a contract for South America. Meantime that suit has been adjudicated.

'Transatlantic' Am. Opera Premiere at Frankfurt

Paris, March 28. America's first national opera, composed by George Antheil, "Transatlantic," is slated for May 30, last day of the Musical Week in Frankfurt, for its world premiere.

Stern, German baritone, will sing the lead.

A ballet by Antheil, "Fighting the Waves," will soon be done in London, with Constance Lambert (English) conducting.

Zelli Back in Paris

Paris, March 28. Joe Zelli, the male Texas Gunman of Paris, advises from America that he's back to open his Royal Box in Frankfurt in the "De France" from New York, due here April 3.

Joe went to Hollywood and was bought in a talker.

Zelli's a Brooklynite gone Paree.

Lehmann Takes Marigny

Paris, March 28. Maurice Lehmann, director of the Paris St. Martin, and co-director with Fontaine the Chatelaine, where "New Moon" is current, is talking over the Marigny from Leon Volterra.

Police of the house will not be changed.

FAR EAST REGULATIONS ON CABARET SINGERS

Cairo, March 26. High Commissioner in Syria has issued new orders for cabarets and music hall owners reading:

Any songster cannot be admitted into the eastern countries under French mandate unless obtaining a license from the Supreme Commissioner.

In case the songsters cannot prove by legal documents that they have practiced their profession for at least three years, the Public Security Dept. can refuse to endorse a visa unless it is established that these songsters are fully qualified and enjoy good reputation.

All dancing exhibitions which excite feelings are prohibited.

Co-Operative Comedy in Australia Not So Good

Sydney, March 15. This comedy, scheduled for two weeks, was presented for the first time on any stage at the Savoy by the Actors' Federation of Australia, to assist distressed actors.

It was stated at the premiere the play had been purchased by an English manager for presentation in the West End. London may find this little comedy to its liking, but in New York it wouldn't last a week. Story tells of the efforts of a charming but poor widow to give her daughter the same opportunities as her rich cousin.

Cast includes Althea Siddons, Freda McGea, June Carter, Connie Metters, Brett Randall and Katie Towers.

Club Throws Out Pictures

London, April 8. Talking pictures were pulled swiftly after the first performance at the Kit Club theatre.

Management found the innovation entirely impossible for the night spot.

Cecile Sorel Decorated

Belgrade, March 27. King Alexander of Yugoslavia honored Cecile Sorel, Comedie Française star, with the decoration of the Order of St. Sava, usually accorded for culture and civic services, and a high honor.

Sorel gave three performances here at the State theatre, and was invited to the royal box by the queen.

Carson, Agent, Weds

Paris, March 28. Henry Carson, vaude agent, married Florence of Florence and Grip, dancers, at the Casino de Paris in Mistinguette's revue. Marriage was an elopement.

Bride is Florence Dubois in private life.

Duncan's 'Ideal Mission'

Paris, March 28. Raymond Duncan, so-called aesthetic exponent, sailed March 26 for New York, for what he calls his "Ideal Mission."

"He is the brother of the late Isadora Duncan, and has made himself prominent in France during the past 20 years by wearing ancient Greek attire for his 'back to nature' propaganda."

Paris

Paris, March 28. Lila Grey Chaplin and mother; James E. Strook and Mrs. Strook; Horace Liveright; Mrs. George Fuller; Nikita Baloff.

Lehmann Takes Marigny

Paris, March 28. Maurice Lehmann, director of the Paris St. Martin, and co-director with Fontaine the Chatelaine, where "New Moon" is current, is talking over the Marigny from Leon Volterra.

Police of the house will not be changed.

Germans No Like 'Hoboken,' Prefer Colored Actors

Berlin, April 8. "The Song of Hoboken," American production, by Michael Gold, was presented at the Volkbuene theatre here in an adaptation by Guenther Weisenborn. It looks like a flop.

Germans take it as perhaps a characteristic picture of American Negro life, but filtered through European acting and direction it all seems nonsensical jargon, proving the impossibility of producing such strictly local pieces in Europe with white players.

(This is the same piece staged at the Cherry Lane in Greenwich Village in February, 1928, by the so-called New Playwrights, supported by Otto Kahn, and was laughed out of the theatre by impatient reviewers.)

Then called "Hoboken Blues," it was characterized as quite the nuttiest thing the Village had produced to date.)

VAUDEVILLE OPENINGS IN LONDON THIS WEEK

London, April 8. Palladium opened yesterday to capacity and overflows to greet Jack Payne and his British Broadcasting band, a powerful draw. Feature was booked in direct opposition to Jack Hyton's band.

While Jack Payne aggregation is doing well in its state unit, it is below the Hyton band in quality.

Max Morris' Akka is the best monkey turn in the business, but its routine could be shortened to its advantage.

Coliseum

Jerry and her Baby Grands received with real enthusiasm opening yesterday at the Coliseum.

Yvonne Arnaud in the sketch, "The Red Hat," well acted, but ordinary.

Edwin Styles, newcomer in a musical monologue, registered an attractive personality and looks like a vaudeville find.

Klangfilm's Stiff Terms

(Continued from page 5)

suming an attitude of watchful waiting. While Par is naturally concerned about protecting the German markets through some satisfactory arrangement with Klangfilm, it has been successfully kept Western Electric out of Teutonic territory, it is not interested in purchasing an interest in the German company nor joining any proposed pool of American producers in gaining control.

The Par attitude, as reported, is that it will neither inject itself into any negotiations nor lay plans for direct competition as long as dickering continues with WB.

Tobis' Factions

In both foreign and production circles it is admitted Paramount would prefer dealing with WB for a license than Tobis, which is claiming to be composed of many factions unable to agree among themselves on various questions.

Although reports are current of Par's participation in plans to end the German dilemma, executives declare they have not been approached as yet by Kruchenmeister and Diamond, nor have any appointments or meetings been arranged. This is due, it is inferred, to prolonged negotiations with WB, which might lead to control of Tobis patents by the Warners.

Outside of the dope that Warners may have 20% control over WB, there are conflicting reports concerning the two Germans here in the interests of Tobis. In some quarters it is claimed they have full authority and power of attorney to close deals in the name of Tobis while in others, it is said, no papers can be signed until Kruchenmeister and Soberheim return to Germany and present offers.

UFA'S "Blue Angel" All-Talker Gets Rave as Best European-Made Yet

Berlin, April 8. — The Blue Angel, UFA's all talker at the Gloria Palace opening last week, is the nearest thing to a perfect dialog picture so far produced in Europe. The triumvirate of Von Sternberg as director, Emil Jannings as star, and Erich Pommer as supervisor, turns the trick.

Production demonstrates that UFA is capable of turning out talking pictures for international release. Scenario is based on a novel by Heinrich Mann. It deals with a teacher, who, while spying upon the petty misdeeds of his pupils and imposing several disciplines, himself falls for the wiles of a cabaret singer no better than she should be, and marries her.

As a result, he loses his position, and drops in two social scale, until he is a clown in a honky tonk show. Returns to his native town, to be the butt of his former pupils and there, discovering his wife is unfaithful, goes mad.

Wandering about in a daze, he gravitates to his old school desk and dies there.

The direction reserves dialog for the high points of the action and skillfully blends in silent sequences. Jannings delivers the best concerted performance of recent years, and is well supported by Marlene Dietrich, the new Paramount star, who supplies the sex appeal with a punch.

Von Sternberg prepared a novel English version, in which the characters speak English and German.

Picture got a great publicity break, owing to inspired stories in the Nationalistic press in which Ufa sought to make it appear that the picture is really against Mann, whose novels are disliked by the Conservative element in politics. They maintain the novels attack Germany's present government.

Zuckmayer and Vollmoeller, who collaborated on the adaptation have written hefty articles denying the spirit of Mann's novel is tampered with, and the Liberal press have these arguments plenty of space.

Result is a fine controversy which is working to the vast advantage of the picture.

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CARLOS SEGUIN DIES AT SEA—S. A. FIGURE

Buenos Aires, April 8. — Carlos Seguin, wealthy theatre and casino operator here, died at sea en route to France last week. He was the owner of the Casino Mayo and several theatres in Buenos Aires and had interests elsewhere in Argentina. His houses constituted the principal South American tour for major attractions.

Besides the playhouses he conducted several gambling casinos specializing in roulette. He started in this territory in 1884 and was reputed to be a millionaire many times over.

Before the picture vogue, Seguin virtually controlled the theatre business of South America.

Palladium Holding Back On Foreign Act Booking

London, April 8. — Palladium is making use of the booking acts from abroad for the summer months. Only a few dates have been arranged from September on.

George Black is looking for a suitable musical production to occupy the house in May.

If the experimental production policy clicks, it is expected it will be established as permanent, and act booked for the Palladium will be switched to other houses in the General Theatres chain.

Mark Lupino Dies
London, April 8. — Mark Lupino, 30, brother of Stanley Lupino, died April 4 in a London nursing home following an operation on the brain.

Bike Race in Paris
Paris, April 8. — First six-day bicycle race ever held in the French capital started yesterday (Monday).

JANE MARNAC'S HIT IN PARIS "BITTER SWEET"

Paris, April 8. — "Bitter Sweet," Cochran's operette success of London and New York, retitled "Au Temps des Valse" ("The Waltz Decade"), is charmingly produced at the Apollo. Jane Marnac is starring in the Evelyn Laye role and also as production supervisor.

Saint Granier's adaptation is a bit quizzical in mood, but the production is excellent, in many respects superior to the London staging, particularly in its mounting.

Yo Maurel, comedienne, and Max Bussy is opposite Marnac. One of the standouts of the premiere was the Balsharin can-can girls as part of the original show and familiar in the New York production.

Success of the piece is a feather in the cap of Jane Marnac. In one season she has demonstrated her versatility, first in the dramatic role in "Shanghai Gesture" and now in a light opera.

PLAY WITH GOD BERLIN BARRED

Paris, April 8. — Word has just been received in Paris that Alfred Savoir's play, "Tribune," has been banned in Berlin by the Christian society, which is the equivalent of the Hays organization in the States.

Piece is branded as "Godless and anti-religious." It has to do with a madman who escapes from an insane asylum and under the delusion he is God, draws a vast following to his teaching.

Banning, as in America, has only served to draw new public attention to a play that already was a financial success.

Dollie and Billie and Others Get Over in Paris

Paris, April 8. — Dollie and Billie, following a slow start, finished as clickers at the Empire. Audience found their Duncan sisterish clowning amusing. Cart and Tead, English piano trio, on their first date in France, did nicely.

Another newcomer to French vaudeville is "Togo," dog act, which did well.

Both the last named turns should do well in the States.

Schlicht's Marinettes well received.

Tallahul's Play Melts

London, April 8. — "The Lady of the Camellias" opens at the Garrick April 19 after six weeks. Wiseacres prophesied it wouldn't outlast a freak vogue.

Next play for Tallahul Bankhead will probably be "Let Us Be Gay," with the star playing the role here in the States by Francine Larrimore.

Boedels, Holland, Dies

Amsterdam, April 8. — Boedels, 65, variety theatre manager, who ran the Flora theatre here for many years, has died.

His passing almost escaped notice, but theatre interests having lapsed for a short time.

Mollison For a Look
London, April 8. — William Mollison sails on the "Olympic" tomorrow (9) for New York to familiarize himself with the Broadway production of "Sons of Guns."

He is to stage the piece for Clayton & Waller, due late in May.

ROBESON AND "JONES"

German Press Concedes "Culture" for America
Berlin, April 8. — Paul Robeson, the American Negro actor, scored a triumph at the Kuenstler theatre in O'Neill's "Emperor Jones." Newspapers comment with much enthusiasm upon his magnificent voice and forceful acting.

Production here is under direction of James Light of New York, formerly with the Provincetown group there. Light shares with Robeson in the honors of the enterprise, which the press concedes demonstrates that America is abreast with Europe in artistic achievements.

A return engagement of star and stage director has been arranged.

Can't Book Acts Other Side, Says Agent; Too High

Clifford C. Fischer, foreign agent in New York on a business trip, says he will sail April 18, on the "Le de France" without having consummated a single engagement for abroad.

"America has gone crazy," said Fischer. He is connected with the Paris branch of the William Morris agency, never heard of such salaries and I wouldn't think of booking people or acts at the prices they ask and, the American managers are paying.

"I can't see what the end is going to be. Foreign acts over here that thought themselves lucky to get \$200 in Europe are now being paid over here \$700 and up. They still ask for no more in Europe but ask their American salary now for over there.

"While some of the American turns I hear about and their present salaries seems absurdly low. How can theatres live and pay that kind of money? How is this all possible?"

"Maybe because I haven't been over here in three years, and the theatre chains have now so much money they don't know what to do with it. Anyway I find the American salaries so high that I am returning as when I land empty handed as far as acts are concerned."

Mr. Fischer is one of the best versed of all international theatrical agents and has been in charge for a long time he was in charge of the then famous international agency in New York, of the late H. B. Marinetti.

MOSS EMPIRES CIRCUIT WITH NO VAUDE WEEK

London, April 8. — Not one variety bill is listed by Moss Empires for next week, April 14.

This is probably the first time in the history of the organization that the specialty type of show has been ignored completely.

Chalopin's Big Draw

Belgrade, April 8. — Chalopin will be compelled to give extra matinee concerts here during his engagement starting April 13, because of the tremendous advance.

Explanation here is that demand comes from the large population of Russians who idolize the basso.

Milan, April 8. — Chalopin's farewell concert here drew sensational audiences despite strong competition.

On the evening of the basso's concert in the town had also Johann Strauss and his Viennese orchestra, which also attracted heavy trade.

"Beggar Student" Bright

Berlin, April 8. — "The Beggar Student," in revival at the Metropol theatre, is refreshing to the town, had also Johann Strauss and his Viennese orchestra, which also attracted heavy trade.

Good for a couple of months.

Far Apart

With its installation in the Invercargill theatre on the southernmost end of New Zealand, Western Electric is now represented at what so far are the earth's extremities in sound.

The other one is in the Empress in Fairbanks, Alaska.

YVONNE GEORGE KNOWS NOW WHAT THEY'LL SAY

Paris, April 8. — Yvonne George, popular Parisian entertainer, did a Mark Twain a few days ago when the newspapers reported her death and published elaborate obituaries.

The singer, instead, has gone to Switzerland quietly, to undergo an operation which it is hoped will correct an ailment which first was believed to be lung trouble.

Miss George is a Parisian beauty who should be known to Broadway and Greenwich village, where she was a night club hostess some years ago.

She read her own obituaries with relief and exclaimed in glee, "It's great to be dead. Did you ever read such nice notices?"

LONDON'S \$2 TOP FOR MUSICAL

London, April 8. — The Jack Hulbert-Paul Murray revival is coming from the Adelphi, which is about to be remodeled and opens April 14 at the Winter Garden.

Scale will be \$2 top, back to pre-war. Expectation is that it will clean up, in which case other houses are pretty certain to follow the Hulbert-Murray lead.

Norah Blaney and Gwen Farrar, whose re-terminating after several years was recently reported, have joined the cast.

RECORD BUYS FOR LEGITS IN LONDON

London, April 8. — Two of the biggest library deals made in a long time have just been concluded. Contracts call for \$180,000, covering the new Cochran revue, and \$125,000, for "Three Musketeers."

Total of \$305,000 calls for large blocks of seats and long term buys.

States Troupe's Bad Start

Berlin, April 8. — Russian state troupe directed by Meyerhold began its season at the Stresemann theatre with "The Inspector," by Gogol, and is disappointing in its start.

Piece is a futuristic bit of staging which is against it because Germany has been fed up with mechanistic stunts and is already back to normal, which means back to the realistic technique in dramatic staging.

Group is committed to a long engagement, but unless they change their methods it looks like plenty of loss.

Lawrence-Hicks, Leads

London, April 8. — Seymour Hicks and Gertrude Lawrence have been picked to head Andre Charlote's new revue.

Piece opens the New Cambridge theatre shortly.

Lonsdale's Musical

London, April 8. — Frederick Lonsdale, who moss comedies are familiar to the States, is writing a musical show for Clayton & Waller.

Details are lacking.

"Kibitzer" at Plaza
London, April 8. — Picnic version of "The Kibitzer" has been renamed "The Bussybody" for England.

It opens at the Plaza, April 11.

Gambling Season On Riviera Worst Of All This Year

Paris, April 8. — Worst Riviera season ever, is the vote. Everybody squawking.

Cannes got the cream of the "saute privet" (private salon) gamblers for the bacarra games, but they all died.

Monte Carlo claims it was not as badly off as was first thought.

Nice got a little respite through being centrally situated on the Cote d'Azur between Cannes and Monte Carlo and being none of a city, having more shops.

"RIO RITA" ON STAGE JUST 'COMMONPLACE'

London, April 8. — "Rio Rita" opened with a splash April 3, the social setting being due to its spotting at the new Prince Edward theatre.

Its settings are too much like those of "Silver Wings" to be novel-ties and the reviewers were hyper-critical. "Daily Mail" goes as far as to print the headline: "Commonplace 'Rio Rita'" and this seems to cover it.

Perhaps Sir Alfred Butt knew something when he didn't exercise his option on the English production rights after the screen version was released here.

Production cost \$75,000 and the running expenses of theatre and show total \$17,500 a week.

"Grischa" Is Stage Hit As Revived in Berlin

Berlin, April 8. — "The Case of Sergeant Grischa," by Arnold Zweig, was staged at the Nollendorf theatre here in its original stage form, written before the novel, and proved a dispirited but inspiring play.

Action is clipped up into many short scenes, aiming to form an indictment on military bureaucracy. In spite of its halting construction and confusing treatment, the piece has great power, particularly for the German audience.

It is colorfully produced by the Russian Granowsky, with Herrmann Thilmig and Dagny Servaes in the leads, and looks set for a run.

Pay Royalty at Last

Belgrade, April 8. — "Journey's End," by the English Playars, is a tremendous success here.

A Serbian translation of the Sheriff piece is to be done in a few days, being the first play to come under the new international copyright convention.

Heretofore, Yugoslav theatres have paid no royalty to foreign dramatists. A new national law requires payment of fees to foreign copyright owners.

"Co-optimists" Popular

London, April 8. — "The Co-optimists" at the Hippodrome was greeted rapturously by its faithful followers.

The show is much more elaborately produced scenically than heretofore and speed of the performance with popularity of the players seem to spell success for the enterprise.

Show needs but little working over to get into a splendid stride.

Caridad Salas, 37, Dies
Havana, April 8. — Caridad Salas, 37, Cuban actress, died here today (Tuesday) after a heart attack.

Madame Salas recently received an offer from American picture producers to do a talker, but the proposal involved the journey to Hollywood and she declined rather than leave her daughters here.

Literati

The "Digest's" Booze Poll
It is difficult for a rounder to accept the straw balloting on the wet and dry subject by "The Literary Digest" as an accurate gauge of the present temper of the U. S. on the subject. This is wholly through the "Digest's" poll evidencing an extraordinary majority for repeal of the Prohibition Act.

Were that majority for amendment of enforcement or moderation instead, it would more truly indicate public opinion at present. For as no time since Prohibition has there been a preponderance of expression for repeal.

In Times Square, New York, the wettest spot in the country, the feeling is not for repeal, but modification. Other than those joints in Times Square that sell liquor only, repeal is not wanted. Restaurants that sell, anywhere in Times Square taking in the side streets, do not want repeal. Most of these restaurateurs admit that if there is to be any repeal at all, the slightest give the Government regulation over liquor and the modification should follow the highly successful current Canadian system on liquor.

Except hardened whiskey drinkers to whom whiskey is a habit, the rounders who drink anything anywhere nowadays atate that light wine, beer and ale are the solution problem, although there is an admission with that that if the modification limited wines and beer there would still be bootlegging in whiskey.

There will be bootlegging probably in any event except with the Canadian method of supervision of repeal, with repeal as the original basis aimed was of the present Prohibition Act in 1919.

If the "Digest's" voters, selected at random all over, voted repeat to express their contempt for Prohibition enforcement, their ballots at an election would not go that far. No one with a grain of common sense wants the Prohibition Act repealed while all of those former evils returned. Prohibition has its virtues, but under ordinary conditions it would have taken this country 50 years to have discovered them, while even that would have been worth while. But to have Prohibition merely the excuse for thousands of grafters to vex and annoy American citizens, whether they are in uniform or only wearing a

licity departments at the same time to sidestep any squawk from an exec who might feel he's slighted. All of the by-lined articles and important trade stories affecting the firm's business or chains are submitted to those named as the writers or heads of departments for approval, before printed.

A few of the house organs are marked "Confidential," but that is a gag, of course, and was started first by "Public Opinion," the Public Theatres organ. One of the organs, "Voice of the R-K-O," house organ for that theatre chain, has made itself rather laughable by locking up its weekly edition, while those distributed are numbered and kept track of. The belief seems to be in the R-K-O publicity department that it might print an exploitation idea and other chains would steal it. If the organ should be promiscuously circulated as the others do. That doesn't sound as funny as it is.

On the reverse "Public Opinion" prints selling articles by exploitation men of other distributors. These articles are about distributors' pictures, not Paramount's, revealing how progressive even a house organ can be made and to what value it could go.

There are distinctive angles to nearly all of the house organs, which are the "trade schools" like a large number.

The recurrent crop of film house organs and their attachment is: "The New Show World" (Paramount); "Distributer" (Metro); "Carry On" (Warners and First National, jointly); "Dynamo" (Fox); "Radio Titan" (Radio Pictures); "Pathetic Sun" (Pathé); "Tiffany Times" (Tiffany); "Showmen" (Columbia); "United Action" (United Artists); "Universal Weekly" (Universals); "Public Opinion" (Public); "R-K-O" (R-K-O); "Loew-Down" (Loew).

These house organs are away from the distributors' press sheet gotten out for exhibitor circulation for each feature picture.

W. F. O'Connell Dies

William F. O'Connell, city editor of the Buffalo "Evening News" for 20 years, died of pneumonia Tuesday (April 1) night after an illness of 24 hours. O'Connell was probably the best known newspaper man of Buffalo and his death came as a complete shock to the news col-

Circulation of Dailies

Circulation reports by all dailies to the New York Post Office by April 1st, as required. Statements of October 1, 1929, printed for comparison:

	April 1, 1929.	Oct. 1, 1929.
"Daily Mirror"	446,462	434,116
"Daily News"	1,286,175	1,319,654
"Daily Record"	12,619	12,738
"Daily Racing Form"	18,401	23,538
"Daily Running Horse"	15,346
"Eve. World"	295,775	294,994
"Exhibitors' Review"	6,112	6,944
"Film Daily"	5,400	5,386
"Journal of Commerce"	24,401	24,374
"Morning Telegraph"	34,170	36,532
"American"	354,905	341,212
"Graphic"	308,278	325,662
"Eve. Journal"	630,368	623,175
"Eve. Post"	109,004	107,673
"Herald Tribune"	329,403	327,725
"Telegram"	224,097	219,354
"Times"	482,213	467,633
"Sun"	316,174	303,997
"Wall Street Journal"	51,502	49,966
"Women's Wear"	32,276	31,181
"World"	359,692	362,191

the concern to rapidly inaugurate or acquire other mags. McGraw-Hill now occupies an entire building in which to house its publishing properties.

Reading Racket

Racket employed by a certain literary agent, brother of an important book publisher, is to insist that the works of new authors submitted to him for placement be read by a certain woman, who, he claims, is the reader for a very important magazine. Reading fee is \$10, and the woman's decision decides the agent whether he will handle the work or not. Agent subsequently gets half of the fee.

No reason given why the agent will not read the work himself, unless it's the half of that reading fee.

London as It Looks

By Hannen Swaffer

London, March 23.

Strange things happened after Ewart Hodgson left the "Sunday Dispatch" after a row over Cochran's publicity. "Daily Mail," boosting Cochran every day, suddenly received orders, as did its associate papers, to boost also "Here Comes the Bride," a Julian Wylie production, and "The Co-Optimists," going into a Moss Empire house. One of their firms' theatrical writers retired to his bed and wrote "I am tired of writing silly mists."

Wanted—"Bright" News!

About the same time, William Pollock, who had resigned as theatre news man on the "Daily Mail," was succeeded by a young man called Conway, a relative of the editor, who sent out a most ingenuous letter to managers saying the "Daily Mail" wanted bright and original theatre news!

It was like writing home to Aunt Mary. Well, the "bright and original news" still consists of writing ecstasies about Cochran's show and a lot of silly nonsense about how 100 white cats were taken to Drury Lane for an audition for "The Three Musketeers." They now call it "The Three Mouseketeers." Alfred Butt has been photographed with white cats; they all forget that the "Daily Mail" attack on "The White Cat," a Drury Lane pantomime, once nearly killed Drury Lane.

The Fleet Street Front

The situation in Fleet street was complicated because, nearly every time a press manager came round a newspaper office, with pictures, he said, "Cochran says it's to go in." It became a joke in Newspaperland.

"Use this, or I'll tell Cochran," press managers would joke. Meanwhile, in Manchester, Cochran was apparently having trouble because he announced he was not going to produce in Manchester again for some years.

"The Manchester audiences are the best in the world," he said, "but I feel I shall wear out my welcome if I come here again too soon."

Cochran Wants "Gum Boots"

The Manchester "Evening Chronicle" went to the great length of printing a long reply to this on the front page, suggesting that the reason was that the new Cochran revue, in spite of all the boosting it had received in the Rothermere newspapers, had been critically received by the Manchester press.

The truth is, of course, that everybody in journalism has been discussing the Ewart Hodgson case. I've heard nothing else in the theatre for two weeks.

However, in the "Daily Mail," they still keep on printing nonsense about the Cochran show and I have read strange statements by Cochran that "I see I should come in on gum boots, they expect so much from me." Cochran knows the boot has been overdue.

It is strange that a ballyhoo showman of that type has to pretend he would like to do it all secretly.

You would think that there was only one show in London, and that was Cochran's.

Then I read in the "Daily Sketch" in a column usually written by a

(Continued on page 71)

BEST SELLERS

(Best sellers for week ending March 31, as reported by the American News Company, Inc., and branches.)

FICTION

Chimarron (\$2.50)	Edna Ferber
Exile (\$2.50)	Warwick Deeping
The Door (\$2.00)	Mary Rinehart
Woman of Andros (\$2.50)	Thornton W. Wilder
Golden Dawn (\$2.00)	Peter B. Kyne
Great Meadow (\$2.50)	Elizabeth M. Roberts

NON-FICTION

I'll Tell You Why (\$1.00)	Charles (Chic) Sale
Byron (\$5.00)	Andre Maurois
Is Sex Necessary (\$2.00)	James Thurber and E. B. White
Clemenceau (\$5.00)	Jean Martet
Lincoln (\$5.00)	Emil Ludwig
The Crusades (\$3.00)	Harold Lamb

badge, is another matter. To push Prohibition down the throat of a country that resented it from the outset for the manner in which it was accomplished and the methods of enforcement, really any possible benefit. But the Canadian system in America would make the U. S. a comparatively temperate nation within 20 years.

Pictures' House Organs

About 13 house organs, from 4 to 13 pages, are now being printed weekly or bi-weekly in New York by the several picture distributing offices or theatre chains. They are informative to their own circles and some are gotten out in quite good style. All are compiled by the respective publicity departments.

Main object or purpose of each organ seems to be to get as many of the influential executives' names in the pictures in the office sheets as often as possible, and for the pub-

lity. He was at his desk on Monday and assisted in getting out the early Monday editions of the paper.

He was much interested in the theatre and had wide acquaintance among stage people. He leaves a wife and three children.

McGraw-Hill Leads

With the number of its publications raised to 30 last week, McGraw-Hill becomes the biggest magazine publishing house in the country.

McGraw-Hill properties are technical and trade only, with that concern going in for book publishing in a small way, but only of technical and trade hand-books.

Remarkable expansion of McGraw-Hill really dates from the time radio first became a business. It was first in the field with trade mags covering every phase of the radio selling field. These mags prospered so hugely as to enable

Not a Western Union or a Postal Wire—
Just a Message From the Heart

CLAYTON JACKSON and DURANTE

Are Going on a Vacation May 15, 1930
And as a Result of This

JIMMY DURANTE'S ORCHESTRA

At Liberty All Summer and Will Be Open for Engagements
ROADHOUSE—SUMMER RESORT OR CAFE

Address Communications care Variety, 154 West 46th St., New York

This Week and Next Week Palace, Chicago

WEEK APRIL 19, PALACE, CLEVELAND
WEEK APRIL 26, ALBEE, CINCINNATI

THOSE HAPPY COLLEGIANS

TOMMIE JOIE

4 CARLETON BROS. 4

FREDDIE JULIE

IN "RARIN' TO GO"
Direction: IRVING YATES

ORIGINATORS OF THE FOOTBALL SCRIMMAGE
THIS WEEK PALACE, CHICAGO

JONICA

Musical comedy in two acts. Presented at the Grand Theatre, New York. Book by Dorothy Hayward and Moss Hart...

A musical comedy that is likely to have a past season, in spite of the fact that much of it is agreeable entertainment...

It is the dancing in the main that gives "Jonica" its chief charm. Several numbers stand out as gems.

Book is only moderately amusing. Some of the material is rather mild.

"Jonica" is named after the girl in the piece who leaves the convent, an innocent and unworshiped lass...

HOUSE AFIRE

A three-act comedy presented by Arthur Clifford. Main plot is a man who is married to a woman who is married to a man who is married to a woman...

eavesdropping and applying gas torches to homes of both friendly and enemy employers. This "House Affire" is another one of those things that will go the farthest route of popping out pretty soon.

The evidence is so obvious and cumulative after the first few lines—in fact, almost at the first appearance of Ann—that the play loses all chance for suspense before the drop of the first curtain.

Studio atmosphere, with a synchro-then song rendered by Betty Blythe, prevails here George Hunt, Phryne, the village insurance agent, arrives to tip off the husband to the company and the plot.

In the end little old "Doc," the because man, makes a long confession. Doc, five the plot, come because he knew the wife wanted to get back to the city.

TROYKA

Drama in three acts. Translated from the Hungarian of Imre Fazekas. Written by L. Wittke, at the Hudson, April 1, 1929. Set by Lemait Ester.

One of those triangle pieces. One scene, laid in prison settlement on the island of Sakhalin, Siberia, just prior to the World War.

Something to understand is that the plot is a triangle route—that road which is so many foreign plots like so much to follow.

Out-of-Town Reviews

WRITERS CLUB

Hollywood, April 3. Once a month, sometimes less often, four one-act creations of Ely Whittaker are presented at the Writers Club.

Set back from Sunset boulevard, with a wide driveway arching to its entrance, is the Writers Club building. It is a country club structure by the roots.

At early evening on the program date a string of limousines glides noisily around the building, unloading ermine wraps and tuxedos at the doorway.

Life is from the days when Joe used to be carried home stiff from a booze bout with the bums over at Lynton "Herdie." He still comes home stiff, but the bums are out.

PLAY REVIEWS

mechanical music and real lilt from the musicians union. Lorgettes rise to see who's who, and how did they get in?

Next, "Surprise," by Shelby Grove about a woman arranging a meeting with the father and about his kid after 23 years and finding he's strictly the sort of Babbit she couldn't have around the house.

For "Lustitania Night," by John Bolton, are cries of "Bright" and "Lustitania Night" by John Bolton played a flash of somewhat original, if tedious, writing, and the crowd melts for the floor.

One Wilbur, with stage technique in every line, closed the layout with a comedy titled "Rope." It's a blackout idea and can be shortened or played on the boards.

Eddie Kane handled chief comedy and the play. Kane, from vaudeville, played a Ziegfeld part out here and then played a few scenes in the picture with Ziegfeld in them.

"VIRTUE'S BED" Wilmington, Del., April 7. Comedy by Lohmuller & Emery, Inc. Presented by the Grand Theatre, Del. to Graham. Settings by Karl Amend.

Madam Charles... Sara Lee... Helen Gregory... A. J. Herbert... Camilla Jerome... The Honorable Mrs. A. J. Herbert

Winnie St. John... Shirley Gale... Sir Eric Ramsey... Jerry Kerby... Donald Chamberlain... Albert Hayes

Billed as a "sophisticated comedy-drama," this play is neither sophisticated nor comedy and is very little better than the "Anna Christie" and "The Second Mrs. Tanqueray" idea dressed up in romance, heavy sentiment, and an order of platitudes, nowhere approximating O'Neill or Finero.

The "bed" idea comes from the dictum, "You've made your bed, now lie in it." The story is high-powered, dealing with the fallen woman who tries to come back.

Chatter goes on for hours. At 10:20 the crowd in the theatre, which has funeral chairs with cushions and can be converted into a ballroom by throwing the chairs out the window. There is

London As It Looks

(Continued from page 70)

young believe anything called Patrick Balfour that Cochran said he had taken \$30,000 in booking for his new review.

The Discovery of George Arliss to show the paucity of nonsense that newspapers are now printing about the theatre, I read in the "Daily Mail" that it has just been disclosed that George Arliss has been over here for some weeks.

By the way, I saw "Disraeli," the other night, the talker I mean. I can now understand why the play failed in London. Admirable as George Arliss is, as Disraeli, the play is just a lot of nonsense, all wrong, sentimental, flippant.

When Gladys Cooper objected recently to Alan Parsons' criticism of "Devonshire Cream," staged by Barry Jackson in her theatre, and said that a critic should convey the feelings of the audience toward a new show, the "Daily Mail" offered two or three prizes for the best criticism of "Here Comes the Bride" by members of the public.

One of these prizes was won by "Arthur Wilton." Now it seems that "Arthur Wilton" is really A. E. Wilson, the dramatic critic of the "Star."

Harry Austin, another patron, had told her that she was "made for better things," as usual. She also has fallen in the tolerance and mercy of cultivated people, so she decides to start over, establish herself and then tell them all about it, believing they will accept her as she is.

It happens that the very society she supposes to enter is that of Major Austin, who doesn't know this until he walks in on a visit home. Finding that she hasn't told them yet, he accuses her of trying to sneak back and threatens to expose her. Meanwhile, Sir Eric Ramsey has been making love to her.

With things as they are, Eileen gathers the group at a dinner where, in the final act, she tells her story. She dwells at length on theatre managers and the ways of the theatre. There follows a general calling for coats and exclamations of "How dared you!" Major Austin, who is present, foils Eileen's attempt at suicide. Eileen then exposes the various relationships of her guests.

Major Austin proposes marriage and South America, and the final curtain falls on the best of the three acts.

The only laughs come when Madame Clara Northrup supplies heavy burlesque and hypocrisy of American manners. As Gerald, in the lead, gave a creditable performance, and Major Austin was appropriately reserved. The English accent in the mouths of the rest of the players was pretty terrible.

The sets are fairly good, though not expensive. Curtin.

MR. J. J. SHUBERT, Dear Sir: Heartiest congratulations for the unquestioned success of Charles "Chic" Sale and his associates in your new offering—"SO THIS IS PARIS," opening Atlantic City, April 14.

Sincerely yours, ED EGGERS "HI" PIKE "NAT. C. HAINES"

PAUL WHITEMAN Booking Exclusively Through His Own Office 1500 Broadway New York City

JAMES F. GILLESPIE Personal Representative

OHIO THEATRE, COLUMBUS, OHIO Personal Managers—STANLEY RAYBURN and JERRY CARGILL, 1560 BROADWAY, N. Y.

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Warners Plan Music Counter Chain By Concession in 200 Dept. Stores

Warners' will establish a chain of retail music counters throughout the United States and Canada with approximately 200 music counters the reported goal. Jimmie Clark, of Witmark's, started on a tour of the country Friday to promote the project.

During the past week, Warners' bought 17 music counters in the Metropolitan Chain Stores, Canada. Counters were previously operated by individuals. Warners' bought them all out.

Warners' Warner subsidiary, has about 25 music counters through the country, located in large department stores, such as Gimbel's, New York, and in many smaller enclaves.

Sheet music of all publishers are carried on these counters, although naturally Warner music is plugged.

All other counters which Warner will acquire will most likely be operated in the same manner as those now under control. Warners' own employees are behind the counter, with Warners' giving the proprietors of the stores and those whom their concessions are secured from, an interest in the net profits derived from the counter's sale of sheet music.

More Grief for Bands

Small cabarets still in operation in the cabaret belt of Greenwich Village have dispensed with paid musicians and have spotted slot machine radios, as substitute and with patrons now expected to feed the slot if they would trip the light fantastic.

The slot radios work at a ratio of 10 cents for 10 minutes and the collegiate and flapper patrons are going for the gag. House furnishes the juice and gets a 50% cut on intake by the installing company.

Herman Starr Closes for Brunswick This Week

Deal for the purchase of Brunswick-Balke-Collender by Warners' will be consummated this week. Herman Starr, head of Warners' music interests, departed for Chicago yesterday (Tuesday) to close the deal. Starr will be in Chicago until the end of this week.

Unless an unforeseen barrier arises, Brunswick-Balke-Collender will be a Warner subsidiary by the time Starr returns.

Gansevoort G. V. Theatre, As Nite Club Spot

Proposed plan to convert the Cherry Lane Playhouse, Greenwich Village, into a class night club for downtown has been called off and the house will remain as is to house further legists.

Club idea was figured for a tie-up with the new Will Morrissey revue, "Polles Bergere," with dining and dancing before and after the show. With collapse of the club idea Morrissey will now spot his show at the Gansevoort, also in the Village.

Irwin-Gieger 75-25

Vic Irwin, orchestra leader, has 25% of Pelham Heath Inn, which will be opened shortly with Vincent Lopez as purveyor of dandspation. Remainder of the financial interest in the roadhouse is held by Gene Gieger.

Rehearsal Hall Sues Seabury

LaSylphie rehearsal halls has instituted suit against William Seabury for \$126, claiming failure to pay for the use of halls. Hyman Emerson is representing LaSylphie.

Australian Tariff

Washington, April 8. Australia has jumped its import rates 50 percent on phonographs and disks, says the Department of Commerce.

B-B'S DUBUQUE PLANT REOPENS

Dubuque, April 8. Wheels in the big plant of the Brunswick-Balke-Collender Company, phonograph and radio cabinet plant, started turning again after being semi-idle for seven months.

Warner Brothers, new owners through a \$10,000,000 deal embracing all holdings of the Brunswick interests, re-started the plant with 500 men at work.

Superintendent E. J. Magnuson had nothing official to say concerning the deal. Dubuque, because of its central location, between New York and California, and excellent factory facilities, will, no doubt, become the main plant of the huge firm. It was also said that Brunswick phonographs and radio cabinets will continue to be manufactured here. Talker equipment is to be made here, it was indicated.

Physical equipment and plant stock was turned over to the new owners late last week, the plant having been wholly shut down for nearly a week, so that an inventory could be taken.

Gene Buck Party West

Gene Buck, J. C. Rosenthal, Max Dreyfuss and Louis Bernstein departed for the coasts Friday in one party.

To represent the American Society of Composers, Authors and Publishers at the songwriters coast meeting.

Four will be gone for about one month.

Along the Coast

By Bill Swigart

Robbins office is finding exploitation tie-ups comparatively easy for "Cooking Breakfast for the One I Starting Picture. Already lined up are the Weber Baking Co. and the Wilson Packing Co. These were engineered by Al Burgess of the local Robbins office, and are plugs for both song and picture, without cost to either.

Baking Co. deal calls for 100,000 circulars outside loaves of bread showing Fannie Brice preparing breakfast with Weber bread. It also mentions current run of the picture. Packing company agrees to use a similar amount of inserts in as many packages of bacon, with the same inscription. Printing and inserting is done by the baker and packer. There's a deal now pending with the Quaker Oats Co. more national in scope. It calls for that company to include title of the song and Fannie Brice in 24-sheet billing throughout the country at no cost to the publisher.

Movements

Local offices of the Red Star Music Co. have moved from the Fox Western ave. studio to the Majestic theatre building. Handman, Kent & Goodwin are getting ready under the new Universal arrangement has reached the coast and is getting a play among dance orchestras and local radio stations. Title is "For You," used in "Captain of the Guard," formerly known as "La Marseillaise". Ray Klages and Jesse Greer are en route to New York via motor, the third songwriting team to abandon Hollywood during the past week. Mickey Hester, formerly of the Harms Los Angeles office, is now with the local Witmark office.

Acclamation of D. B. & H.

Waiting to become fully acclimated before getting down to work at the Fox studios, De Sylva, Brown and Henderson are finding themselves in a tough spot to meet demands of western hospitality. Latest affair given in their honor was a studio party staged by Mr. and Mrs. M. Wurtzel at the Cafe de Paris, Movietone city. It was one of those bill family affairs.

Spotting Tenderfoot

Bill Raskin, in a tenderfoot wouldn't acknowledge it until after

he trailed a battery of arm arcs shooting rays up and down the boulevard. Thinking it one of those celebrated Hollywood theatre openings, Raskin rushed to take in the sights. Just another dime store opening.

Assignments

Shortage of songwriting talent in the east forced the Paramount Long Island studio to wire here for a song for Helen Kane in "The Dangerous Nan McGrew." Richard Whiting and Leo Robin were given the assignment and mailed the song the same day. Other assignments among the studio tunesters for the week include Gilbert and Baer on two numbers for "True to the Navy" and "Palm Beach," both Clara Bow pictures.

Ralph Rainger, arriving here last week, has been teamed with George Marion, Jr. to write original musicals for Paramount—Gottler, Mitchell and Meyer on "Come Easy," W.B. Dubin and Burke doing an original for Joe E. Brown, F.N. At the Fox studios, following assignments were made: Conrad and Meskill to "Funny Face," William Cornell, "The Mad Kiss" and "Princess and the Plumber"; Grace Henry and Morris Hannon to "Are You There?"; James Hanley and Joe McCarthy to an untitled northwest mounted western yarn, and Monaco and Friend to "Road House" and "Good Intentions."

Rubber Checks

Chicago, April 8. Checks delivered by Leon Sweetzer and Leonard Leon to the entertainers at the Little Club, recently closed by the police, bounced back according to squawks. Sophie Tucker's checks for the Green Mill engagement under Sweltzer's management a couple of months ago, also were rubber, to the amount of \$9,000.

12-Year-Old Tax Refunds

Washington, April 8. New York Talking Machine Co. of Manhattan has been refunded \$53,000 for overassessments for years 1918 and 1919.

This is an official announcement from the Internal Revenue Bureau.

acclaimed!

THE OUTSTANDING PALACE THEATRE HIT

BEN BERNIE and his VERSATILE ORCHESTRA

The MAESTRO Himself

RETURN TO BROADWAY FRESH FROM EUROPEAN TRIUMPHS
ONE WEEK ONLY PRIOR TO HOLLYWOOD ENGAGEMENTS

N. Y. "EVENING TELEGRAM"

"The town makes sure a Polare show was positively stopped. That stopped it was Saturday night by Ben Bernie. He has brought back from Europe, Maestro Bernie has brought with him new features. From there he has the music tone to the orchestra. It is a tone that deserves being called a tone!"

N. Y. "EVENING POST"

"Ben Bernie and his happy gang of musicians have without a doubt the most perfect all bandmaster, presents some of the most astringent jazz to be heard hereabouts in music. It is for Bernie's music—well, you know Bernie's music!"

N. Y. "HERALD TRIBUNE"

"Dinner bill... outstanding act of Ben Bernie, popular maestro, who has brought back from Europe, Maestro Bernie has brought with him new features. From there he has the music tone to the orchestra. It is a tone that deserves being called a tone!"

N. Y. "EVENING SUN"

"Working along individual lines and with his own ideas, Ben Bernie built up a unique band that held the next to closing position and ran considerably overtime because of the audience's enthusiasm."

FIRST AGAIN!!!

BEN BERNIE MUSIC

(DIRECTED BY JACK PETTIS)

Selected as Exclusive Feature Aboard the

First Transatlantic Night Club on S. S. LEVIATHAN

OF THE UNITED STATES LINES

BEN BERNIE ENTERPRISES, INC.

745 SEVENTH AVE., N. Y. CITY

Canada Prevents Paul Whiteman Vancouver Date in Surprise Ban

Vancouver, B. C., April 8. Without one word of advance notification Canadian immigration authorities banned Paul Whiteman's engagement here April 5, as originally contracted for both concert and dance programs. Upon the arrival of the jazz maestro he was amazed at unexpected action which was endorsed by the local Musicians' Union, No. 145.

Whiteman had everything set to go for a concert at the theatre which was to be followed by a dance in the hotel auditorium. Whiteman offered to pay 35 local musicians. They sanctioned the declaration that there was nothing doing on the dance. Then Whiteman immediately cancelled the concert, but publicly offered his services with the band for any worthy charity.

Local statements were made by Whiteman that he had appeared all over the world and this was the first time that any trouble had occurred. Whiteman is coming here with a personnel of 33 men and two baggage cars of paraphernalia. A counter statement was made by A. E. Skinner, commissioner of immigration in Vancouver, that a visa certificate could be admitted to Canada only as "entertainers" and as such could play from theatre stages, but not at dances.

Paul Whiteman made an effort, through his New York offices, to get in touch with Joseph Weber, president of A. F. of M., but the cutter was out of town and not expected back until Monday.

Band left Vancouver Sunday, going to Seattle where it has a week's engagement. The regular Tuesday (last night) broadcast of Old Gold via WABC was put on the air out of Seattle.

Several reports were along Broadway that Whiteman and Old Gold were parting company this week or next. Such is not true as the Whiteman contract with the O. G. interests doesn't expire until May 6. At present Whiteman has not indicated that he will renew radio contact with O. G.

Ottawa, Can., April 8. Department of Immigration here has placed a ban on silent dance orchestras. This drastic action is based on complaints Detroit orchestras were filling dance engagements in Windsor and other Ontario points and thus replacing Canadian bands.

The first to feel the effects of this ban was Paul Whiteman, whose Vancouver engagements were cancelled. He is reported here threatening suit for damages.

Washington, April 8. Evident foreign nations are to follow the lead of our own Congress in the move now under way to curtail the coming in of foreign musicians except in rare instances. Report from Geneva comes to the Department of Commerce, states that Roumania has barred foreign musicians in an effort to ease up the unemployment situation due to the advent of sound pictures in the theatres.

Petrillo to Step Up?

Chicago, April 8. James C. Petrillo, president Musicians local, is reported being groomed as Joseph Weber's successor to the post of International president. "I will not even consider it as long as Mr. Weber remains in office," Petrillo declared. Weber at various times in the past has been reported anxious to retire because of his health, and these rumors have lately been revived. He is a close friend of Petrillo and openly favors the Chicagoan for the office.

Red Star Staff Grows

Pat Flaherty, general manager of Fox's Red Star Music Company, will make a trip to the coast in about two weeks. Flaherty has added Charlie Bayha, who recently was an publisher of the firm in the capacity of band and orchestra manager. Other additions are Emile Roth and Jim Courtney, both formerly with Shapiro-Bernstein, and Jerry Buchanan. All will work in the pro department.

Great for Marquee

Shapiro-Bernstein claims to have the finest titles of the year. It's called: "Atta Boy, Old Pal, Old Sock, Old Kid, Old Thing, Old Gold, Old Baby." From the show, "Jonica." Billy Moll wrote it.

UNIVERSAL BUYS HANDMAN-KENT MUSIC HOUSE

After months of negotiation with various music publishers, U has closed a deal acquiring a half interest in the publishing house of Handman, Kent & Goodman.

Frank Goodman, president and G. M. who has been on the West Coast the past two months negotiating with U on the buy, is returning to New York this week to enlarge the music writing staff. Several of the Handman, Kent & Goodman writers have been doing special work for U. Company is publishing numbers from "Captain of the Guard," "The Man of the Year," "What Men Want" and "The Storm."

Among the writers who land on the U payroll are Lou Handman, Bernie Grossman, Samuel A. Perry, Clarence Marks, Heinz Roemheld and William P. Dugan. Lou Handman and Frank Goodman, active members of the publishing firm, have been in the music business for years. Two years ago they formed the firm in which U is now acquiring a half interest.

Handman, in consequence of the deal, is locating permanently at the U studio on the West Coast as chief staff writer and contact man with David Broekman, music director of U.

MINEVITCH DROPS SUIT

Asked Injunctions Against Harmonica Players Paid \$35 and \$40 Weekly

Bornh Minevitch's restraining suits against Dick Riddick, Eddie Mayo and Charles Lindley have been dropped from the calendar of the N. Y. Supreme Court, where the action was pending, indicating Minevitch has apparently decided not to continue the suits.

Minevitch in his affidavits claimed Mayo had unwarrantedly influenced Riddick and Lindley to leave his harmonica and service with Mayo, after Minevitch had taught the boys how to perform on the stage.

Minevitch also disclosed that for all this he was paying Riddick \$35 a week and Lindley \$40. Riddick got \$40 also when traveling.

Oscar Straus with M-G-M, 50% Rights for DeS, B&H

Hollywood, April 8. Oscar Straus, who left the Warner lot last week, is now with Metro. He is scoring Arthur Schnitzler's Austrian play, "Daybreak," for production as an operetta.

Bobby Crawford is releasing Straus to do two operettas for Metro, received a money consideration and retained 50% publication rights on all Straus-Metro numbers, one-half of which will be published by DeSylvia, Brown & Henderson and rest by Robbins.

Mills Willing?

Inside reports mention E. C. Mills, former "czar" of the American Society of Composers, Authors and Publishers, and now heading the newly formed Radio Music Company, as attempting to spot Billie Holiday for an executive position with N.B.C.

Mills has recently cultivated RCA executives, among them David Sarnoff.

Piantadosi Resigns

George Piantadosi, professional manager for Remick, severs his connection with the firm at the end of this week.

His contract with Warners expires officially June 1.

Piantadosi has no plans about his future.

Warners May Go Farther to Break Attempted Monopoly By NBC of All Music on Ether

Showmanship!

Chicago, April 8. Ted Weber, p. a., who originated dance floor football as a male-female game at White City amusement park, is picking his Casino band for the summer season by having the patrons vote for their favorite, changing tooters every week in the meantime.

If N. B. C. continues its present policy of plugging Radio Music songs, it is reported that Warners may adopt a more stringent attitude on the subject. N. B. C. and Radio Music are of the same "radio family."

According to reports, Warners took the slightest measure to bring the methods of N. B. C. before the limelight. They only withdrew the privilege of using six songs from commercials. Warners accomplished the desired effect, inasmuch as the Warners policy of meetings held in the N. B. C. building the past week, with the sponsors of commercial hours from which the privilege of using signature songs were withheld, was to show how N. B. C. would remedy the situation.

If Warners takes a more drastic step to make N. B. C. give all publishing rights in full, there is only one thing more they can do, and that is to deny N. B. C. the use of all music published by the Warner subsidiaries.

5c Music Seller's Supply Source Told to Court

Music Publishers' Protective Association, is making an intensive drive to clean New York, especially Times Square, of the "bootleg" musical hit peddlers that have cleaned up by selling a 100 song hits (sheet music) for 5c.

This drive began a few days ago. The first to be arrested was Mrs. Sarah Yagoda, 49, of 109 Herzk street, Brooklyn. She was arrested on Broadway between 42d and 43rd street by Traffic Patrolman Broger.

Paul J. Fischhoff, of the M. P. F. A., was the complainant against Mrs. Yagoda. Before Magistrate Brodsky in West Side Court, Fischhoff stated that he was not desirous of prosecuting Mrs. Yagoda. "I don't honor it for one woman whom we seek. It is the racketeer making a fortune by having copyrighted song hits printed and sold for 5c a copy. The sheet contains 100 song hits and the losses sustained by the authors and publishers have been several million dollars," declared Mr. Fischhoff.

Mr. Fischhoff conferred with Assistant District Attorney Wiedler. He told Mr. Wiedler that peddlers can make as high as \$300 a week with bootleg song hits. Recently a bill was passed at Albany making it a misdemeanor for one to sell a copyrighted song without the consent of the owner. It was on this charge Mrs. Yagoda was arrested.

Mr. Fischhoff and Mr. Wiedler interrogated Mrs. Yagoda to ascertain where the "bootleg songs" came from. They were told by Mrs. Yagoda where she got them. Mr. Fischhoff is seeking the plant where "bootleg sheets" are printed. Mr. Wiedler said Mrs. Yagoda was freed.

In' For Foreign Orchestras

Paris, March 28. Uncertainty as to the continuance of sound production in France, because is causing many French theatre owners to retain their orchestras for musical accompaniments for silent product. In addition, many still have a few unplayed silents to show. When a sound feature shows, it is a rug for the pit orchestras. They play a probable overture and just to keep busy some of them even play the actual accompaniments to supplement the synchronized vocal and instrumental accompaniments.

Mixup Ousts Levant

Hollywood, April 8. Because his contract with Ilarms conflicted with the music tie-up between Felst and Radio Pictures, Oscar Levant was released from the studio songwriting staff. Sidney Clark, who teamed with Levant, will remain on the studio staff.

Submitting Lists

Warners still contends that the music from its publishers L heard more than Radio Music's numbers were published. Warners has not got the 60% of the plugs, as it was reported they do. This they aver to be so in view of the fact that Warners control four of the largest publishing houses, while Radio Music controls one pop publishing house, Felst, and one which publishes mainly standard music, Carl Fisher.

It is reported that what peeves Warners is that a list of all songs used on radio programs is submitted to E. C. Mills, Rocco Vocco and Walter Fisher and that Vocco has been ordered to draw a line through any publisher which Radio Music publisher, wherever possible, inserting a Felst or Fisher song instead. Artists are also ordered to use the songs of these two publishers and omit the music of others which they intended using.

Sustaining programs are especially meddled with and ordered to use Radio Music. Commercial are not interfered with as much as sustaining programs are, although it has frequently been reported that certain songs have been crossed off the lists of which the Radio Music commercial was to use, and Radio Music tunes substituted.

Crash with Stew Charge

Toledo, April 8. William F. Leonard, 39, orchestra leader of a local theatre, is jammed with police, charged with driving while ginned. Leonard was arrested when he refused to stop on command. Leonard's car overturned after crash with the police speed buggy. He was not injured.

Dutch Registration

Amsterdam, April 8. Dutch government is proposing to set up a national performing rights office, where copyright music and stage material shall be registered as a requisite of royalty performance. The French Composers' Society has filed a protest against such an agency.

Feldman 'Stein Song' Buy

Before Bert Feldman, English publisher, sailed for England Friday, he secured the continental rights from Carl Fisher of "Stein Song" for \$500. He held the contractual English representative for Wiltmark's and the "Stein Song" is the only one of Fisher's catalog on which he holds the continental rights. Keith-Trowe represents Fisher in Great Britain, but not on the continent.

Shapiro Has Pathe 3

Shapiro-Bernstein will publish the music of Pathe's musical "Swing Life" - B-B has three tunes in the picture. "Happily Over the Hill," "I Must Be Love" and "If You Think That I Could Grow On You."

Disk Reviews

By Bob Landry

Maurice Chevalier

(Victor 22285-22294) Strangely enough, the French star is much less persuasive on wax when singing "My Love Parade" and "Nobody's Using It Now," from his own Paramount picture, than when singing "You're Not That Thing," from the stage musical, "50 Million Frenchmen."

He sings it's the Gallic quality of Cole Porter's lyrics that brings forth Chevalier's best. At any rate, he registers personality to vividly in "That Thing" that, by contrast, the other numbers are lifeless. Chevalier's voice, despite his accent, has exceptional expressiveness. He gives a mental picture of himself to the listener. And that is extreme praise, indeed.

John Boles

(Victor 22285) Warner's romantic tenor reproduces splendidly, particularly in "The One Girl," whose flowing melody permits him to get going. "What's It Like, Babe?" is of minor appeal. Both are from "Song of the West," Warner adaptation of the operetta, "Rainbow."

Babe Daniels

(Victor 22285) Now that film stars are so numerously represented on disc catalogs, it will probably soon be possible to estimate what effect, if any, has resulted. Babe Daniels, of course, was one of the agreeable revelations of the sound era. Her soprano of the sweet type, yet fairly round and not at all thin, as might be expected.

will arrest the addicts of undiluted vim.

Ben Selvin (Columbia 2116) For the dance record buyers the clear-cut melodies of "Happy Days" and "The One Girl" might just as well be a good sell where allowed to make itself known.

Abe Lyman (Brunswick 4696) Confirming a suspicion I have had, have been Lawrence Tibbett, there is little to "The Rogue Song" except what the opera baritone sang into it. As a dance piece it's non-explosive. "When I'm Looking at You" reverses an indifferent disc, although Tibbett's picture may help sales. Sater not to plug.

Guy Lombardo

(Columbia 2122) Probably the first recording of "Where the Golden Daffodils Grow," written by Harry Archer and Gus Kahn and published by the new Radio Music Company. Interestingly, the daffodils have been ahead of Victor in waxing. "Daffodils" has a pleasant hitting melody. Harry Archer tune, "Just Can't Be Bothered" is the mate. Lombardo, as always, great on sweet orchestral accompaniment.

Ted Lewis

(Columbia 2113) Two hotcha episodes are "San" and "Aunt Hagar's Blues," incompletely described as "Hot." The sort of record children won't recommend for their parents, although they'll love it. Tommy Bohann's Penn-Sirens (Okeh 41372) Without permission from N. B. C., a number called "Aunt Hagar's Blues" has been published by Bibo-Lang, and is here preserved in wax and offered to that inexplicable public who drop everything, to buy a record they don't need, but time, and otherwise upset their ordered lives to listen in nightly to these frenzied radio broadcasts. It may be said of the number Billy Tracey and Jack Stanley have written about Amos 'n Andy that the lyrics are as funny as those which

the originals use, and which presumably convulses a large portion of the population. Therefore there is a probable overture for this record. On the other side, if anyone cares, is the President Hour theme song, optimistically but carelessly labeled "The Perfect Song."

THE R-K-O HOUR

So often have arguments arisen whether the weekly R-K-O hour on WEAF (NBC) is good or bad that the complete radioing of that hour was listened in on Tuesday night, April 1, from 10:30 to 11:30. Show people in the main claim the R-K-O hour, considering its source of talent, is poor. Lay listeners-in have disagreed, with the majority of the lads heard discussing it as a rule favoring the hour. Since R-K-O is after advertising among the lads, that is the big point; and if they are satisfied, R-K-O certainly should be.

But if the R-K-O hour April 1 is the average, it's pretty bad, for show or lay people. What a variety program from the biggest vaude circuit now remaining in the world gets now on the air without a single laugh, something is wrong. A lay could only remark, at its conclusion, "Isn't there a laugh left in vaudeville?"

This terribly straight stuff over the ether is much too much for and for the hour. Names may be okay for billing and dial purposes, but there must be something substantial behind the names on the air to back them up, for you can't see faces. Fannie Brice, Hal Skelly and Helen Morgan announced as the R-K-O "names" April 1. The two best-known radio names around New York at least, of the entire program, Margaret Shilling and John Higgins, were not present-mentioned. Either one of these two is better known on the air than Morgan, Skelly and Brice together, despite their staple, when a name, whatever they may amount to for either, and neither is a screen smash as yet.

The announcer said, speaking of Fannie Brice: "The next will be the most famous comedienne in America, Miss Fannie Brice."

And the "most famous comedienne in America" sang two straight ballads getting little from them. Never told a gag, never said anything funny; never spoke at all, besides not even singing a comedy song. While "Cooking Breakfast for the One I Love" as sung by Miss Brice was taken as a rule with a tempo, the ballad tempo. It's a much better melody in faster time.

An attempt at a giggle was tried by a man-and-woman talking

sketch. Mr. and Mrs. Alan Wood wrote and played it, according to the announcement. Sketch was called "April Fool." The joke, if any, was on the listeners-in. Pretty sad, even on April Fool's Day.

Miss Morgan sang two songs; Mr. Skelly sang two, one two years old, "Manhattan," from "The Garrick Gaieties," to which the Benny Heilung in Eunice Sulvain, who appears with him in vaude. His other was "Ways and Means of Myself." Miss Brice's second song was "When a Woman Loves a Man." Miss Morgan used "Why Was I Born?" and "Here Am I," both from the musical show she recently was with.

Now, to break this pan up in sections: why should any company pay \$300,000 a year to broadcast, as R-K-O is doing with its brotherly subsidiary of RCA National Broadcasting Co., without getting in a good plug for itself? This is what happened: at the outset the announcer mentioned two Radio Pictures releases, "April Showers" and "Ladies to Love" (Dix). In between as the announcements named them, the R-K-O theatre they are appearing at was mentioned. At the outset the announcer stated that on Thursday (April 8) the R-K-O hour would be from the Radio Pictures studio at Hollywood, by members of "The Cuckoos" (Radio), meaning Wheeler, Woolsey, Olsen and Johnson, etc. There was a laugh then, as the announcer said they even if R-K-O in the east doesn't know how to supply one. And that was the voice of the late Tom Kennedy, who probably did the announcing as he did the exciting and closing "Voice" song.

Isn't it possible in 60 minutes to hold out two periods of three minutes each to tell the people what it is all about; what Radio Pictures and R-K-O Vaudeville mean; that they may see together in an hour on 150 R-K-O theatres, or that Radio Pictures play in all theatres? Not a word about that, though an hour on the air, if either well known enough to omit it, no commercial comment is required, and why then do they do it at a \$300,000 a year? That would take up of plenty of "Grisham's" red.

Miss Shilling sang "Gibber and Sulliva" and "The one I Love"; Mr. Higgins tenored "Irish Mother of Mine" and "Pagniacello." It is admitted there is a Ha Ha in that Laugh, Clown, Laugh standard, but the singer does it.

The hour as a team, with the number of minutes (in parentheses), was: The Hart (5); Morgan (5); RK-Ollans (3) and quite good in each coverage; Shilling (7); the sketch (6); Skelly (6); Brice (7); Higgins (5).

Leaving only the studio "applause" after each number. If that's on the level and not the clappers, something should be done about it. Sims.

Paint Co. "Conference"

Another of those dull stories of dignified high salaried corporation executives going into solemn session over some trifling item on their radio program occurred last week when a big paint company was faced with the problem of finding a woman singer for its signature song.

A whole group of company executives, another group from their advertising agency, gathered to have an audition. Selecting a singer among 35 applicants, the captains of industry were congratulating themselves on a big day's work and the solution of an important problem, when the musical director of their hour came in.

After listening to the soprano for a moment he said: "She's all right. She's best sing in the original key."

RADIO DOG SERIAL

Rin-Tin-Tin's Confessions With Drummer as Canine

Chicago, April 8. Rin-Tin-Tin's life story goes over the radio here this week on the N.B.C. network. Life divided into 52 episodes and broadcast once a week. "The Signers of the Chappell Bros. Kennels of Rockford, Ill.

Episodes are 15 minute bits of drama, with Rin-Tin-Tin playing the dog hero that saves the heroine, pulls off the villain's false beard, and pays off the mortgage on the old homestead. No dog in the studio, with Rin-Tin-Tin's talk being imitated by a drum mechanism.

Adv. Agency to Fight Station WPCB Award

George Batten Co., Inc., advertising agents, will appeal from the recent judgment entered against them in Supreme Court by People's Broadcasting Corporation, one-time owners of Station WPCB New York. Case was instituted early in 1928, but only recently adjudicated. Judgment was for \$9,025, and interest from April 12, 1928.

Controversy between the two hinged on an alleged agreement of Batten to broadcast the baseball games of the New York American and the New York National League Clubs on consideration that the People's Broadcasting Corp. get an advertiser to defray the cost plus a certain amount as commission to Batten.

Plan flopper, it is claimed, after Batten couldn't produce the ball clubs, although the station had already secured a Motor and Meter Co. to undertake the broadcasting cost.

Reisman for Knox Hour

Leo Reisman, Central Park Casino orchestra, has been engaged by the Knox Hats, commercial hour, for 52 weeks beginning April 17.

This is the first time Knox has been on the air. It will receive a coast to coast N.B.C. hook-up. Reisman recently concluded an engagement with the musical features of the R-K-O radio hour, which contract was cut short by a tiff between Reisman and R-K-O.

KNX JUMPS POWER

Hollywood, April 8. KNX, Paramount and Los Angeles "Evening Express" station, is increasing its wattage from 5,000 to 50,000. It will be the most powerful station west.

First broadcast under the increased power will be in two months.

SOBELL'S CBS BERTH

Bernard Sobel, till lately Ziegsky's p. a., won't do publicity for CBS, as was the first intention.

Instead, he will have charge of a new next department whose function it will be to find and develop new talent for broadcasting.

Ben Bernie has been engaged for the Montmartre Cafe, Hollywood, beginning April 15.

The Air Line

By Mark Vance

to the "commercialists" buying the time.

Breaking Up Programs

Columbia apparently can tear up prearranged periods that are under attack, as the radio lads do bits without any regard to the placement of the advance material sent out. In the break up of the voice of Columbia period when the station shot Little Jack Little into the program on WABC. It gave Little the break he is made to order for air, and made the regular Columbia hour something other than a filler. Little's stand alone was a standout. Little modernizes, too, by being about the first to use Johnson's "Mamma" (film) number, "Let Me Sing and I'm Happy." Columbia of late bending every effort to improve programs, due, perhaps, to the increased activity in its rival chain, NBC.

Neglected Bands

About one-half Cornwall's band made sure that its WGB broadcast displayed more discernment for air reception. Band sounded disjointed, as if made up of one vocal chorus a complete bust. Mike Landeau's orchestra is another that depends entirely too much upon played-out numbers on WOR without giving them any distinction, Landeau plays so much accompanying music that it may not have time to give more thought to his air programs alone. Palpably true the last week when Oakland was home sick. Without standouts, bands of this type just regarded as dance bands.

The Slow Tempo Thing

Will Osborne on WABC with his Park Central orchestra just slow-tempo himself almost out of the air picture. Program alone some beaten paths as when he started on commercial. Osborne's band needs that something that it hasn't got right now.

Female Baritones

Air Vogue, for women, with the sort of former baritone voices. Helen Richards on Littmann Hour, WABC, comes over A1 when she sticks to the blues type, but returns not so good on the ballads. Irene Beasley now up for an air rep with her lowest songs with Ward's Tip Top Club, WABC. Her lyrics are easily understood, and the program fixers should let her run in her own natural way. Insistent, changing of style is boomeraging to either Miss Richards or Miss Beasley.

Shorts

WGV has lost its comedy aces, George and Rufus. Blackfaxes have gone to another station. Douglas Shoemakers, WABC, has had more program than previous week. Darle Nelson sang "Along Dream Avenue" on NBC. The program had been destructive, a great hero lacked color. Heywood Brown stepped into the new WOR period. Fannie Farmer Can't Sing, and made a splash for New York's unemployed. Brown checked and double-checked on the press, he's running in his "Telegram" seems to be column. Charitable stuff will do.

JESSE CRAWFORD

ORGANIST, PARAMOUNT THEATRE, NEW YORK WITH MRS. JESSE CRAWFORD AT THE SECOND CONSOLE Introducing the new "TELEPHONE REMINDS ME OF YOU," PUBLISHED BY ROBBINS MUSIC CORPORATION, 799 SEVENTH AVENUE, NEW YORK. (NBC Broadcasting System) Victor Records

Carlton Kelsey

5128 Marathon St. HOLLYWOOD

LEADING ORCHESTRAS DIRECTORY

IRVING AARONSON
and HIS COMMANDERS
Features
"RED STANLEY" and PHIL SAXE
ROOSEVELT HOTEL
HOLLYWOOD, CAL.
FROM DETROIT
JEAN GOLDKETTE
Orchestras
VICTOR RECORDS
Office: 812 Book Tower
DETROIT

California Collegians, Inc.
NOW Featured in
"Fifty Million Frenchmen"
and
Don Dickerman's Daffydil
New York City

TAL HENRY
and His ORCHESTRA
Victor Records
Warner Bros.-Vitaphone Artists
Exclusive Management
Orchestra Corp. 1464
1630 Broadway, New York

VINCENT LOPEZ
and His ORCHESTRA
ST. REGIS HOTEL
New York City

B. A. ROLFE
Radio's Premier Conductor
Lucky Strike Dance Orchestra
Palais D'Or Restaurant Orchestra
Edison Ace Recording Orchestra

GEORGE OLSEN
AND HIS MUSIC
THE PLANTATION
CULVER CITY, CAL.
VICTOR RECORDS

Ray Walker's Radiolians
with DAILY and MASON
and SAM FLETCHER'S REVUE
SECOND YEAR AT
HAMILTON CHATEAU
NORTH BERGEN, N. J.

ANSON WEEKS
AND HIS ORCHESTRA
Now in Third Year at the
HOTEL MARK HOPKINS
San Francisco
COLUMBIA RECORDS

PAUL WHITEMAN
And His Greater Orchestra
Watch for
(KING OF JAZZ)
(Universal Picture)
Personal Rep.: JAR. F. GILLESPIE

CHICAGO

Variety's Chicago Office

WOODS THEATRE BUILDING—CENTRAL 0644-4401

Englewood After the first two acts, the 10-run show picked up speed and delivered some excellent entertainment.

Raymond and Geneva opened the regular show with juggling turn. Act much better than it appeared at this performance.

Belmont Sort of bill that was mostly poor, although it's never hard to please the Belmont crowd on Friday night with the long showing program.

Opening, the Three Aces, male roller-skaters showed an exceptional four-minute routine of whirling and skating acrobatics, besides a tap dance by one of the skaters.

In the dance, Bobby Bruck and Betty Jane, two children, danced hard and sang hard, but had no place on it, because R-K-O couldn't book them around Chicago.

When in Chicago Visit These Hits

A. H. WOODS DELPHI BROCK FEMBERTON Presents STRICTLY DISHONORABLE Comedy Hit by FRESTON STORGES

ERLANGER 3 WEEKS ONLY Mads, Sun, Wed. and Sat. See the Vanishing Whippet Car and 10 Beautiful Girls

R. K. O. WOODS The screen sensation that jolted jaded New Yorkers out of their seats. "PARTY GIRL"

HOTEL RALEIGH 848 N. Dearborn St., Chicago, Ill. WHERE YOU CAN SLEEP ANY TIME DAY or NIGHT

LINDY'S RESTAURANT On Randolph Street In Home, Sweet Home, to the Profession A Good Place to Eat and Meet

Boys, third, are a one-number turn, act working weekly from slow comedy by a straight and blackface to elderly Mrs. Davis's (she's 68) series of handkerchiefs, a memory of her active acrobatic days.

Mildred Andree presented herself and her four violin-playing girls in a much-wished act that has more good and better costuming, but still needs material to make it worthwhile.

Hotel Lowry plans another class case in basement to be called French room. New cafe installed result of success of Eddie Dunstons.

CORRESPONDENCE

Table with 2 columns: City and Correspondence Refers to current week unless otherwise indicated. Includes Albany, Atlanta, Baltimore, Birmingham, Boston, Brooklyn, Chicago, Dallas, Denver, Des Moines, Detroit, Kansas City, Los Angeles, Louisville.

Bill completed with "The First Command" (Pathe) and Pathe sound news shorts.

Any Cox, R-K-O, Kansas City, now booking 10 additional one-day stands in Nebraska.

Three Doctors, Radio act which played the State-Lake first time in Vaude, has been booked for the Riverside, Milwaukee, by R-K-O through Sam Roberts, for week April 26 at guarantee and percentage.

Barre Hill and Chauncey Parsons, Radio names here, booked to sing and leads for Light Opera company at Chi Opera House.

"Rogue King" opens McKiever's April 15.

Film Board moving to new quarters in Standard Oil building.

Larry Day here from the coast on an ad short deal. One-reel entertainment, with subtitle giving mercenary credit for presentation. Reels run by indie exhibs paid to use them on program.

William Parent, cabaret booker and producer, has joined MCA as head of the club department.

Clarence Cramer is organizing a Passion Play company. Equity holds claims against Cramer, who will pay off on installments. Company is going out under walvers.

Aaron Jones is back in town after a winter in Florida and California. Looking over local situation before setting out for the east.

Mr. and Mrs. Morris Katz, parents of Sam Katz, and Mr. and Mrs. Ike Berkson are due back in town this week, following a trip around the world. Sam Katz expected to be in town for the occasion.

Frank Hooper, asst. business manager of Post office here, is on a four-month leave of absence. Referring to his chicken farm in Michigan, Hooper is selling road race for Equity, replaces for time being.

After a few weeks of unsuccessful musical tab stock, the Pantages,

Minneapolis, resumed vaude, hooked by Nan Elliott out of the Chicago office.

ST. PAUL

Paramount—"The Vagabond King"; RKO Orpheum—"The Night Ride"; Wabco—"The Great Escape"; Riviera—"Slightly Scared"; Wabco—"The High Society Blues"; Metro—"The Day After Tomorrow"; Tower—"Strictly Modern"; Strand—"Painted."

New manager RKO President J. K. Strauch, of Chicago, Ill., replacing Frank Burke. Another old-time Orpheum manager, Edward A. Fernal, was ousted from the Minneapolis Orpheum in the shakeup.

Riviera switches this week-end to Friday opening leaving Tower as the only Publix loop house starting Saturday with the two competing RKO spots.

Hotel Lowry plans another class case in basement to be called French room. New cafe installed result of success of Eddie Dunstons.

Cooling system to be installed in

Summit theatre of Smith-Beidler neighborhood chain.

Noble Boyd, proprietor "Chicken Charley's" (enure), was fined \$25 and costs, with \$15 suspended, for keeping dance hall open after midnight, and later was fined \$15 and costs again for assault and battery on Evelyn Dowell, discharged cook.

Four men held for questioning in death of Leverett Knight, 24, Decatur, Ark., last week after fall down stairs in Delmonico, black-and-tan cabaret.

Dan Kirwan, owner of Ritx theatre and Kirwan hotel, Lima, has repurchased 1,115-acre farm near New Hampshire, O.

KANSAS CITY

By WILL R. HUGHES Shubert—"The Juan" (Gus Edinger); Orpheum—"Broken Dishes" (Oberfelder); Grand—"The Light of West in Stars"; Antiques—"Men Without Women"; vaude; Royal—"Vagabond King"; Uptown—"Big Zerk"; Following Otis Skinner, the Shubert has Jana Owl in "Jenny" and then "Dracula."

The Palace, one of the oldest picture houses in the downtown district, is the latest to go talker, and with installation of equipment the unions placed a picket in front of the house. The palace does not employ union operators.

The Chicago Civic Opera Co. lost \$16,000 on its three performances here Friday and Saturday. The deficit was due to the limited demand for the higher priced tickets. The dollar and two dollar seats were sold out. The organization came in without a guarantee and played to close to \$25,000 for three performances, but claim expenses were about \$41,000.

INDIANAPOLIS

By EDWIN V. O'NEEL Metropolitan—"Street Scene" (1st half); Wabco—"The Great Goddess"; Lyric—"Wide Open"; Indiana—"Scars and Son"; Palace—"The Girl Who Sings"; Circle—"The Vagabond King" (2d wk.); Ohio—"General Crack."

"The Vagabond King" broke records at the Circle theatre last week, as result of the intensive ten-day campaign staged by Skouras-

Publix. The picture did \$25,000, \$24,000 less than the previous record for first runs. Holts over.

Madison, Ind., ministers are attempting to close the two Holwager theatres on Sunday, but have met with no co-operation.

Sound equipment being installed at the Ritzly, Greenfield, Ind., house which was named in honor of James Whitcomb Riley, who was born there.

Supreme Court set aside conviction of Arthur Jackson, Crawfordsville theatre owner, who was fined under city ordinance instead of 100-year old blue law.

Indiana indorsers of photoplays convention here April 22.

Harry Mueller, Anderson, filed suit in Federal Court for \$300,000 against Fox Film Corp. and Indianapolis film board of trade for ruining his business in violation of Sherman anti-trust act.

LOUISVILLE, KY.

By RICHARD B. GILBERT Atlanta—"Second Choice"; Wabco—"The Broken Dish"; Brown—"Love Comes Along"; Rialto—"The Girl Who Sings"; Strand—"The Golden Calf." One of the attractions at Loew's last week was a comedy-rube act, pivoting to come from the Kentucky hills. One member of the team turned out to be the house artist and the other a local songwriter.

E. W. Dozier, manager of the Capitol, Madisonville, was arrested for operating his house on Sunday. Warrant issued on affidavits by the Rev. A. C. Johnson, pastor of Methodist church, and C. L. Harris, one of his flock.

Walter D. McDowell, manager of Loew's State, has inaugurated a good-will stunt. He sends out birthday greetings from Loew's to Louisville citizens who happen to be on his list.

The card admits two to the house, who then presented a happy birthday by the doorman, the directing usher and the usher who seats them. The idea, in force for the past three weeks, has created a great deal of speculation as to how he learns the natal dates; that's the secret. He now has a list of more than 500 names and is adding more all the time.

MINNEAPOLIS

Metropolitan—Dark Shubert—Florence Reed (Bainbridge dramatic stock); RKO Orpheum—"Harmony at Home"; vaude; Antiques—"Gully"; Bridge tab, Minnesota—"The Girl Who Sings"; Publix unit, "Ingenious Gambol"; vaude; State—"The Other Tomorrow"; vaude; RKO Seventh Street—"High Society"; Aster—"The Woman Racket"; Grand—"Sally."

National flower show drew 100,000.

Florence Reed concludes her guest-starring engagement with the Bainbridge dramatic stock company at the Shubert this week. She has been in practically all of the time while here.

Originally scheduled for a minimum engagement, the Lole Bridge musical comedy tab company quits Thursday after only three unsuccessful weeks at Fantages, which will return to vaudeville. Two weeks' standing notice has been posted.

A. Fischer, Tiffany-Stahl branch manager here, has returned to the city after attending the funeral of his brother, Herbert Fischer, at Bradford, Pa. The deceased, 54 years old, had been employed by the local Tiffany-Stahl exchange as a film salesman and died after an emergency operation while on a business trip in Valley City, N. D. He is survived by a widow and two children.

TOLEDO

By E. H. GOODING Paramount—"Young Eagles"; stage Valentine—"Free and Easy"; vaude; State—"The Girl Who Sings"; vaude; State—"Such Men Are Dangerous"; vaude; Empire—"Texas Moon"; Empire—"Stock burlesque"; "Street Scene" (legit) plays Rivoli one night, April 26. First road show here since W. H. Wright stock folded three months ago.

Reported R-K-O will have Howard and M. J. Brennan, Bill, as manager of the Palace too.

Coolness of Richard Wehmeyer, manager; Mrs. Beulah Hanson, cashier, and Thomas Ivens, operator, prevented a panic when fire was discovered in projection room of

MAX METH Musical Director of "Nina Rosa" Chooses HOTEL McCORMICK As His Chicago Home

"Whenever I have an engagement in Chicago my friends know where to find me—at Hotel McCormick, of course," says MAX METH. For ten weeks now, he has enjoyed the convenience of this near-the-loop hotel . . . with its spacious airy rooms, it's quiet . . . its friendly hospitality. There are golf driving nets, handball courts, a gymnasium with health and reducing apparatus which guests may use without charge. You are invited to come in and inspect this wonderful modern hotel.

Very Reasonable Rates Apartments for two \$90 UP Larger Apts. for four \$150 UP Hotel Rooms \$60 to \$70

HOTEL McCORMICK RUSH and ONTARIO STREETS Phone: Superior 4927

HOTELS FOR SHOW PEOPLE

Hotels LORRAINE and GRANT--Chicago

LORRAINE SINGLE ROOM, BATH, \$2.00 UP... DOUBLE ROOM, BATH, \$3.00 WEEKLY... GRANT SINGLE ROOM WITHOUT BATH, \$1.25 AND \$1.50 PER DAY...

THE DUPLEX HOUSEKEEPING FURNISHED... 330 West 43rd Street, New York... Three and four rooms with bath, complete kitchen, modern in every particular...

for salaries of the picture censors for current year. The chairman gets \$3,000 and the two projection machine operators \$2,000 each.

Hon. P. R. Du Tremblay has attacked the Theatre Owners law providing for censorship of picture theatre newspaper advertising on the ground that it interferes with the traditional freedom of the press.

The Gem theatre, Bassano, Alberta, recently wired, has been destroyed by fire.

Canadian Government has installed Western Electric equipment in its film studio here with a view to the early release of government film production of F. C. Badgley. Western Electric system has also been purchased for the film censors' office at Edmonton, Alberta.

Amendments to the Theatres and Cinematograph Acts have been proposed providing for the raising of the age limit to unaccompanied children in Ontario theatres from 15 to 16 years.

Daylight-saving movement is forging ahead here. Big industrial corporations are endorsing the movement. According to W. H. Jennings, chairman of the league campaigning for the extra daytime hour, the theatre owners are the backbone of the opposition.

A committee headed by Elizabeth Ellen Stern is raising a guarantee to insure the return of the N. Y. Philharmonic to this town next season.

Movement under way to provide local outlets for the N.E.C. work (WEAP). Radio Trade Association back of agitation, with offices opened for the campaign.

ROCHESTER, N. Y. By DON RECORD... Lawrence Tibbett was at the Auditorium April 7... Wm. Dansiger, RKO general press representative for Wisconsin, has been called to Chicago.

Four Milwaukee detectives raided the Golden Pheasant rookhouse and arrested Sam Levine, proprietor and three others. Levine was fined \$100 and costs for operating a gambling house.

Nellie Revelle, ahead of Charlotte Greenway in 'The Show', attracting plenty local attention. Show here at Davidson April 13.

SYRACUSE, N. Y. By CHESTER A. BAHN... Lawrence Tibbett was at the Auditorium April 7... Wm. Dansiger, RKO general press representative for Wisconsin, has been called to Chicago.

Hotel FULLTON Hotel JACKSON... 137-139 West 45th St. New York... C o m p l e t e l y r e n o v a t e d e r e c t i n g o f t h e e n t i r e h o t e l... F u r n i t u r e (B e a u t y)... E l e c t r i c m a t t r e s s e s, h o t a n d c o l d w a t e r, t e l e p h o n e... \$ 1 2 f o r S i n g l e R o o m... \$ 1 4 f o r D o u b l e R o o m... \$ 1 5.00-\$18.00 for Double (with or without Bath)

YOUR NEW YORK HOME... REASONABLY PRICED IN THE HEART OF THEATRE LAND... PRACTICAL - ECONOMICAL... 34 1/2 West 55th Street... 2 1/2 ROOM SUITES FROM \$130 UP MONTHLY... CHARLES TENENBAUM

LETTERS

When Sending for Mail to VARIETY, Address Mail Clerk. POSTCARDS AND CIRCULAR LETTERS WILL NOT BE ADVERTISED. LETTERS ADVERTISED IN ONE ISSUE ONLY.

- Anderson Arthur Hall Ben Blake Julie Miss Blundon Bernadette... Denning George Dennis Eugene Miss... Griffin George D...

CHICAGO OFFICE

- Allen Tom Hall & Esley Benjamine F Bengor Charles... Gasselle Peter Gilbert W Bert

BROOKLYN, N. Y.

By JO ABRAMSON Flatbush--Orchid Anna... Flatbush--'Marching Men.'... Flatbush--'Singing of God.'... Flatbush--'Murder Will Out'; vaude.

All but one legit house with tryouts this week. Next week four tryouts. 'Uncle Sam' by Earl Goldberg...

Bob West, organist at the Brooklyn Fairmount, going to the Metropolitan in Boston. Succeeded by Earl Abel...

Wesley Eddy, back as m.c. at the Loew's Kings in Flatbush. Chamber of Commerce gave him send-off on his return.

Two theatres robbed last week. Fox Ambassador's safe rifled of \$1,930. Kingsway in Coney Island vicinity taken for \$3,500.

MONTREAL

The Grenada (2,000-seater), new theatre and 2nd in line of the United Amusement Corp., Ltd., opened in the east end last week.

Theatre here losing source of revenue from politicians advertising wars by short notices on screens. Current municipal elections have switched to radio.

Private showing of 'Joan of Arc' at Roxby last week got big hand but cannot be screened here for public.

Orpheum, which dropped stock for talkers last fall, resumes stock for the summer April 19.

OTTAWA, CAN.

By W. M. GLADISH The Ontario Board of Picture Censors classifies the film feature in 10, on the average, in the 'U' category under the new classification regulations, such films being recommended for juvenile consumption.

The Ontario Government has passed an appropriation of \$29,225

of Education contributed \$40,000, representing municipal tax on the Public theatres.

George David, dramatic editor of 'Democrat and Chronicle', giving series of talks over station WHAM Wednesday evenings at 8:10 to boost drama in city.

University of Pennsylvania Mask and Wig Club stages 'John Faust', at Masonic auditorium April 9.

Anita Kerry has been engaged as lead for new Kondoff-Polmer stock.

SEATTLE By DAVE TREPP... 'The Little Show' from Shanghai; stage... 'Tangle Tower' (2d wk.)... 'The West Coast' (2d wk.)

S. L. Cross Music Corp. music publishers recently formed here, is publishing its first song.

MILWAUKEE By FRANK J. MILLER... Alhambra--'Rogue Song' (2d wk.)... Davidson--'Dracula' (1st wk.)... Wisconsin--'Such Men Are Dangerous'; stage show.

ROCHESTER, N. Y. By DON RECORD... Lawrence Tibbett was at the Auditorium April 7... Wm. Dansiger, RKO general press representative for Wisconsin, has been called to Chicago.

Four Milwaukee detectives raided the Golden Pheasant rookhouse and arrested Sam Levine, proprietor and three others. Levine was fined \$100 and costs for operating a gambling house.

Nellie Revelle, ahead of Charlotte Greenway in 'The Show', attracting plenty local attention. Show here at Davidson April 13.

SYRACUSE, N. Y. By CHESTER A. BAHN... Lawrence Tibbett was at the Auditorium April 7... Wm. Dansiger, RKO general press representative for Wisconsin, has been called to Chicago.

KEITH'S running for months on a five-act basis went to six this week,

THE BERTHA APARTMENTS

COMPLETE FOR HOUSEKEEPING. 325 West 43rd Street. Private Bath. 3-4 Rooms. Catering to the comfort and convenience of the profession.

presumably strengthening its bill to meet opposition of Loew's State, which has 'Anna Christie' (Greta Garbo). Half the turns at both Keith's and Loew's this week are repeats from the opposition within the year.

Ina Walrath, Syracuse girl, who joined a George Winks show via a fraternal order's beauty contest, is now with Syracuse Players at the Empire.

Christian Marx, 41, part owner of two Utica theatres, was assaulted and robbed by a holdup man last week. Marx was on his way home when held up, and lost the night's receipts from the Highland and Elito neighborhoods.

Al Mack, former director of Williams school who in Idaho at the Little theatre, directing three plays for the Williams School with student casts.

Hal Brown, managing director Syracuse Players, quitting the front of the house this week to return to the stage in 'Mary's Other Husband.'

High Society Blues" may go a third week at the Fox-Eckel.

DES MOINES By R. W. MOORHEAD... Caslo--'Broadway'; stage show (burlesque). Free Moines--'The Vaagabond King.' Garden--Change. Orpheum--Vaudeville 'Framed'; 'Red Hot Rhythm.'

Walter Dell Fleck comes to the Iowa Public here from Omaha to succeed M. L. Elewitz as director of public. Elewitz will manage the Garden, Davenport.

Two Iowa towns, Humboldt and Iowa Falls, now have Sunday films for the first time in their history, as result of special elections.

Two local boys have filed damage suits for \$15,000 and \$1,500 from Public Theatre from Co and To Emerson, manager Palace, in connection with their arrest at the theatre recently.

Both boys age 16, claim that they purchased tickets and during the picture left the building through a side exit for a few minutes and returning Alton Emerson struck one and then had them both arrested.

BOSTON The National Musicians' Union, to convene here the second week in June, may get a disbursement of \$2,000 from the city towards the expense of convention if a law now be-

THE BERTHA APARTMENTS... COMPLETE FOR HOUSEKEEPING. 325 West 43rd Street. Private Bath. 3-4 Rooms. Catering to the comfort and convenience of the profession.

VARIETY BUREAU WASHINGTON, D. C.

By HARDIE MEAKIN... National (Bringer-Ranley)... Columbia--'Only the Brave'...

ing pushed by Mayor Curley is adopted. Arlington had motion pictures a week ago on Sunday for the first time. No more by order of the Selectmen.

No traveling shows will be permitted this year in Concord, N. H. Frank G. Sousa, Brockton musician, pleaded guilty to two charges of larceny.

The Senate of the Mass. Legislature refused to pass a bill legalizing whist prizes.

National (Bringer-Ranley)... Columbia--'Only the Brave'... Met--'Under a Texas Moon'...

Capito (U) is to report, according to schedule, next week with 'Raid of the Guard'. Met, has gotten U's talking newswell with Graham MacNamee and billing it strongly.

Mrs. Robert Etrix, wife of the manager of the uptown Ambassador (Wagner) badly hurt by a automobile.

Ace Berry now divisional manager hercabots for RKO.

Local deficits now falling in with staggered openings and instead of waiting until Monday to publish reviews are running them day following openings.

With the coming of the Metropolitan Opera Co. into the Fox, opposition Loew houses are to carry announcement in lobby on the event. Whole town is playing ball with the civic leaders bringing in the season of grand opera.

Steve Cochran with his stock at the National is getting extra quarter on his scale this year. Also has a seven-piece orchestra.

Bob Ripley With N. B. C. Robert Ripley, 'Believe It or Not' cartoonist, has been engaged by N.B.C.'s Artists' Service bureau for one year. It is expected that he will shortly be tied up with a large commercial tour.

Artists' Service Bureau may also book him for vaudeville.



BACK!

AFTER A MOST JOYOUS AND VICTORIOUS
10 MONTHS' TOUR OF PARIS, LONDON, BERLIN, OSTEND,
MILAN, BIARRITZ, SAN SEBASTIAN AND MONTE CARLO



BORRAH MINEVITCH

AND HIS MUSICAL RASCALS

UNANIMOUSLY CONCEDED!

AS HAVING CREATED THE GREATEST SEN-
SATION OF ANY ATTRACTION WHICH HAS
APPEARED IN EUROPE IN A LONG, LONG TIME

RETURN TO BROADWAY

PARAMOUNT THEATRE, NEW YORK (Week April 11)



My Grateful Acknowledgment to

ABE LASTFOGEL

HENRI LARTIGUE

CLIFF FISCHER

HARRY LENETSKA

LOUIS SHURR

HARRY GOURFAIN

*My Best Regards to All My Friends in Europe
and the United States*

BORRAH MINEVITCH



VARIETY

PRICE

25¢

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TELEVISION NEAR READY

Sawdust Smell No Longer Holding Circus Performers—Tiring of Work

Circus folk, it seems, are finally becoming dissatisfied with their lot. Spell of the ring or smell of the sawdust or whatever kept them enthralled is losing its grip.

What's the use of risking one's neck when a few boop-ooop-a-dooops bring in more cash?

Words to this effect were uttered by Codona. Said Mr. Codona, shaking his head impatiently, "Real circus performers start in infancy to perfect themselves. No one knows the constant practice and terrific struggle."

"It takes years to bring them to a point where they can have a career. Of Maine sought to purchase rights to the 'Stein Song,' was resurrected, according to the NBC, for the express purpose of testing the radio as a medium for national song plugging.

NBC acquired the "Stein Song," along with the entire catalog of Carl Fisher, when merging that firm and Feist's into the Radio Music Corp. The tune had been dormant in the dusty backfiles without a copy of it sold for 20 years.

Several years ago the University of Maine sought to purchase rights to the "Stein Song," desiring it for school singing purposes. Fisher offered to sell the plates for \$50, but the prospective buyers thought the price too high. The Radio Music Corp. is now reaping a neat fortune from sales of the aged melody.

Search through the old catalogs for a test number, the NBC asserts, resulted in selection of the "Stein Song" as most suitable for the purpose. First plugging was assigned to Rudy Vallee, with a special and modern orchestration made, and the song caught on immediately.

NBC declares result of the experiment with the U. of M. number favorable, including what generally believed, but not definitely known before—that radio as a song pluggers tops all other mediums.

Another Grievance

Mrs. Ella Bradina, with her pigeon and dog act, has another phase of circus hardship to discuss. No one can realize, she said, the days and days of training it takes to even make pigeons fly into a box. She got some new Pigeons last spring, and they are not ready for exhibition even yet. At present her chick is old and ill, and she is heart-sick in contemplation of having to find another dog for a long siege of training.

"Cannon Ball" Talking

Zacchini, who is shot out of a cannon, says his work is difficult and dangerous. Just at present his cannon is not working properly, but he must go on because if he did not, he says, about 25% of the people in the Garden would ask for their money back. He can only eat one meal a day. But he has a name now, and is going to play for three more years, when he will have enough money to retire, he said.

Even at that he considers his job a cinch, compared to some of the others, because his stunt only lasts a few minutes. There is a German aerial act at the Garden he can't even watch. "They are crazy," the "cannon ball" said, getting up and

(Continued on Page 74)

20-YR.-OLD SONG TEST OF RADIO AS PLUG

"Maine Stein Song," 20-year-old collegiate composition which in a couple of weeks has reached 250,000 sales, was resurrected, according to the NBC, for the express purpose of testing the radio as a medium for national song plugging.

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Preparations everywhere in show biz to offset Holy Week were being completed last week. Showmen booked in the strongest shows available, including pictures, vaude, etc., to drag 'em in.

Legit shows on the slippery edge are very often forced to lay off Holy Week. Several shows that should have tarried a little longer have already been given the strong kick and departed.

Other educational on social and hygienic phases are being produced.

GOV'T APPROVAL ONLY NEEDED

Conversation with Pictures at Either End to Operate Under Gigantic Concessional Plan—RCA Handling It for AT&T—Benefit to Theatres Anticipated

\$300 TO SEE AND HEAR

Government approval of the most gigantic financial and concessional plan ever drafted by a public utility corporation, dwarfing by comparison such rights gained for the telephone, is all that is detaining debut of Television to the masses.

The right to control four air waves for a single broadcast on the ether and to multiply by 20, the power contained in telephone line transmissions are two physical requisites. As to cost it is conceded by American Tel and Tel officials that the present \$10 worth of conversation between here and

(Continued on page 22)

WHITE-THE-SKIN HARLEM'S BEST RACKET

Harlem has gone beauty shop mad. So feverish and general has become the desire of the femmes with the heavily pigmented skins and fuzzy tops to sport light complexions that whitened-the-skin shops are reaping.

Miracle workers doing biz in private rooms in dwelling houses or any old hole in the wall.

Even whites have invaded the colored beauty experts' domain and are mopping up.

For years the biz of turning out hair glorifiers and skin preparations has made some Negroes very

(Continued on Page 74)

Presence of Mind

Male half of a mixed vaudeville team happened to be in a compromising position with a blonde when his wife, also his stage partner, bustled in.

Before the wife had a chance to squawk, her husband-partner jumped up, yelling:

"Remember, this lady is no bun. She speaks five different languages."

"Promoter of Enthusiasm" Pres. Of Met's Opera Paid Claque Mob

DETROIT BRIDGE-NUTS; PARTNERS FOR RENT

Detroit, April 15. Bridge has become the latest opposit for the local amusement places. The hot-polio locally for bridge in a big way. Factory girls read 'Work during their lunch hour.

One of the local amusement centers has started renting bridge equipment and partners for the sum of two bits an hour. The Recreation Building, with pool tables and bowling alleys, has installed a bridge room. Tables, cards, and score pads are furnished all corners for two bits an hour. You can bring your own partners or have them furnished at no extra charge.

Local catereria allows the men folks to play on several tables reserved for the privilege. Bring your own cards and no charge for equipment.

THEATRELESS VILLAGE WANTS SOUND FILMS

Castle, N. Y., April 15. Residents of this village want sound pictures like the cities have. Community Club and Legion Post have called a public meeting to see what can be done about it.

Proposal is to invite some exhibitor to come in with promise of support, possibly financial.

Castle formerly had silent films in the town hall, but even these went with the coming of the talkers.

That's Holding 'Em

Quincy, Ill., April 15. Another example of the Amos 'n' Andy other hold is reported from Macon, Mo.

Finding the 10 o'clock night show falling off theatre manager insisted a radio, advertised the broadcasting of the blackface duo and has backed houses since.

Mid-western broadcast of Amos 'n' Andy is three hours later than the same period for the eastern radio sector.

Above is not an unusual report from the sticks.

Gibbons' Talk Speed

Floyd Gibbons, NBC announcer and recorded as the fastest talker on the air, was clocked speaking at the rate of 217 words a minute.

This is more than double the speed at which the average student typewrites (100 words per minute).

The curtain at the Met falls. Bored holders of orchestra and box places clap politely, willing to call it an intermission. But the foreign coterie leaning over the rail of the top balcony claps loudly and in unison, its work beginning when the singers and official audience relax.

The mechanical applauders and the claque, absolutely necessary to the vanity of every opera star. By day they are boot-menders, barbers, hairdressers, fruit vendors, but by night they become gallery gods holding in their clapping hands the power to make or break an opera star.

The Met is ashamed of its claque and will permit as little about it as possible to creep into print. But the organization is a tightly sewn one; functioning as arbitrarily as any trust. It has a President who holds a Foot Eah position of great dignity. He commands respect—and gets it, for a great part of the success of a performance depends on his showmanship. There is also a business manager who handles transactions with stars and arranges rates which depend on the length of applause for entracte bows and number of applauded entrances. A thousand dollars a night is a nominal fee for a prominent star to pay. A recent manager of the claque considered his position of such importance that he had business cards printed on which he described himself as "Promoter of Enthusiasm."

Musically Wise

Claque numbers, about 50, with selected groups for various languages. Membership in it calls for more than a pair of willing hands. It necessitates a thorough acquaintance with operatic scores. The terror of the President's life is that a novice will enter his group and applaud at the wrong moment, get the star in a fury and jeopardize payment of the nightly stipend. Recently an apprentice ruined the performance of a well known soprano by applauding before the end of the aria. He was immediately drummed out of the corps in disgrace.

The claque has no particular headquarters. Its members meet after performances at designated Italian restaurants around 30th st. where they talk shop and receive their fee, paid off by the stars' personal managers who check number of men at performances.

Showing how powerful and unpleasant the claque may be, occurred once this month after a performance of "Turandot," claim-

(Continued on Page 74)

BROOKS
THE NAME YOU GO BY
WHEN YOU GO TO BUY
COSTUMES
CROWNED UNIFORMS
1247 BROADWAY
ALSO 12400 COSTUMES TO LET

Execs of Radio Say Radio Will Head All Show Biz in Time—Wouldn't Change Jobs

Radio executives are convinced that when a short while has passed radio will have become the prime institution of show business, including all other branches in its rise and completely changing the theatrical map by relegating pictures, vaudeville, legit, and the rest to a lowly second, third and fourth positions in esteem of the amusement-buying public.

Frankly and sincerely, the same executives estimate themselves as sure to become the world's principal showmen.

There is no one in the radio business today, from the head of a show to the office boy, who is not completely satisfied that, if sticking, he will some day, maybe any day now, become one of the world's foremost theatrical personages. In harmony they are shouting: "Anyone who quits radio is crazy. It's the coming show business. In a short while it will be the show business."

Many now holding a fairly good radio job would say no if asked to leave for a lot more than their present salary. Theories of the future giving such an answer really mean it.

Facts and Theories

These people are not issuing boastful arguments. They are stating what they believe to be inevitable. Their claims are based partly on theory and partly on facts. The theories are logical enough and the facts show there are grounds.

Among the facts is that television is but a short way off. Secondly, that more people in the U. S., at this time, are listening to the radio than by all types of public theatricals combined. Thousands of people are entertained in one day by both the theatre and radio, but because the theatre is outside and radio is in the home. While at the same time, they also say, few attend more than one theatre in any one week.

Radio men do not disagree with the theatre showman's argument that home entertainment (radio or television) cannot entirely replace theatres; since the latter offer a place to go; that a part of the theatre's attraction is its crowd and spirit of revelry which transfixes the radio man. But they add, it is the television theatres, they add, and that's another spot that radio will step in.

Unheard of Profit

Another claim of some radio execs is that when radio takes its place at the head of show biz, if it does, radio will show financial profits that picture and stage showmen of the present would not believe possible.

Radio now gets its munny from the advertising time it sells. In a short while it hopes to be directly paid for the entertainment it provides.

A recent story in "Variety" was to the effect that Radio Corp.'s objective is to have ten times the present rate by 1932, with 25,000,000 sets leased out at \$1 a week. And 25,000,000 sets at \$1 a week amounts to \$1,400,000,000 in yearly rentals. This would be in addition to the already established advertising income, or enough for the television broadcasters to dispense with advertising altogether.

Chaplin's Sync'd "Life" Costs \$750,000—Record

Hollywood, April 15. Charlie Chaplin will finish shooting on "Chaplin Life" around June 15. At that time he will start synchronizing the music with fine cutting to start about July 15 for scheduled fall release.

Chaplin has been working on the picture almost two years. Without changing his own salary for that period, the picture will cost him around \$750,000. This is the most expensive film he has made since producing on his own.

The biggest room in the world is the room for improvement.

MR. ANI MRS. JACK NORTHWORTH 130 West 44th Street New York

Dusting the Attic

AL JOLSON Monolog Singing Lew Dockstader's Minstrels (March 6, 1929)

Al Jolson would be welcome to vaudeville in the specialty which he is using as a feature of Lew Dockstader's Minstrels. Dressing neatly in evening clothes of faultless cut and of the new color called "taupe," Jolson offers a quiet quarter of an hour of smooth entertainment.

As a singer of "coon" songs Jolson has a method of his own by which lyrics and melody are given their full value. His talk moves along nicely and is kept in proper proportion to the rest of the act.

Throughout the talk Jolson indulges in little tricks of speech, and for a finish has an odd, eccentric vocal performance in which he sings with a peculiar buzzing note. Of course, it's a flagrant trick work, but it brings him back for a surefire encore. For this purpose he has a whistling solo that brings another recall.

Jolson is now in the next-to-closing position in the olio, following Lew Dockstader and Ned O'Brien among others, and Jolson is making good a mile.

Rush.

(The peculiar buzzing note was probably Jolson saying manny under his breath. He's not doing anything out of the same stuff, but getting paid for it.)

\$10,000 WKLY. TO LANG BY ENGLISH FILM CO.

London, April 15.

Williams & Pritchard have engaged Matheson Lang through the Frank Zellin office to start on a film late in May. Consideration is fixed at \$10,000 a week, on a basis of four weeks guaranteed.

Story is still undecided, in reserve is "The Chinese Bungalow" with Edna Best as leading woman.

This is an abnormal price for an English star—at home.

Censorship by Omission Proposed for Rochester

Rochester, N. Y., April 15.

What has the signs of local film censorship has been heard here by the organization of Better Films Council. Inspired and headed by Mrs. Hugh R. Smith, teacher and D. A. R., the Council includes about 80 leading church, school, club and literary figures.

The idea is to publish a list of recommended pictures in newspapers Fridays from theatre bookings for the coming week. No adverse criticism and house not mentioned.

Julius Greenstone, president of Picture Exhibitors' Association, and 12 neighborhood managers, have promised support.

All-Children Shorts

Mort Blumenthust will direct a series of Paramount shorts with all-children casts.

First will start April 16.

Splitting Comedy Team

Hollywood, April 15. Robert Woolsey and Bert Wheeler will be split up into a comedy team before the end of the year. Still have two more pictures jointly. Meanwhile Wheeler has gone into "Babes in Toyland."

Starring Lois Wilson

Hollywood, April 15. Lois Wilson will be starred by Columbia in "Tomtitations" by E. Mason Hopper will direct.



WILL MAHONEY

In Earl Carroll's "Sketch Book" Chanin's 46th St. Theatre, N. Y. C. The New York "Daily News" said: "Will Mahoney's dancing can be compared only to the dancing of Will Mahoney, for he is in a class by himself. This saved-off gattapucha comedian is great."

Director RALPH G. FARNUM 1560 Broadway

FOX-LOEW MERG WILL BE MADE, 'TIS CLAIMED

Some of the closer Fox administration people say with the chances of any Fox assets being settled in the negative, it is expected the original intention to merge Loew's with Fox will now be accepted.

This despite another and inside report that R-K-O is still hopeful of securing the Loew control from Fox. The R-K-O plan is said to be an exchange of stock on the basis of two R-K-O for one Loew according to market quotations, with some cash if the balance is in favor of Loew's. Fox men say to obtain the Loew control stock from Fox, a different arrangement would be required if such a proposal should be entertained. The R-K-O-Loew report, however, may be a revival of similar rumors during the Fox reorganization.

Asked about the attitude of the government as voiced by the Department of Justice on a Fox-Loew merger, one of the most stringent obstacles William Fox pointed to the fulfillment of his financing plans last fall, the Fox man stated that under the present conditions he did not believe the Department would block a requisite move in the Fox reorganization.

AMES WILL OBSERVE ONLY

Accompany Artists to Warner Studio—Making "Old English"

Winthrop Ames is going to Hollywood, but not in an executive or official film capacity.

He will accompany George Arliss to the Warner lot, as an observer during the making of "Old English" into a talker by Arliss.

Ames produced a number of stage shows with Arliss the star, among them "Old English."

Asked if he would act in an advertising campaign, Ames replied he did not know enough about picture making to participate in any way.

Weather

Washington, April 15. Weather Bureau furnishes Variety the following outlook for week beginning tomorrow:

Rain over west portions Wednesday and over east portions Wednesday afternoon or night.

Thursday partly cloudy followed by showers Friday or Saturday. Temperature moderate to moderately cool balance of week.

London, April 15. Last week's summery weather has made a complete change, turning chilly with intermittent light rains.

Paris, April 15. Weather is unseasonably cold and intermittently rainy, with little sunshine.

New Warner Bldg. on Strand's Site, With Theatre Called Sam Warner

Fox's \$2 Specials

Fox is again about to play \$2 specials on Broadway, it is said. When Fox sent the "Cock Eyed World" into the Roxy without a prelude \$2 Broadway showing, and later gave up its optional lease on the Gaiety, New York, it was thought Fox intended to abandon all \$2 showing of talkers. Now from reports Fox again contemplates Broadway with three or four pictures in slight in its coast studios declared available for the \$2 scale.

WARNER-SHUBERT DEAL IN AIR—UNCONFIRMED

Guarded inside sources are authority for the report that negotiations are on between the Warner Bros. and Shuberts looking to a merger or an acquisition by WB of the legit organization. Without allowing anything but meager leaks, Wall street informants claim a deal is under way, with Inner Warner people substantiating dope that something is in the wind. Whether it is plays or theatres, or both, they won't say.

W. B. and the Shuberts have not had a working agreement, but are on friendly terms. This, combined with the known desire of the Shuberts for a deal with one of the picture powers, presages strong possibilities.

Unconfirmed reports are that the Shuberts intend to wire his New York and out-of-town houses.

Last week the Shubert stock took a surprising rise, gaining 7% points on the week.

F. P. - Can. Sues Nathanson For Stock Recovery

Ottawa, Can., April 15.

Famous Players-Canadian has issued a writ against N. L. Nathanson, its former managing director, asking for \$50,000 in damages. United Amusements, Ltd., subsidiary operating 20 theatres in Eastern Canada, which, they claim, Nathanson is holding.

The stock has a market value of \$157,000.

Famous Players has sued Nathanson for possession of a million dollar site in Montreal, Nathanson who did not buy it for the corporation.

Tiffany on Big Board?

A report is around that Tiffany, indie film producer, may shortly be listed on the New York Stock Exchange.

Tiffany has been financially backed thus far by L. A. Young, Detroit film producer, who shortly will be the biggest screen hit, "Journey's End" at the \$2 Gaiety, New York.

Blackhand Letter Writer Caught—Is Ex-Convict

Oklahoma City, April 15. John Snopoulle, theatre owner at Oklahoma, Okla., received a letter Monday demanding he deliver \$18,000 at a certain place in the Oklahoma theatre or be blown to bits with nitroglycerin.

The letter was turned over to the police authorities. After a dummy had been planted, a Negro was arrested. That led to the arrest of Ralph Kunkel, former Pennsylvania convict. In Kunkel's room was found a typewriter on which had been written two other blackhand letters addressed to prominent citizens demanding money.

COMEDIANS FOR SHORTS

Clark and McCullough have been sold by Harry Fitzgerald to RKO for talking shorts. Team will double between the studio and the New York musical, "Strike Up the Band." Clark and McCullough made some shorts about two years ago for Fox.

Building of a monument to the Warner Bros. and their interests is the thought behind plans for the erection of a large office and theatre structure on the site of the Strand, one of the oldest theatres on Broadway and now owned by WB.

Edifice is to be one of the costliest and most elaborate in Times Square. It may be the highest, topping the Paramount (monument to 'Far'); Loew's State (monument to that chain); and the proposed Lefcourt building in height. Builders have been completed. The Warners must decide on various matters now under consideration.

Among these is the question of whether the building shall have one mammoth theatre at its bottom or two. With the Strand site offering 220 feet on Broadway and 280 feet deep on one side (47th street) and 270 on the other (racing 48th street), the Warners have discussed two houses in the one building. This would be an innovation as well as a novel experiment. Seating capacity of each house could be around 2,000.

The Sam Warner building will be called the Warner. Theatre underneath will be named the Sam Warner in memory of one of the Warner brothers who played an important part in discussing Vitaphone and died before the first WB picture employing it opened on Broadway. If two houses, the other may be called the Strand.

Although plans have not been drawn and date for razing of the Strand set, Warners are anxious to start the new structure this coming winter or at the latest next spring, by which time all present leases in the Strand building expire.

WB has a 90-year lease on the Strand site, obtained lately.

Before the Hollywood opening was set, Harry Warner, President of WB, was thinking of naming the house the Sam Warner, but thought it would be better to save the name for the theatre that will form a part of the planned Warner building. The new building will in all probability become the headquarters of Warner Bros., and its subsidiaries for some time at present location in West 44th street, put up hurriedly two years ago, is badly crowded now.

Harry Arthur East in Charge of Fox's Met Chain

Hollywood, April 15.

Harry Arthur goes east in about 10 days. He will take over operation of Fox Metropolitan (New York) and will operate with separate divisional authority as Hershel Stuart does with Fox-Poll (New England).

Arthur has been divisional manager for Fox-West Coast.

SAILINGS

April 22 (London to New York), Arthur Loew, Sam Eckman, Dave Blythe (Leviathan).

April 21 (Paris to New York) Mr. and Mrs. Martin Beck (Bremen).

April 19 (New York to Berlin), John Byram, Richard Watts, Don Egan (Melbourne).

April 18 (New York to Paris), Arthur Judson (Ile de France).

April 18 (New York to Paris), Jack Wilk (Ile de France).

April 17 (London to New York), James Bryson, Frank Ditcham, Simon Rowson (Europa).

April 17 (Berlin to New York), Al Seecker (Europa).

April 17 (London to Capetown), Adams Sisters (Saxon).

April 17 (Paris to New York) Edward A. Blatt, Myron R. Granger (Europa).

April 16 (New York to Berlin), Rigoleto and Swanson (Reliance).

April 12 (New York to London), Kimberly and Page (Leviathan).

April 12 (London to Capetown), Three Virginians, Ken Kerr, Payne and Hillard, Parr and Perry (Kenilworth Castle).

April 8 (Melbourne to London), Joe Brennan, Ida Newton (Sardouca).

A T & STATION TO CLOSE IN?

Laura La Plante Tells About Vast Importance of Suitable Roles

Laura LaPlante has been in New York for two weeks, presumably upon a vacation, but business has dogged her steps. Her contract with Universal is up, but she is negotiating with others. Since Miss LaPlante has been in town she has been considering an offer from Paramount. They want her to make a picture in their eastern studio, and she may do this if the part is agreeable. The star has a great fear of being miscast. While with the Universal company, she was consistently miscast, Miss LaPlante says, and that was the company's fault.

Miss LaPlante believes comedy drama is her forte. She says Universal should not have pushed her in "Show Boat," not proper material for her and, furthermore, says she, they gave her a cheap and unbecoming wig to wear. If she had known anything about wigs at the time, Miss LaPlante asserts, she would have gotten a good one of her own accord instead of taking what the studio gave her. Her business relations with Universal ended amicably.

Miss LaPlante claims if an actress is given roles the film public does not identify with her person, she loses all following, and even the critics cannot bring themselves to like her work.

If Miss LaPlante does not remain east to make a picture, she will be west to Hollywood this coming week.

URBAN GOES TO FOX AND GERSHWIN BROS.

Among several other engagements entered last week by W. R. Sheehan in New York for the Fox coast studios, were Joseph Urban and the Gershwins—George and Ira.

Urban will design settings for the Fox talkers. Gershwins are to do song compositions.

If Geo. Gershwin is in New York when Paul Whiteman appears at the Roxy in May, the composer will play his "Rhapsody in Blue" with the Whiteman orchestra.

Vallee at \$4,000 on Run

Rudy Vallee will be continued as m. c. by Publix at \$4,000 a week. His Public engagement now has April 21 next for its termination.

Commencing May 15, the voice in-haler will take his summer vacation, lasting a month or two, according to the signing.

Soprano-Looker Set

Giving her a long term contract, Radio has taken Irene Dunn from musicals and will feature her in "Present Arms" as first talker. The soprano-looker will also appear in "Sue in Toyland" and "Heart of the Rockies."

Miss Dunn played Mignola in "Show Boat" and appeared for two years under the C. B. Dillingham shows.

Edna Mae Oliver at Radio's

Hollywood, April 15. Edna Mae Oliver goes with Radio for one year. Arrived on coast Saturday.

Formerly under silent contract to Paramount.

Sharon Lynn Held

Hollywood, April 15. Fox changed its mind and has exercised its option on Sharon Lynn. She remains for another year.

Her first assignment is femme lead in "Roadhouse."

Helen Chandler Moving

Hollywood, April 15. Helen Chandler, recently of the Fox roster, is understood going with Warners.

Report mentions term ticket

On Her Way

A night club entertainer tried out the other night. After her dance she went to the proprietor, who was feeling terrible anyhow over business, and said: "You'll have to give me more lights out there on the floor. I can't see where I'm going."

The owner called over the headwaiter, saying: "Put some lights on the revolving door so this lady can see her way out!"

\$250,000 TO AMOS-ANDY FOR 1ST RADIO TALKER

Chicago, April 15. Jos. Schnitzer, president of Radio Pictures, here last week got the signature of Amos 'n' Andy to a talker agreement. He is said to have guaranteed the main team of air spouters they will receive not less than \$250,000 from their first Radio picture, together with a 50-50 split on the net profit.

Sort of inter-relationship to the film contract since Radio Pictures is affiliated with N. E. C. Co., the broadcaster holding the couple for the air, through both being subsidiaries of RCA.

In the talker Amos-Andy will be brought forth in story to weave through a series of talks such as they do on the air nightly, with their many other followers seeing them also.

Hollywood, April 15. Amos 'n' Andy are scheduled to arrive here in about a month. Their picture is to be a musical. Book and score will be locally turned out. No interruption of their regular other interludes.

Howard in "Bound"

Leslie Howard, English, goes to Warners for "Outward Bound," to be made on the coast. Howard will leave for the coast May 24. He has a picture agreement.

Due to the perforated withdrawal of Howard from "Berkeley Square" (stage), it is said the latter play may close, but reopen upon his return east.

Julian Back at U

Hollywood, April 15. Rupert Julian, after being away from U for five years, returns to direct for that company.

Julian will resume by handling an original story.

Cromwell Directing

Hollywood, April 15. John Cromwell, former legit actor and stage director, will direct "Tom Sawyer" for Paramount. He may do the sequel, "Huckleberry Finn," scheduled for later.

Between the two Mark Twain yarns Cromwell will direct a gangster story based on the life of William Tallon, the New York crime lawyer.

Joan Crawford's Musical

Hollywood, April 15. Joan Crawford will appear in "Great Day" for Metro. It will be her first musical.

Harry Pollard to direct.

Sarah V. Mason's Year

Metro has given Sarah V. Mason, authoress, a contract for one year from May 1 next.

Miss Mason will write originals, adaptations, contributions, titles and dialog.

WARNERS NEXT FOR RADIO, MAYBE

Semi-Official Admission of Deal Pending — Raskob's Dupont's Holding of Warners the Lever — Looks Like One Group of Bankers Behind 50% of Biz

NO STOPPING POINT

With the film industry slowly slipping into their hands, the electric children of American Tel. and Tel. are now staging a battle for conquest.

Radio (General Electric) is described as in the process of acquiring extensive and new picture interests. The first of these is strongly insinuated to be the vast Warner Brothers properties via delivery of J. J. Raskob's huge Warner stock holdings to Mike Meehan, that Wall Street operator who put RCA stock where it is today.

The announcement of the first giant take-over by Radio, according to high authorities, will, in its own words, "come as suddenly and unexpectedly as the crash of William Fox."

Guarding against the taint of monopoly is admitted playing a heavy role in what executives confirm is "Radio's move to gather film mss."

Need to greatly magnify its present film holdings "because competition in the film industry is narrowing down to 'big mss'" is conceded as one of the reasons for the admission: "Radio was slow in getting underway in the show field but it is starting to roll and no one can tell when it will stop."

Warners being swung to Radio has gained credence in other official spots. One liaison officer with pre-information of other deals in the past because of his position, declares that Raskob, Meehan's silent team-mate, has far more Warner stock in his possession than anyone in the street can realize.

Other independent source, close to Raskob moves, stated just after the banker sailed for Europe last Thursday that Raskob has garnered near control of his position. The 200,000 shares that Raskob and the duPonts bought from the Warner brothers, individually, sometime ago, started a buy-out campaign last year. Now, it now develops. Radio men admit themselves in possession of information that Raskob has control.

On the Raskob slab is that the banker, also a member of the Paramount board of directors, has made the move which will seal the spasmodically discussed absorption of the Warners by the Zukor organization. The Meehan hand, however, is observed as too strongly outlined for much consideration to give it.

Figuring Warners with Radio brings about the dope that it's the same group of bankers after all, associated with A. W. T. Law through Halsey Stuart & Company and H. L. Clarke, the new Fox press, closely friendly at least if nothing else with the Morgan banking syndicate linked to Law, with Warner, R-K-O and Radio Pictures, adding First National to Warners, that is 50% if not more of the present American show business.

Schildkraut's Illness

Los Angeles, April 15. Opening of "The Imaginary Invalid" was postponed because the star, Rudolph Schildkraut, was too ill to play the part.

Hollywood Civic Repertory will replace Schildkraut with John Sheehan and open April 22. Former has asthmatic hemorrhages.

Profit Percent as Part Salary With Par-Publix Title Change

Service "Deadline"

Commercial airplanes have added the last step in film delivery. While this service often exceeds in cost three and four times the rental of the film, Paramount in several instances has paid as high as \$150 for the delivery of a print renting at \$30.

Big producers now pride themselves by pursuing a policy as sincere as a newspaper's deadline.

UNKNOWN COLLEGE BOY LEAPS INTO DEMAND

Choosing between a career in opera and pictures was Mike Bartlett's problem last week. This former Princeton youth had been singing in American opera, was looked over by Warners in New York who waived the usual test to throw him immediately into a short made at the Flatbush studio.

WB deemed everything satisfactory but thought it advisable to send the youth into the new "Little Show" (tip Warner is behind this stage effort) to break him of that operatic tendency to be stiff in his acting.

Meanwhile, Paramount made a test which eventually reached official M-G-M eyes. Louis B. Mayer was in New York and immediately made a six-month offer at nice money. Paramount chined in and the two studios agreed to split the boy between them on pictures. Caught in the angle was Gatti-Casazza, who wanted to hear the young man sing at the Metropolitan. Bartlett, having worked all his life with the Met Opera, mind told the film representatives everything was status quo until Gatti expressed an opinion. That gave Warners a chance to resume negotiations because of having heard of the M-G-M intentions.

Bartlett was prominent in the Triangle club on the Jersey campus. He was practically professionally unknown until someone happened to hear him while vocalizing under Jeannot's tutelage in New York. From that point the ball started rolling.

If he goes with M-G-M, Bartlett will likely be spotted opposite Grace Moore in the latter's first picture.

Austin Picked Spot

Gene Austin has melted off 14 pounds in the right spot to make himself eligible for pictures.

Astaire received recently were on condition that he air the excess. Austin did it with a milk diet.

ASTAIRES IN TALKER?

Musical Comedy Stars Idle over Summer

With the entire summer lying idle in front of them, through the postponement of their 3-star (with Marilyn Miller) Ziegfeld show until September, it is said Fred and Adele Astaire may consider a talker proposal.

Both are now in New York, with Miss Astaire shortly to start abroad for a brief stay.

Fred Astaire is said to have answered inquiries by saying he and his sister will only appear in an original musical script for the screen.

Butterworth Featured

Charles Butterworth has a contract with Warner to be featured in four talkers on the coast. Leaves New York next Monday (21).

Butterworth made a talker short for Warners in Brooklyn and last swung the Warner agreement.

Percentage of the net profit as part of officer's salary may be abolished or reduced to a common level with the retting of Paramount-Famous-Lasky to Paramount-Publix. New name is due April 24.

Paramount-Publix officers concerned are said to be Sid Kent and Sam Katz. Kent has been reported under a stated annual salary with an additional five per cent of the net profit Paramount earns yearly. Katz' contract, as reported, is also a specified salary with 7½ per cent of the net from Publix (theatres). This variance reported to have been found something of a disturbing factor in the past between the producer seeking to obtain the utmost from the associate theatres as rental, while the theatres wanted Paramount pictures as cheaply as they could be purchased.

With the consolidation and all in the same market, it is expected that any former opening left for arguments over the profit percentage matter will be dissipated. No reports of new terms, if any, or new contracts to be issued to either Kent or Katz.

Less V-P's

With the hyphenation Paramount and Publix execs will see their vice-presidential titles blow away. It is said the only vice-presidents of Par-Publix will be Kent, Katz and Jesse L. Lasky, with Ralph Kohu continuing as the treasurer. Adolph Zukor remains as president.

Publix is without stock issue. It is wholly owned by Paramount, formed as its distinct theatre operating corporation. Sam Katz has been its only president.

The renaming of Paramount-Publix, to be ratified by the Par stockholders this week, sweeps away for the most time since Lasky joined Par his name in the firm. The first title was Famous Players-Lasky, later included in the present Paramount-Famous-Lasky Corporation.

Tax Foreign Royalties

Washington, April 15. Royalties paid to an American agent of foreign authors are not subject to the personal exemption clause of the income tax laws. Board of Tax Appeals has ruled.

Myra Furst, agent for Kramer Bramson, author of "Tiger Cats," and E. Temple Thurston, of "The Blue Peter," made such a deduction when remitting to these writers in Europe.

Agent fought it out on the ground that the taxpayers (authors) were not under the jurisdiction of the sections of the 1926 and 1928 laws involved.

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Trick Photography Proving Big Money Saver for Talkers; Cuts Out "Location" Expense

Hollywood, April 15. Present development of sound pictures has brought about many improvements in trick photography. Until recently trick stuff was only considered for incidental, weird and impossible shots. Today the demand for controlling sound and shutting out extraneous noises in filming outdoor scenes is placing the producers right in the laps of the trick photographers.

So far there is only one process on the market which controls patterns covering use of a balanced transparent background scene in conjunction with foreground action. This is known as the Dunning process, patented several years ago but coming into popular demand only within the past two years, when producers were baffled over the problems of film street scenes without letting traffic noises interfere with dialog of the main characters.

The Dunning process can film any background desired and then add intimate action in the foreground at the studio, where extraneous sounds deemed necessary may be inserted so as not to interfere with the dialog.

Cuts Out "Location"
Same procedure is employed in securing foreign backgrounds, saving expense and time of sending a company to distant cities or foreign countries.

Many even inside the industry believe Will Rogers went to Paris for sequences in "The Big Boy from Paris"; that Gloria Swanson and Henry B. Walthall went to Chicago for the street scenes in "Trespassers"; or that Jack Holt and Ralph Graves actually took the half-raising chances in mid-air as seen in "Flight." All these pictures were doctored at the Dunning laboratories.

One of the many examples of how the Dunning process fits into the present frame of picture production is the case of a producer who wanted to shoot a scene on board a liner at twilight on the Mediterranean. To get this scene it would be necessary to charter a liner for two days, transport the entire company, employ an orchestra and install a portable sound truck on the ship; then trust to favorable weather conditions. Dunning sent a cameraman to Catalina to photograph the ship from all angles. The photographer returned to the laboratory the same day with enough film to cover the water scenes. This film was processed, and all necessary foreground action and sound were added at the studio. Original production budget of \$40,000 was cut to the producer \$4,000.

Transparent Film
Principle of this process is a transparent film through which any action before a black background will carry to the master negative. This film, when fully processed and ready for the foreground action, is known as the background. It contains, for example, a scene of a wild taxicab ride down Broadway. Story calls for intimate conversation between the two passengers inside the cab. The camera is inside a shell of the cab on the studio stage, and this is matched with the cab used in the background film. Then the background film is shown through in front of the master negative inside the camera, recording the New York background action and the action of the piece in the taxicab shell on the one negative.

Two Tiffs at Roxy

Roxy has settled upon two of Tiffany's specials as first Broadway runs. First Tiff to go into the Roxy will be "Mamba," rejected for the Capitol (Loew's) New York.

Other is "Johnny's Boy" now at \$2 in the Gaiety, going Roxyward after its special run.

Two More English

Charles Wilson, of London how ever here and who is the bookery Nook? to Metro last week, has other English made he expects to dispose of before sailing for England the end of this week.

His other titles are "Splinters" and "Loves of Robert Burns."

1st Runs on Broadway

(Subject to Change)

Week of April 18

Capitol—"Ladies of Leisure" (Columbia).
Colony—"Furious" (FN).
Globe—"He Knew Women" (Radio).
Paramount—"Young Man of Manhattan" (Par).
Rialto—"Paramount on Parade"
Roxy—"High Society Blues" (Fox).
Strand—"Song of West" (WB).

Week of April 25

Capitol—"Free and Easy" (Metro).
Paramount—"Light of the Western Stars"
Roxy—"High Society Blues" (Fox).
Strand—"Strictly Modern" (FN).

\$2 Runs

April 22—"Hold Everything" (WB) (Hollywood).
April 28—"Western Front" (U) (Central).

29 Student Mgr's. Of Publix Course Get Placements

Student manager graduates of Publix's own school, out of the seventh session, have been lucky enough in getting assignments to the number of 29.

They are in Publix houses, either as assistants or in other lead-up capacities and are, along with Publix spotting:
Clarence Batter, Alexandria, La.; B. Cobb, B. & K., Chicago; Ben M. Cohen, New Haven; R. Cox, B. & K., Chicago; Robert Cullane, Atlanta; Adolph Elchenberg, Denver; Jan J. Gillula, Hartford; Elmer Hecht, Pensacola, Fla.; Perry Hoefler, Quincy, Ill.; Theodore M. Horvitz, Poughkeepsie; John Joneck, Rivolt, New York; R. Koch, B. & K., Chicago; H. T. Lashley, Raleigh, N. C.; H. E. Lyons, Dept. of Front Operations, Gainesville, Fla.; J. H. III, D. M. Merritt, Birmingham; E. A. Patchen, Denver; William H. Quigley, B. & K. Advertising Dept., Chicago; Roy H. Rowe, Spartanburg, S. C.; Fred J. Schafer, Yonkers, N. Y.; Edgar H. Simons, New Orleans; Jules L. Slater, Boston; Mitchell Smith, Rivolt, New York; J. F. Thomas, Vicksburg, Miss.; Charles H. Weinberg, Brooklyn; and Charles R. Wels, Garden, Mass.

Three men in seventh session were assigned before the course was over. They are J. R. Fraser, Rochester; Joseph Klein, Gardner, Mass.; and John Krier, Davenport, Ia.

BRANDT'S LOST \$12,000 ON NEWSREEL HOUSE

Samuel Cummins, picture distributor and theatre operator, latter usually on rental or sharing terms, has taken Werba's theatre, Brooklyn, N. Y., under a lease. Cummins' new venture before the course was over. They are J. R. Fraser, Rochester; Joseph Klein, Gardner, Mass.; and John Krier, Davenport, Ia.

Werba's in Brooklyn is the house some time ago, and following the opening of the Embassy, New York, it as the Newsreel theatre for Fox Metroton, taken by Harry Brandt, former Branch Brothers, exhibitor, for a similar policy in downtown Brooklyn, on a grid at 25 and 35 top. It is said Werba's lost \$12,000 for the Brandts in the newsreel venture.



(CHOR) (ROSE)
YORK and KING
Originators of "Tin-Type" comedy.
Bristol, England.
Represented by JENIE JACOBS

WILL WM. FOX DO COMEBACK IN FILM TRADE?

Is William Fox coming back in the picture business, strictly on his own?

One of the most responsible of film organizations understands that he is. That he has already commenced negotiations for two large independent companies, it is said. Columbia, one of the picture companies included in the report, admits that it would be logical for Fox to return. It evades the issue as to whether it is involved, passing the matter up with a denial "at this time."

Fox's brother-in-law, Milton Schwartz, has been with the Columbia organization for several months now, traveling back and forth to Europe with the Itinerant Eye Brandt. But that and the fact that Joe is on the ocean on another voyage shouldn't be taken in the light of confirmation, it is explained by those remaining here.

Whether Fox is permitted under his agreement with the Wall Street and electric interests to return for several years is the question raised in the wire quarters. That there is a proviso in Fox's agreement to serve in an advisory capacity at the yearly salary of \$50,000 answers the questions, so far as some electric executives are concerned.

RCA Phonophone Shows Profit for First Time

Chicago, April 15. Radio's Phonophone profit is \$600,000 for the first three months of 1930, with a total of 1,403 installations.

Of all the executives placed in charge of phonophone, Charles Ross, young comptroller from RCA, is credited with pulling the equipment enigma of Radio into the black after a rocky road career of two preceding years.

In the saddle six months, Ross took the Phonophone books which, according to sources here, were \$300,000 in the red last March. Three months after taking charge, Ross, last December, got Phonophone for the first time in its existence into the money.

JAKE WILK FOREIGN TRIP
Jake Wilk, of the Warner scenario department, New York, leaves for an eight weeks' stay abroad via De de France Friday night.

He will visit Paris and London and possibly Berlin. One of his main reasons for the trip is to find some foreign writer who can turn out some acceptable material for present-day talkers.

Billy, the Kid's, Town
Hollywood, April 15. King Vidor may start "Billy, the Kid," variously reported as Metro's first wide film under consideration, in Lincoln, N. M. It's the feud torn town aggraving in the southwestern outlaw's life.

The largest western town ever built will be put up near here to duplicate Lincoln as it was in the late 70's.

Warners Taking Harris String in Pa., 27, and U's Wis. Circuit, 12 Houses

Warners' Stock

Warners concede it would be a comparatively easy matter for outside interests to corral control of the company, as it is conceded, are in the hands of people out in the field. Mike Meehan and J. J. Raslok, according to Warner sources when "labeled" by executives of the brothers, had around 300,000 shares. The latter figure, however, is greatly amplified by other sources in filmdom, and also in the electric.

Warners own between 250,000 and 300,000; Gisman Sachs, the brothers' bankers, around 300,000.

Mike Meehan and J. J. Raslok, according to Warner sources when "labeled" by executives of the brothers, had around 300,000 shares. The latter figure, however, is greatly amplified by other sources in filmdom, and also in the electric.

Pittsburgh, April 15.

Warners are taking over the entire Harris theatre chain of 27 houses shortly, despite denial from both parties. Deal is said to give the Harris end \$1,000,000.

Cash and Warner stock in transaction, but just how much is not known. Harris houses are in four states: Pennsylvania, Delaware, Ohio, and Michigan, although majority are located in and around Pittsburgh. Chain has Harris downtown, five neighborhoods, de Luxer in McKeesport, \$500,000 house under construction in Butler, Pa., with sites in Johnstown, Washington, Donora, Youngstown, Gt. Wilmington, Del., and elsewhere.

Control in Harris interests is held by John H. Harris, son of late Senator John P. Harris, founder, and Dennis Harris, brother of founder. Harris deal will give Warner combo virtual monopoly in the transaction, with interests already reported previously as result of firm's expansion policy.

U's 12 in Wisconsin

Chicago, April 15. Warners will take over Universal's 12 Wisconsin houses May 1. Deal is in line with Universal's declared intention of disposing of its theatre holdings.

Very little cash was exchanged, as Universal mostly operating on leaseholds.

Houses are eight neighborhoods in Milwaukee, two in Racine, and one each in Sheboygan and Kenosha, Wis.

In the last few months R-K-O and Fox were reported out for this string. Fox dropped out when its blow-up occurred.

In these kind of deals since Louis Combe started to handle Universal's affairs, with numerous contracts usually made with the purchaser for U's produce program on a long term.

WARNERS TELL JOLSON TO STICK WITH B. B.

Hollywood, April 15. Following Warners acquisition of Brunswick-Balke-Collender Al Jolson resigned as a member of Brunswick's board of directors. This because of his affiliation with United Artists.

It is understood his resignation has not been accepted and that Warners desire Jolson to remain with Brunswick, regardless of his U. A. switch.

A new arrangement is probable whereby Jolson will record for Brunswick. He is reportedly himself only to established his numbers and not bothering with in-betweeners.

Warners intend reorganizing its latest, Brunswick-Balke-Collender, so, as one of the executives states, "It won't be recognizable a year from now."

Right away Warners is acquainting BB's biggest executives with the home office on 8th avenue, which will be theirs from now on, as well as the brothers have a few changes in the personnel in mind.

The main inspiration for the purchase was a television-radio proposition it is denied by the brothers. They chortle over the idea. Some of the most interesting things in the buy are many accessories which the Warners are counting on using in the projection booth and studio in connection with sound. Denial is made that this action, plus the Klinghoffer buy, is getting them further away from Western Electric.

GRAUMAN TRAVELING

Going with "Hell's Angels" as Presentation Director

Hollywood, April 15.

Sid Grauman has made a deal with Howard Hughes to handle the worldwide presentation and exploitation of "Hell's Angels." It marks Grauman's return to activity after a year's retirement.

"Angels" opens at the Egyptian, Hollywood, early in May, for its longest run yet. The Warners spectacular profits in all key cities for the picture.

Beetson Rejects Agents' Comm't. Unrepresentative

Hollywood, April 15. Fred V. Beetson, representing the Producers' Association, informed a committee of five agents, elected at a meeting of film artists' representatives, to confer with producers on the regulating and standardizing agency conditions, that the committee was unrepresentative of the producers and a more representative group would be necessary. Committee consisting of Grant Dolge, Freddie Fralick, Myron Szelnick, Morris Small and Eddie Siltan.

This group was shooed through at a meeting of local agents, attended by about 65, with those representing the invasion from the east swinging the balance of power.

Methods were so raw that Morris Reves, one of the agents at the meeting, declared that he did not see any use of recording an open vote in an instructed meeting where the majority of those attending has been told how to vote. He further stated that he had been given his instructions how to cast his ballot as he came up to the elevator.

Although these present representatives some 44 licensed agencies many did not cast a vote on the committee tabulation which wound up with six local agents named out of seven, these present represent the New York contingent.

Committee, in turn, nominated five to function as alternates. Dolge functioned as chairman of the meeting.

L. A. to N. Y.

Gene Buck
J. C. Rosenthal
Max Dreyfus
Louis Bernstein
Norma Taurag
Mrs. Benny Rubin
Arthur Hammerstein
Robert Chisholm
Lenore Ulric
Herman Fowler
Howard Dietz
Polly Weist
A. Griffith Gray
Charlie Einfield
Hector Turnbull.

N. Y. to L. A.

Jew Pollack
Mrs. Fred Fisher
Jack Robbins
Mrs. Harry Rapt
Herbert Fields
Rodgers and Hart
Louis B. Mayer.

Lou Anger's Breakdown

Hollywood, April 15. Lou Anger is confined to his bed with a nervous breakdown. Anger represents Joseph M. Schenck's real estate interests, including the local Hotel Roosevelt.

FOX'S 'DON'TS' NEXT WEEK

68 mm. Wide Film Compromise May Be Reached in N. Y. by All Companies

A decision standardizing wide film is expected any day. From indications, following a canvass of the Hollywood situation, the agreement will probably be the compromise width of around 68 millimeters. This relieves Fox's Grandeur of two and adds three to the Paramount and Radio systems.

Most important in the advancement of standardization is the resolution of a knotty end caused by Hollywood's stand in the matter. A tug of war on artistry versus commercialism ensued until the pot was on the verge of boiling over when a delegation of engineers, sitting in on the conferences here, went to the west coast to get the low down.

As things now stand in Hollywood is pulling its fingers out of the pie, entrusting the New York cut with full power in the wide angle. Suggestions coming from the coast's Academy, etc., have been relegated to the class of superficialities.

The trip to Hollywood did exert considerable influence on the engineering body commissioned by the producers to agree on one width. Where the Spoor and Paramount men were as certain of the value of 68 as Fox has been for its 70, they now are convinced that the compromise is necessary for all-round satisfaction.

Hollywood, the engineers bring back, is as happy to let the giant film problem be handled entirely in New York providing that "the best wins."

Lon Chaney's Imitation Lands Him in Hospital

Hollywood, April 15. While imitating a parrot in "The Unholy Three," Lon Chaney burst a blood vessel Saturday. As a result Metro has rearranged shooting schedule, but if Chaney can't resume in a week production will be halted. Star is at St. Vincent's Hospital, where his condition is not considered serious.

Kicks With Variations In Natheaux Family

Hollywood, April 15. Velma Natheaux has started divorce proceedings against Louis Natheaux. Charges he kicked her in stomach and mouth to accompaniment of profane language.

She also names women. They were married three years ago.

Poltz, WB Buyer

Hollywood, April 15. Herman Poltz has been made general purchasing agent for Warners and First National studios as well as all the western Warner theatres.

Poltz was formerly a partner in a large tailoring firm out here.

DeMille's Other Daughter

Hollywood, April 15. Cecil B. DeMille's daughter, Katherine, is starting a picture career. Her father has placed her in "Madame Satan" for a minor role.

The older daughter, Cecilia, passed up a career in celluloid by her recent marriage.

ELNFELD CALLED EAST

Hollywood, April 15. Charlie Elmfeld left here Saturday for New York. Sudden return was due to call from the home office.

First National's publicity chief had been in town on the yearly visit to flesh current product and find out what was in the new lineup. Sojourn here was to have been for two or three weeks.

Fox Coast Meeting

Hollywood, April 15. Fox annual sales convention will be May 25.

Montevideo City will be the spot.

Coincidence?

With the Warners' announcement that its new Hollywood on Broadway will open April 22 instead of April 17, everyone remembered that April 17 is Holy Thursday.

"Hold Everything" remains the picture as originally billed.

BALLYHOONG MADE NEW FILM BEAT RECORD

Frisco's Concrete Example of Circus Exploitation for B. O.

San Francisco, April 15. If "Insigni," the wild animal (go-tilla) picture that has set the town by ears and smashed all existing records at the R-K-O Orpheum here proves anything, it proves the value of a circus ballyhoong and the efficiency of big top methods in selling pictures in main street theatres.

Rushed in in two days with no advance billing, no tieups, and no campaigns such as are the usual standby for the film P. A. "Insigni" hit close to \$4,000 the opening day. Most of this was pulled in as a result of a stuffed wild animal exhibit which Manager Cliff Work shoved into his lobby, giving a kick to the previous dignified R-K-O methods of exploitation.

He turned the front of the theatre into a reproduction of the wilds of Africa, using painted canvas backgrounds, crammed in plenty of stuffed animals indigenous to the locale of the film, and topped off the ballyhoong with an enormous exhibit directly in front of the box, showing a life-sized stuffed lion tearing to pieces a stuffed gazelle.

With the aid of a loud speaker and some juke-box records on a hidden phonograph, even the noises of the African bush were reproduced, stopping passersby in droves.

In addition to the much advertised success was credited to the distribution, house to house, of a tabloid newspaper containing numerous cuts and much reading matter of a melodramatic nature, telling of the film and what it was all about. Newspaper ads stressed the sensational features of "Insigni," notably the tribal sacrifice of women to roving gorillas.

The first day's business, in itself unprecedented in this house, climbed the second day and went on climbing through the week until the manager couldn't believe the figures that came from the box office.

Irony of the situation is that "Insigni" was offered to practically every manager along Market street and rejected. They characterized it as a "raw fake" that they wouldn't inflict on their patrons, but the public that has flocked to the Orpheum talked entirely to the contrary.

A check made of comments voiced by patrons leaving the theatre found no criticism of this sort.

William B. Wagner is one exception. He had bought "Insigni" for his Davies theatre, but tore up the contract when the owners of the film gave him \$1,750 to release it to the Orpheum. Wagner doing this passed up a small fortune.

Mayer Called Back

Louis B. Mayer left New York hurriedly Saturday, recalled to the coast from the serious illness of his father.

INCREASE TO 12; EARNINGS IN NETS

Clarke's First Attention to Financing—All Debts to Be Paid and 14 Millions Left Over in Cash—Sheehan Extending Personal Attention

SELL NO ASSETS—FINAL

The new Fox board of directors is expected to be made known early next week. It will be extended to about a dozen members, and made no entry in its representation.

It is said the Chase National will be represented, also a big Chicago banking institution. It is also reported Charles Stuart, of Halsey, Stuart & Co., the Fox present financial director, will be on the board, rather than his brother, Harry L. The latter is reported as shy of the limelight at all, despite the unusual publicity received as one of the William Fox co-trustees. Another director likely will be John E. Ottinger, EPIF president, the other trustee, and Bill Fox's "poison" during the Fox jam.

No Fox assets of any nature will be disposed of, this is made final from authoritative sources within the new Fox circle. In production and theatres a campaign of expansion will be carried forward. The production outline as now set takes in the next five years in skeleton, while the theatre division of Fox will be active continuously.

Harley L. Clarke, new Fox president, has been devoting his entire attention to the finances of the companies since assuming charge upon his return to New York last week. The financing plan by Harley-Stuart is expected to be announced early this week is over. It will cover the entire obligations, including all commitments made by the former EPIF president of both Fox companies (Fox Films and Fox Theatres).

With the new administration of the Fox companies in action for less than 15 days, reports of some fifty financing for that picture organization are seeping through. Within a week from today (Wednesday) all of the outstanding indebtedness of the Fox companies will have been paid with a cash surplus of \$14,000,000 left in the Fox treasury.

Organization Undisturbed

The more important shifts in the Fox companies' operations will occur in the east. It is unlikely, according to report, that any other than EPIF changes will occur in the coast studios. Similarly, it is said the Fox layout will remain about the same, divided east and west, with the west operating as at present under the guidance of Harley.

(Continued on page 22)

BANCROFT WOULDN'T SPLIT

So Gary Cooper Replaces Him in Par's "Spoilers"

Hollywood, April 15. George Bancroft is out of Paramount's "The Spoilers." Company refused to give him sole starring honors in picture with big name cast. Gary Cooper replaces.

Bancroft will next in "The Caveman," another of his regular starring series. Meanwhile he is temporarily laid up with a sore throat.

U's \$125,000 Guarantee

Universal has acquired the talker rights to Preston Sturges' play, "Strictly Dishonorable," from Brock Pemberton, producer. John Boles will be starred by the picture.

According to the agreement between U, Sturges and Pemberton are together guaranteed \$125,000 from the sale of the picture and television rights.

Sheehan's Unique Record for Handling All Fox's Production Work While Held in New York

Wm. Fox's Gifts

To date three munificent gifts have been reported given by William Fox, following the sale of his Fox stock holdings last week.

Latest reported from the coast is a \$500,000 check received by Sol Wurtzel, a Fox studio executive, and originally an appointment by Mr. Fox. Wurtzel has been subject to the courtesy of W. R. Sheehan in the Fox studios, and it is understood Wurtzel will probably remain in the same capacity out there.

The other \$500,000 check as reported was to Jack Leo, one of Bill Fox's brothers-in-law, and who will shortly leave the Fox organization, if he has not already done so. The other was for \$100,000, given to Joe Leo, Jack's brother, Wm. Fox's eastern theatre operator, who is also due to leave.

A remarkable part of the most extraordinary fare-up in a mammoth institution such as Fox is the part accompanied meanwhile, in order that Fox production should not be retarded, by Winfield R. Sheehan, held in New York for over five months during the troubles. Leading figures say there is no parallel in big business for the Fox matter, in its magnitude of assets and complications of its financial matters, that threatened not to entirely destroy the morale of the whole organization, let alone the ever-present receivership threat.

Sheehan made his suite in the Hotel Savoy his offices, and was virtually held a prisoner there throughout the long term. Any number of phones seemed to be open all of the time, with Sheehan seldom carrying on a consecutive conversation. He talked with the Fox studio heads, with Fox stars, writers, play brokers, besides the downtown New York lawyers, lawyers and other easterners who were only interested in the Fox business snarl.

The quantity of work accomplished by Sheehan in his endeavor to keep the Fox studio program rolling on schedule, and his attention at the same time to the Fox tangle, could not be overlooked by those in frequent contact with him, as were many of the Fox New York staff.

During his imprisonment at the Savoy, Sheehan directed the purchase of around 35 plots for next season's Fox feature program, of about 30 professionals engaged in New York; signed five writers and four directors, besides around 14 songwriters, and simultaneously issued instructions daily to the studios on production procedure by phone.

Expected Sheehan will leave for the coast by April 22, his first visit to the Fox studio and his home in Hollywood in nearly six months. The 25 writers engaged since last October are:

Actors

Humphrey Bogart, George Brent, Lucille Brown, Robert Burns, Fred...

(Continued on page 22)

Notre Dame Team and Campus in "Toplitzy"

Hollywood, April 15. Before Jack Oakie returns from the Paramount Long Island studio, he will stop off at Notre Dame, where Director Frank Tuttle will take the initial scenes of "Toplitzy of Notre Dame."

Skeets Gallagher and Harry Greig will also go there from here to play featured parts in the picture. The Notre Dame football team will also be used for several shots.

When the company returns to the Notre Dame team it to accompany it for shots of a game to be played here. St. Mary's College team may be brought here from Maryville to play opposite it.

PEP ON TRACK

Los Angeles, April 15. Standard Oil Co. of Cal., is dickering with a number of producers for single reel talkers on salesmanship. Pictures will be used to wise up employees and independent dealers on the proper methods of selling S. O. products.

Talkers will also be made of heads of the company giving pep aplish to heat up delegates at company conventions.

Del Rio's "Dave"

Hollywood, April 15. U. A. will make a talker version of the Willard Mack play "The Dove." It will be silent in 1928 with Norma Talmaque.

Dolores Del Rio will do the talker as her next instead of "Resurrection," which she did as a silent three years ago.

HAYS' "DON'TS" NO GAG FOR FILM MAKERS

Will Hays' catechism on the making of pictures is expected to solve all troubles of churches and athletic organizations. It is far from the gag many of the newspapers want to make it. Any profane who violates it will be brought on the carpet before Hays just as fast as a Wharfed shield, it is said.

Since the code has been adopted Hays has also opened for organization has taken more latitude with words than ever before. "Racketeer" and such, were used in copy against the church folk for the first time. There's to be no more mingling of English when other attacks in type are answered, it is volunteered.

That there's a little bad in everything, and that goes for uneducated clerics and disbarred attorneys, is the philosophy being handed out by Hays men since the document made the front pages. Figuring that 10% of "King of Kings" receipts would have read \$600,000 in a check, the producers advisors are glad they decided to battle it out in the open and show their righteous intentions to the world.

"So Big," 2-Reeler

Hollywood, April 15. "So Big," the Edna Ferber novel, has been made as a two-reel short by Warners.

This is the first idea of First National repeating the story, made silent with Colleen Moore as a dialog feature.

Sieck Wyle dialog condensed version.

YOUNG LAEMMLE EAST

Universal City, April 15. Ivan St. John, head of Universal's publicity department, becomes assistant to Carl Laemmle, Jr., when the latter leaves for New York April 22.

St. John will accompany his boss on the trip.

Gray Loaned, Not Released

Hollywood, April 15. Lawrence Gray was only loaned to Columbia by Metro. He has not been released by Metro as reported.

Devies, Head of G-A-F Merger, Gives Outline of Plan for Countries Besides France

Paris, April 5.
Following the formal approval of the Gáumont-Franco-Aubert merger, Maurice Devies, vice-president of the Banque Nationale de Crédit, financial end, set forth his plans for the G-A-F merger and its Continental extension in an interview for "Variety."

Financial end, according to the banker, is the most important current concern. Perfection of the industrial phases, especially on the recording end, will be next. It is then only with the production phase of the G-A-F alliance, he goes into, that distribution and theatre operation will automatically take care of itself.

The present capitalization of the combine is \$3,400,000 which, states Devies, represents a real equity of about \$6,000,000, since the \$2,600,000 nominal capital does not represent the full value of the shares of the merged corporations. This is because Devies had arranged, prior to the actual physical production, for one corporation buy in on the other, to facilitate an economic control.

Real estate of the companies re-appraised at current prices would be far in excess of the book value, which has been taken as a basis for capitalizing the merger.

Besides this, power has been given the board to increase the stock capitalization as will, up to \$8,000,000.

(Continued on page 63)

French Plays for Films?

Paris, April 5.
"Variety's" Paris office is reporting 'new plays hereafter will also supplement the Broadway possibilities, with comment on the French talker rights for the screen.

American producers looking to French, German and other foreign plays not exclusively with a view to the world's film rights, but also with a thought to the local territorial possibilities. Many a good French play would make good French talker fare, if not okay for the world's market.

RCA MAY MOVE INTO CONTROL

Paris, April 5.
A quiet, unostentatious move by RCA for important position in European circuit is believed to be behind the hook-up RCA Photophone recently made here with Pathe-Natan whereby P-N becomes the ostensible agents exclusively for RCA in France.

In actual working out, RCA's control of the P-N circuit is foreseen by some, as Natan is said to have parted for the RCA Photophone equipment in 45 of his houses with shares of stock in the P-N enterprises. These shares are said to give RCA a strong "in" on the company.

Natan says he was negotiating with Verdugue, owner of 50 Spanish theatres, for control thereof, but behind that also is seen an RCA move, as the RCA Photophone projection equipment would go into all of these Spanish houses.

This alliance of over 300 theatres in France and Spain would be a tremendous asset for RCA in production countries. Sufficiently for some cooking French and Spanish talker productions.

Wiring in Switzerland

Paris, April 4.
Western Electric is wiring 17 more theatres in Switzerland, where there are already 14 theatres W. E. equipped in 11 different cities.

Theatre and city will be completed by June. Talkers will then be shown in Aarau, Baden, La Caux de Fonds, Olten, Solerue, Winterthur, all of which have no wired theatre as yet.

In Holland, the Flora at The Hague, and the Ooster theatre in Rotterdam, will also be W. E. wired by May. This brings the total of Dutch houses sound equipped with W. E. wire to 9.



CHAS. MCCARRY and TEDDY DAWN
Comedy Dancers, In-ebrités
Featured by Harry Goufain's "Smart Smarties."
This week (April 11), Paramount, New York.
Next week (April 19), Paramount, Brooklyn.
Direction PHIL TYRELL.

DENMARK LOOKS GOOD FOR FILM REVENUE

Paris, April 5.
Denmark as a new market is very favorably regarded here. Robert Sohler for Warners here says "Jazz Singer" earned \$70,000 for WB in Denmark, aside from its being the first wov talker, and a Jolson special.

Opines the first Danish talker will panic 'em and earn \$100,000 for the producer.

Patched Talker Tried With Singer and Discs

The Hague, April 3.
The Fritz Hirsch German Operetta Company started an experiment in Rotterdam in sound-filming. At the Tivoli part of the stage was prepared to serve as a film studio and Friedl, Dolza, star, sang and acted some of her most popular operetta songs. While cameramen caught her movements, at the same time records were played which had been made previously by her.

The idea was to get her to act the singing with lip-movements, sort of a reversed talker-procedure. The Hispano Film Co. here is trying that way to get synchronized records and films of popular songs by Dolza and others.

If the experiment succeeds it will be tried with other talent.

Czech Apparatus

Prague, April 4.
First apparatus to make own sound films in Czechoslovakia has been bought by the Prague A. B. Film Works from the Berlin company in Europe is the possessor of its own sound-film-making apparatus.

British Film Field

By Frank Tilley
London, April 4.
With the bulk of the foreign, which is a lot of dough, coming from this field, it ought to be worth while American distributors making a check-up on what does not go here. Roughly, back-stagers are through musical comedy only good if either new, like "Broadway Melody," or a fairly recent theatre success here, like "The Deck." The 5-10 year of musicals done over suffer badly from two things: tunes just old enough to be stale and comparison with London stage cast. This goes for such as "Sally" and "No, No, Nanette."

Americans Must Produce Abroad To Hold Foreign Market, Claimed

ENGLISH NEWSREELS

Hot Competition With Pathetone Entering British Field
London, April 5.

Intense competition between various newsreels concerns here takes on new lease of life March 31, when Pathetone Weekly takes the field. Since talker break, chief reeling in the field have been British Movietone News. For issue, said to be backed by the Rothermere newspaper interests, and Gaumont Sound News, put out by Gaumont.

Although denied by unit, concerned, feeling generally is the Berry Brothers have a slice in the Gaumont news issue.

With old silent issues, Gaumont Mirror, Empire News Bulletin, Fox and Pathetone are continuing in a small way and Pathetone steps in to complete pretty fierce triangular competition.

Pathetone will be under control of First National, Pathetone's English outlet, in which British International producers, distrib and exhibitors have holding interest. Meanwhile, most of the newsreel units, with the exception of Movietone, which has always stressed interest rather than news, keep on putting out magazine pictures in sound.

First move to tighten up on the news angle was made by Gaumont, issuing its reel as a bi-weekly. Movietone is said to be countering by having in the plans for a daily issue for key houses.

Belgian Flops 3 Features in Row At Amsterdam

Amsterdam, April 2.
Before the Netherlands' film festival the Belgian film director, Charles de Keukelaere, showed three feature picture which were badly received. "Impatience" and "Histoire de Detekueleire." Public hissed off the De Keukelaere films.

This director calls himself the only representative of the Belgian cinematography. His first film did not differ from the ordinary newsreel with only a number of scenes suggestive instead of positive. "Impatience" seemed many of its kind, not over a quarter of it was really recorded, the rest repetition.

Poland's First Big Film

Brussels, April 4.
Poland's first big film, "Marousia," was shown in Brussels here by Hendricks, agent for Belgium. It created a good impression.

Josef Leytes, producer, reveals some technical details and has a good cast. Outdoor scenes showing landscapes new to Belgium were particularly admired.

Paris, April 4.

Picture people coming into Paris are more and more in the opinion that Hollywood-produced foreign versions will not do abroad. Germans cite "Der Totpolch" ("Lummock") the "JA-tubbed talker" as a horrible example. The French are negative about how Chevalier's "Love Parade" was slashed and cut to produce a hybrid synchronization.

Expansion of Germany along these lines is inevitable. Not only are the UFA and Tobis studios outside of Berlin working hard turning out picture, but German talent is generous sprinkled at Elstree, near London, and at Eglonay, outside of Paris. At the latter producing center, Sokal-Sofar Films maintains permanent stock companies of French, English, German and Spanish casts, with Italians to come.

Signor Stefano Pittaluga, in Rome, cast talent not directors for his Italian talker, but has a dandy studio outside the Lateran Gate at Rome, with modern RCA equipment and a flock of RCA engineers. Already he is dickering with British and German producers to send talent to his studios, or for an exchange of directors and people, so that they can jointly make Italian, German and English pictures, chiefly the former two.

Like German Talkers
In the Balkans, the German talkers are coming along at a great clip. Czechs, Yugoslavs, Serbs and Croatsians understand German and prefer that to the American product.

The Germans razed Warner's Moissi talker in German, as an instance that even with a German star the American methods lack the proper conception of the Continental tastes.

That the American industry will have to take up foreign production activity on the Continent with Paris as the most likely center, seems inevitable to the non-American picture interests who recognize the value of the American language talker market to America, but state it can't be retained from a Hollywoodian vantage point.

They must come over here and produce.

(This same subject was extensively reported upon in last week's issue under the domestic and foreign angles.)

Money Difference

London, April 15.
Arthur Dent, managing director of British International Pictures Export, Ltd., denies there has been a split between his company and World Wide of New York, distributors of foreign product.

He says the actual state of affairs is that the British company has withheld all newer product from "Atlantic" and onward because World Wide has delayed payment of money which British Export contends is due on account of productions already distributed by World Wide.

R-K-O'S S. A. OFFICE

Opens Exchange at Buenos Aires - "Rita" and Hit
Buenos Aires, April 15.
Radio Pictures is entering this territory aggressively for the first step in marketing of its pictures, opening an office in Buenos Aires.
A representative is due from New York shortly to take charge. He will be in charge of the "Rita" at the Cine Ideal, town's latest de luxe. Sold out in advance for the opening.

METRO'S FOREIGN VOICE

Hollywood, April 15.
Metro will tell delegates to the International Exhibitors conference at Brussels in June what it is doing on foreign language pictures. A two-reel talker is being made for this purpose.

Continental Changes in Par's Continental Staff

Paris, April 5.
With Adolphe Osser, head of Paramount in France, having formally introduced Robert T. Kane as being Paramount backed in his foreign language talker productions, Kane has abandoned the two offices (and taken space in the Paramount theatre offices). Young Dick Blumenthal is assisting Kane.

Melville A. Shafer, son of Emil E. Shafer, Paramount vice-proxy in charge of foreign affairs, left for America last month and probably not coming back to Europe. He was speedily representative of Paramount abroad, with Osser continuing in practical and executive charge of all business affairs, as heretofore.

John C. Grayson, Paris' general European rep, with Shafer's leaving, takes up Shafer's duties as well as special rep for Par.

Eddie Ugan, formerly assistant to Francis A. Mangas, also European stage production head, settled for New York to stay. Probably becoming a cog in the Public units' production department.

Shauer is going to California, according to local advices, to get a load of the production end and learn it under his father's sponsorship, particularly with an eye to the foreign talker market, but primarily for general knowledge.

'Jazz Singer's' Run Record

Brussels, April 4.
After six months' continuous showing at the Trianon Cine, Brussels, Al Jolson (whom Belgians persist in calling Jonson) in "The Jazz Singer," has withdrawn to make way for "The Divine Lady" (Corinne Griffith).

The six months' run is the local record.

Swedish-Played Par Film Will Be Made in Paris

Copenhagen, April 5.
Paramount's representative, Andre Davens, travelling through Copenhagen, after having visited Stockholm, stated he will bring a troupe of prominent Swedish actors to Paris soon to play in a Swedish talker directed by Edwin Adolphson and shot in Paramount's studio in Paris. Film will also be produced in French and Spanish.

Engaged among others two of Sweden's prominent actors, Lars Hanson and Costa Ekman.

Bi-Lingual Features

Wettstein-Supervised
Paris, April 5.
Ernst Wettstein, formerly British representative for Svenska Biograph (Sweden), is now the British rep for Jacques Haik, French indie producer.

Wettstein is supervising a French talker version of E. A. Dupont's "Atlantic," which the German director (UFA) already made in German and English. Its success prompted Haik to do a French version, which Jean Kemm will direct. As with Haik's "Mystere de la Villa Rose," he prefers Elstree as a production center to Paris and is sending French talent to London.

H. G. Grantham-Hays, English director with knowledge of French, is directing "Lord Richard in the Pantry," English farce, as a bi-lingual talker, under Wettstein's supervision.

"Richard" cast includes Ghett Gobert, Michele Verly, Andrea Lafavette, Madeleine Gully, Baron Pils, Henry Garat.

DEFOREST BUY BY WARNER

WALK-OUTS ON SILENT FILM IN PARIS

"Trail '98" at New Olympia Couldn't Hold—Other Demonstrations

Paris, April 15. Jacques Halk's remodelled Olympia opened April 10 as a deluxe boulevard film house showing "Trail of '98" (M-G-M silent) to walkouts. Public's reaction to the silent picture makes it plain they want talkers here. That goes even for the ritzy clientele of the boulevards. Early in the initial show announcement was made the only French talk in the performance would be one short subject. There was a mild demonstration of disapproval, again indicating anew Paris is strong for its native tongue on the screen.

House is beautiful in its new dress and with capacity increased to 1,900. Show also has stage presentation as regular policy.

To Placate Norse Exhibs

Copenhagen, April 15. American distributors are meeting the Scandinavian exhibitors here in an effort to bring about an agreement on rental scales. Session follows widespread protests by Norse showmen that prices on talkers were unreasonably high. Distributors temporized with the theatre men, promising to put the controversy up to their home offices, meanwhile seeking to get a hearing for the argument that production costs on talkers made necessary high rentals and instead of revision downward, the rental scale should be even higher than it is to bring the producers adequate return.

Reasoning made little impression. Swedish, Norwegian and Danish exhibitors have perfected an organization on the issue and are making threats of a general boycott against American talkers.

"Love" Copenhagen Smash

Copenhagen, April 15. "The Love Parade," at the Kino Fæst, here, is a smash. This Paramount (Chevalier) talker probably all in French. Copenhagen, Denmark, employs the Danish tongue.

23 of 100 Rejected, Films Reinstated in Australia

Sydney, April 15. State censors, reporting for the year 11,000 pictures rejected. Of this total distributors carried a fight up to the Appeals Board, which overruled the first censor group and put its o.k. on 23 rejected productions.

Tasmanian censor has just refused to permit the showing in that territory of "The Cock-Eyed World" (Fox).

Zurich Likes "Vienna"

Zurich, April 15. Atlas Picture (German) feature, "Vienna, City of Song," well received at its premiere here. Direction is credited to Richard Oswald.

"Frankenstein" For B'way

London, April 15. Horace Liveright has bought the American rights to "Frankenstein." Lyn Harding will be sent over to start in the drama, under a two-year contract with the manager.

Info for English

One of the English trade papers printed the following, which mentions the name of the writer of the Radio Pictures publicity had escaped the writer.

For his information, the name is Hy Daab, Radio's publicity steerer.

This is part of the English comment:

"For the moment the identity escapes me of the ad designer of Radio Pictures, the unobtrusive genius of the vivid slogan who biases his brilliancy across the U. S. trade papers.

Everyone of us who picks up the American papers must receive a hearty jolt in the emotional jaw when the mail arrives. Those Radio spreads then are the biggest, brightest things in the U. S. trade, as delicious and invigorating to look at as they are useful to draw the buyer."

German Indies See Menace in Combo Of Warner-Tobis

Berlin, April 15. SPIO, organization of the leading German picture producers, adopted a resolution at its meeting here demanding that the government undertake legislation insuring the use of sound facilities to any independent producer.

What they want is a law which will compel owners of controlling patents to fix fees and then permit use of sound to any independent producer who meets the legal payment.

The development awakening the picture makers to their situation is the agreement between Warner Bros. and the Tobis people. The Germans see in this alliance a new threat of American domination and the agitation is designed to meet the menace.

2 FLOPS IN AUSTRALIA

"Shrew" and "Prince," Latter Silent, Die in Sydney

Sydney, April 15. Two American pictures which have failed to make headway here are "Taming of the Shrew" (UFA) and "Prince and Pauper," latter an old silent, starring William Faversham.

First named, by Pickford and Fairbanks, goes down on the record as a flop at the St. James here. The Faversham did little better at the Royal, also in Sydney.

'Historical Liberties' Keep 'Guard' Out of France

Paris, April 15. Distortion of historical facts for literary purposes offends French people who are intensely patriotic. Fine quality of production is nullified by mistakes in this regard, as exemplified in the case of Universal's "The Marseillaise" (called "Captain of the Guard in the U. S."), talker which will not be shown in France.

Instead, "The Western Front" will be Universal's next in this market. Alexandre Stein, U's French chief, saw "The Marseillaise" in London and made up his mind its historical liberties had ruined the picture's chances for France.

"Godless Girl" Liked

Brussels, April 4. Cecil B. de Mille's first sound film, "The Godless Girl," is scoring at the Lutetia house here.

STRENGTHENING EUROPE, REASON

Warner Brothers Purchase 40% of DeForest Over Here—Added Protection Along with Tobis Buy by Warners—Western Elec- tric In, but How, Denied

NO FREEZE-OUT

Barely allowing Tobis-Klangfilm representatives time to embark with the buy in which they now claim gives them a "dominating position" in the foreign talker end, Warner is rushing the closure for a huge chunk of another and more important enemy of the American electricians.

This latest deal, papers for which have been drawn and approved by attorneys for both sides, is for 40% of DeForest, center of all U. S. sound patent worries, which is coolly figuring on collecting \$500,000,000 triple damages following the final showdown against Western Electric, one delayed for five years, in the Wilmington, Del. Federal court, one month from today (Wednesday).

For its position in DeForest, Warners is called upon to pay \$1,500,000 in initial cash and a remainder, running into an unknown figure, within five years.

In the few parts of the trade familiar with this latest move, skepticism was expressed about the sincerity of the brothers' battle with (Continued on Page 70)

NATIVE TONGUE ENOUGH FOR ANY ACTORS

Hollywood, April 15. Metro has concluded that actors cannot as a general proposition successfully handle more than their native language. Henceforth, it will try to get away from multi-lingual actors when making foreign versions.

Foreign versions will be separately cast from the principal, or English, version. Ludwig Lawrence, Metro's representative on the continent, has been called to secure six stage leads from France and Germany.

Metro expects to use some of the new foreign players in "His Glorious Night."

WIND-UP ORDERS FOR TWO CONCERNS

London, April 15. A compulsory winding-up order was issued today against British Photophone in the absence of opposition.

A similar order against International Talking Screen Productions was up, but postponed to May 6 on the plea that a proposal for a merger is now before the stockholders.

This is the merger reported by British Filmcraft and British Screen Productions under the proposed title of Argosy Filmcraft Co.

Australia's Tariff Request

Sydney, April 15. Prime minister for the commonwealth has addressed an appeal to the English government, asking that Australian pictures be admitted free of duty to the mother country. Argument is that English made film is admitted free in this colony and the island continent is entitled to a reciprocal privilege.

At the same time the Australian Labor government has lately been plying on customs duties for all pictures imported from foreign nations

Rushing "Green Spook" with French Made in Hollywood, Into Paris

BRYSON'S PORTABLE

Coming Over to See "Jazz King" at Roxby

London, April 15. James Bryson, head of Universal's European organization, is sailing on the "Europa" Thursday.

He is making the trip to witness the opening of Whiteman's picture, "The King of Jazz," at the Roxby, New York, April 25.

Bryson returns immediately, bringing the picture with him to trade-show in London with probable pre-release at the Tivoli, following the engagement of "Journey's End."

Bryson is taking with him a portable sound reproducing machine invented in Germany and ready for marketing, which he proposes to introduce in the States.

Universal's foreign manager at home, N. L. Manheim, was to have started a foreign survey soon, but the convention of export managers in New York in May has caused a delay. He will sail for this side with the return of the foreign men to their posts.

Al Szechler, general European chief, resident in Berlin, will be on the "Europa."

BALKAN CHAIN OWNER SUICIDE, BAD BUSINESS

Savkovich, Luxor Circuit, Hopelessly Tied Up— Belgrade Laid Off Talkers

Belgrade, April 15. Milosh Savkovich, owner of the Luxor circuit of picture houses, committed suicide here yesterday (14), as the climax to business worries growing out of the talker situation in the Balkan territory.

Talker problems in southeastern Europe have so far been recognized by the American and native distributors as to bring about lowering of rental scales, but reverses that affected the Luxor chief are believed to have been caused by his contracts for silent product, which was abandoned when he wired his theatres with Biophone.

The sudden competition in talkers at the outset increased rentals until Savkovich was apparently undertaking to top all rivals. Soon the Belgrade fan public lost their enthusiasm for talkers and business suffered generally.

Other Elphone, Paramount nor Metro, chief creditors, pressed claims, extending liberal credit to the chain operator. Reason for his business trouble was not revealed until his many contracts for silent pictures were revealed and the figures showing box office depression Savkovich had been through.

Luxor circuit had refused right along to tilt admission prices, in deference to the prejudice of the fans against high scales, although all his competitors had revised their price levels upward. The circuit gained much public good will by its action, but business remained poor.

Bi-Lingual in Prague

Prague, April 15. Horley Productions making a feature picture of one of Edgar Allan Poe's works with dialog in Czech, German and English. It is one of the first multiplicity films to be created here.

Paris, April 15. Metro-Goldwyn's "The Green Spook," with dialog in French, directed by Jacques Feyder and Andre Luguet, star of the Comedie Francaise, is being rushed into opening April 22 at the Madeleine.

It is the first French dialogued feature out of Hollywood, and its effect is expected to be sensational. Trade looks to it to help the status of the whole American industry in this territory as a sample of what Hollywood can do in quality production for the French.

Metro's haste is explained by a desire to beat out Robert Kane's production here of "The Hole in the Wall" due to the Paramount release.

More significant is that with the new picture the Madeleine, Metro's "show window" here, will follow the sample of the Paramount, the New Olympia and other deluxe boulevard picture houses by going grind instead of operating on the reserved seat basis, with bookings of seats in advance.

Continuous is bound to swell the gross, which is a benefit to the American distributors who book all first runs on a percentage arrangement.

"Love Parade" now in its eighth week at the Paramount, is withdrawing in two more weeks to make room for the first French Paramount French talker, "Hole in the Wall." The Chevalier feature, taken off while still doing well, has run longer than any other picture here.

Thus the new Metro piece gets a two-week jump on its rival and a brisk publicity battle is imminent. Rush to get the French pictures before the public has made it necessary to set back "Welcome Danger."

STEP FOR INDEPENDENCE OF NATIVE FILM ABROAD

Paris, April 15. Albert Kohan, director-general of the new Gaumont-Aubert-France merger, has taken a definite step toward insuring the independence of French pictures in Europe of the American electric sound companies.

Move is the completion of patent agreements between Gaumont and the German electric, Allgemeine Gesellschaft and Siemens-Halske as well as the Tobis Klangfilm groups, both German and Dutch and their French Tobis subsidiaries. Deal covers France and the Continent.

Kohan now is negotiating for an arrangement which will cover England, other party to the conferences being British International, it is assumed.

Gaumont side denies that it has negotiations on with either Warner Bros. or RCA Photophone.

Gaumont is at work on the project of perfecting its own television device.

The Kohan organization is going aggressively after the business of independent exhibitors by offering liberal credit and financing sound equipment.

The Gaumont chief has given notice of a general shakeup in the Aubert-France exhibits of the amalgamation, alleging loose administrative methods in theatre operation. He remains non-committal on persistent rumors concerning probability of a merger with the Pathe-Natan group. Natan himself denies any prospect of such a deal, but Kohan admits he would like to absorb Natan's choice chain of theatres, but without their present operating personnel.

Australian Distrib Deal

London, April 15. Stuart Doyle, head of the Union Theatres of Australia, has closed a contract with British Int. for the distribution of the producer's entire product on this island continent.

Contract carries with it a theatre franchise clause.

"Journey's End" in Smash Class; Winter Garden, Pop, \$50,800, and Par-Roxy's Big Money Tumbles

Tiffany again in a gusher last week when "Journey's End" in its first six days...

Other \$2 pictures played a continued forward march last week. "Vagond King," at the Criterion...

Regular deluges last week saw the Roxy with \$70,300, a shade above the house low of \$70,000 flat...

Estimates For Last Week: Astro—"Rogue Song" (Metro) 1,120; \$11-\$2 (12th week)...

Central—"Man From Blankleys" (WB) (922; \$11-\$20) (2nd week). This week and next only...

Criterion ("Agabone King" (Par) (878; \$11-\$2) (3th week). Demand markedly off. Down to \$9,100...

Embassy ("Newsreel House" (Fox-Hearst) (568; 25). Takings pretty consistent, price and time-killing advantages always attracting...

44th St.—"Song O' My Heart" (Fox) (1,400; \$11-\$2) (5th week). Fox's leadership has been on in about two months or so...

Globe—"Framed" (Radio) (1,065; 35-50-75) (2nd, final week). Second week around \$15,000, first week unquoted...

Hollywood—"Hold Everything" (WB) (1,850; \$11-\$22.50). New York retaking. Fox's "Hold Everything" Warners \$2 list will open Tuesday...

Rialto—"Ilell Harbor" (UA) (2,000; 35-50-85-11) (3rd week). Second week down to \$23,200, drop of \$1,000...

BRITISH 'TREASON' GOOD IN MONTREAL, \$14,500

Montreal, April 15. (Draw Pop, 600,000) Weather: Fine. Main success failed to stand up last week with "Vagabond King,"...

Loew's, while down two and a half grand from previous week, did fairly well grossing \$12,000 for "Byron combined with average vaude."

Palace (EP) (2,700; 40-75) "Vagabond King" (Par) 2d week. Fell off on repeat week, \$15,500.

Princess (CT) (2,300; 30-55) "High Treason" (British). Took change on house record for other houses and cleaned up for \$14,500, Excellent.

Royal (EP) (1,900; 35-60) "Lady to Love" (M-G-M). Curiosity to hear Vilma Banky in first talker. Vaude held up to balance of week.

Estimates for Last Week: Columbia (Loewy). "Only the Brave" (Par) (2,242; 35-50). Not so early at \$10,500.

Met (Warner)—"Under Texas Moon" (Warner) (1,585; 35-60). Full page run of paper credits and plenty of exploitation with only one week resulting, that at about \$16,500.

Palace (Loew)—"Benson Murder Case" (Par). Stage show (2,363; 35-50). Murders still interesting hereabouts; advent of former policeman m. c. Al Evans, again in \$22,000.

R-K-O Victory (1,600; 15-50) "Western Stars" (Par). Not bad, but not so good. Big for most of week, drop off last two days.

Buffalo (Par) (2,300; 30-40-65) "Ilells Harbor" (UA). "Aladdin's Revels" stage. Down substantially on week for as bad a period as houses has had in some time, \$25,000.

Capitol (WB) (1,200; 15-25-50) "The Aviator" (WB). Weak first run, shows no profit but a bit higher at \$9,900.

Down grade to not hot, \$18,000.



AIDS CRIPPLED CHILDREN Success of the Rainbow Ball, at the Etica on April 12, was attributable to the enthusiastic efforts...

FOX AND PALACE, WASH., PRETTY CLOSE FOR LEAD Washington, April 15. (White Pop, 500,000) Weather: Fair.

Houses got hectic Sunday of last week, 60,000 visitors in town to see famed cherry blossoms. It rained. Personal appearance of Eddie Dowling with his film, "Blaze of Glory," at the Earle. Business disappointing.

Estimates for Last Week: Columbia (Loewy). "Only the Brave" (Par) (2,242; 35-50). Not so early at \$10,500.

Met (Warner)—"Under Texas Moon" (Warner) (1,585; 35-60). Full page run of paper credits and plenty of exploitation with only one week resulting, that at about \$16,500.

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Down grade to not hot, \$18,000.

Minn. Terrible, but "Society Blues" Made 7th St. Record at Scale—H. O.

PORTLAND CUTS SCALES AS BIZ STILL SO-SO

Portland, Ore., April 15. (Draw Pop, 400,000) Another price drop last week, following Fox Paramount's lead...

Quiet but during Lent has been felt all round. Several houses hold-out major films till Easter, notably United Artists, which shelved "Rogue Song" until end of this month.

Estimates for Last Week: Broadway (Fox) (2,000; 25-60) "Sun Stepped Out" (Fox). Program film comedy registered. F. & M.'s "Sunshine" idea stage show, okay.

Paramount (Public) (3,500; 25-50) "Young Eagles" (Par.). Air thriller over. Needed to help this house come back to \$7,000.

Orpheum (RKO) (2,000; 25-50) "Framed" program gangster film. Fair. Vaude, \$10,500.

Hiato (Public) (2,000; 25-50) "The Girl Said No" (Metro). Panned by some critics, but well enough liked to get a second week.

R-K-O Orpheum (2,890; 50) "Harmony at Home" (Fox). Vaudeville, but not sufficiently strong to mean anything, \$3,000. Bad.

Michigan—"Young Eagles" (Par) (4,045; 35-50-75). Booked to run in the municipal airport this week. Good booking didn't hurt with all the picture and vaude in town for show.

Estimates for Last Week: Fox—"Royal Romance" (Col.) (5,600; 35-50-75). Pictures without names did better than expected. Local management changed name of picture to "Royal Romance" and played it up as a laugh farce.

Grand (Public) (1,000; 35) "Dangerous Paradise" (Par). 1st half. "Sally" (Par) 2d half. Second loop record.

Brooklyn, N. Y., April 15. Not a bad week. Fox's "Love Parade" packed nicely. Stunt picture, "The Girl Said No" at the Par, love parade headed by Rudy Vallee, drew considerable attendance.

Estimates for Last Week: Grand (Public) (1,000; 35) "Dangerous Paradise" (Par) (4,000; 35-50-75). Drew good crowd; and fare well, \$57,000.

Minneapolis, April 15. (Draw Pop, 500,000) Weather: favorable. With business sinking to its lowest in years, theatre heads hereabouts have plenty of worry.

Out of the 10 loop houses figuring in these reports, only two, Minneapolis and the R-K-O 7th Street, made anything remotely resembling a respectable box-office showing.

Estimates for Last Week: Grand (Public) (1,000; 35) "Dangerous Paradise" (Par) (4,000; 35-50-75). Drew good crowd; and fare well, \$57,000.

Strand—"Disraeli" (WB) (2,800; 35-50-75). Colossal picture, very fine picture with steady patronage.

Met—"Locked Door" (3,571; 35-40-50) "Good Luck" (3,000; 35-50-75) "Albee-Met, B'klyn, \$500 Apart—Par, \$57,600

State (Public) (2,100; 60) "Other Tomorrow" (F. N.). Panned by some critics, but well enough liked to get a second week.

Michigan—"Young Eagles" (Par) (4,045; 35-50-75). Booked to run in the municipal airport this week. Good booking didn't hurt with all the picture and vaude in town for show.

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Gorilla "Sexer" Beat 1st Week at Orph., Frisco, in 2d Wk., Doing \$25,000

San Francisco, April 15. Weather warm. Frisco good last week against weather and Lent. Most of the week's picture, beat its own first week to become the reigning wonder of the town. Estimates for Last Week: Fox (5,000; 50-65-75-41)—"Free and Easy" (Metro). Better than in recent weeks, \$38,000. Satisfactory showing for Buster Keaton. Warfield (Fox) (1,872; 80-85-90)—"Mysterio Island" (Metro). School holiday helped, picture seemed right thing for kids. Around \$16,000, not bad. Paramount (Publix) (2,698; 35-50-55-41)—"Ladies Love Brutes" (Par). Neck and neck with Warfield at \$16,000. But something of a local disappointment for George Bancroft film. California (Publix) (2,200; 35-50-65-90)—"Light of Western Stars" (Par). 2d week luller, but normally healthy at \$13,000. St. Francis (Publix) (3,375; 35-50-65-90)—"The Yousers" (FN). 2d week merely extended brody. Fannie Brice just doesn't mean much to Market street, \$7,000. Orpheum (RKO) (2,270; 35-50-65)—"Ingagi" (Stateight). First four days of second week, 20-30 percent better than corresponding period of first week. Sensation. Unprecedented grosses for this house. \$22,000. Golden Gate (RKO) (2,485; 30-40-50-60)—"Vengeance" (Col). Slightly above average for \$14,000 with vaude. Embassy (Wagnon) (1,366; 50-65-90)—"Under Texas Moon" (WB). Heavily publicized but no great shakes at \$10,000 for opener. Second western on. Davies (Wagnon) (1,150; 35-50-65-90)—"The Aviator" (WB). Hardly fair at \$7,000. Marino (Ackerman & Harris) (2,400; 40-60)—"The Other Tomboy" (FN). Billie Dove picture let house down peg to \$5,000.

PRETTY LIGHT TRAE IN DENVER LAST WEEK

Denver, April 15. (Draw. Pop. 400,000) Weather: Fair. Frisco topped most of grosses poor. Tabor most of grosses poor. Served coffee and wafers in the lobby during anniversary week. Tabor break was arrival of the giant Fox-Keaton plane, whose stay in Denver was sponsored by the Tabor. Pages of news and pictures. Denver's grosses are feeling the effects of not having a "B" picture. To offset it is putting the orchestra back. Madden and Ambria just about hit bottom last week. Estimates for Last Week: Tabor (Bennett) (2,200; 25-35-80-75)—"Song of Songs" (FN). Nighter flopped. Stage show helped, \$15,000. Aladdin (Huffman) (2,300; 30-50-75)—"Under Texas Moon" (WB). Moon in eclipse, \$5,500. Denver (Publix) (2,300; 25-40-65)—"Montana Moon" (FN). Nighter, other eclipse; \$7,500, very low. Riatio (Publix) (1,040; 20-40-60)—"Young Eagles" (Par). No high filler, \$5,100. America (Huffman) (1,500; 20-35-60)—"Song of Songs" (FN). Song wasn't bad but gross hit sour note, \$2,800.

"Hot for Paris," Cissored, Got Topeka for \$4,300

Topeka, April 15. (Draw Population, 80,000) A whole, morning and afternoon of a business in Topeka last week. Nearly all other business was just muddled. Big drop taken at the Grand where "Sky Hawk" had been expected a big draw. It was anything but. Critics gave it everything, calling it "better than 'Wings'." Only increases over last week's grosses were recorded at the Grand. Novelty, but nothing to cheer about. Estimates for Last Week: Grand (L.4.4.50) (Fox)—"Sky Hawk" (Fox). Just didn't click, because of Topeka's ennui at lack of names. Less than half week before, or \$2,800. Jayhawk (1,500; 50) (Fox)—"Dangerous Paradise." Got biggest end of week's credit, "She Couldn't Say No," last half needed usually big Saturday business to make showing for three days. Picture disappointment to the fans who want to see Winnie Lightner Wild. \$4,300. Novelty (1,200; 40) (Fox)—"Hot for Paris." Thought malnurtured by Kansas censors, got by for a week's run doing 90% better. More pictures went ahead of it, \$1,500. Best. Musical tab in addition to silent film, held its own; \$650.

VAUDE HOUSE TOPS SEATTLE DE LUXES

Seattle, April 15. (Draw Pop. 60,000) Weather: Some rain. Fifth Avenue had a big week in and sold Orpheum. Fox was in a slump with "Mad World." Too many murder stories, with "Benson Murder" at Seattle Paramount and "Bishop Murder" at Coliseum. As that the public seems to fall, more or less, for this kind of stuff. "Second Wife" nice draw at Orpheum. Liberty held steady biz with "Shower of Showers." This Jensen-Ven Herber house clicking to surprise. Estimates for Last Week: Paramount (Pub) (3,106; 25-60)—"Benson Murder" (Par), \$13,500. 5th Ave. (Fox) (2,500; 25-60)—"Ship from Shanghai" (M-G-M). Good stage show. Biz up and up, \$15,700. Fox (Fox) (2,500; 25-60)—"This Mad World" (M-G-M), \$4,500, steady. Blue Mouse (Hamrick) (900; 25-50-75)—"Vengeance" (Col), \$6,200. Music-Box (Hamrick) (1,000; 25-50-75)—"Under Texas Moon" (WB). In for nice run, \$4,800; pulled out. Liberty (Jensen-Ven Herberg) (2,000; 15-35-45)—"Show of Showers" (WB), \$11,400. Coliseum (Fox) (1,800; 15-25-35)—"Bishop Murder Case" (M-G-M), \$2,800. Orpheum (RKO) (2,700; 25-50)—"Second Wife" (Rad). Nice draw. Good vaude. Summer prices, four bits. Advertising benefit shows or nights for clubs, etc., along idea first put over locally by Bill McCurdy for Duffy stock, very successful two or three years ago, \$17,500, great.

"NOT A REVUE"

Minneapolis, April 15. R-K-O 7th Street theatre pulled a new one in advertising Fox's "High Society Blues" as "positively not a revue." That the local public is fed up on the screen revue entertainment seems to be the consensus of local theatrical opinion. "High Society Blues" is giving the 7th Street its first real business of the season.

PHILA. UNEXPECTEDLY SLIGHTS SOME FILMS

Philadelphia, April 15. Business just fair in most of the downtown picture houses. No smash and no real flops. Mastbaum, after a corking week with "Sarah and Son" skidded about \$15,000 with "Montana Moon," but \$48,000 considered quite okay and above the theatre's average during the last three months. Stanley, with "Be Yourself," got \$22,000 on a regular rave about, but enough to warrant a second week. Stanton was N S G with "Roadhouse Nights" at Orph., but Out Saturday after one week, despite good set of notices. Barle popped up to \$20,000, average gain during most of the season. Sixth anniversary of opening and considerable exploitation. Picture was "Strictly Modern." "Under Texas Moon" not much at Boyd. Reviewers rather liked the kidding nature of the story, but patrons expressed their preference for straight forward love romance and resented strain of travesty. Got \$19,000, and goes out the middle of this week, giving it less than fortnight. Fox did a comparatively good week with "Such Men Are Dangerous." This house's stage bills have fallen away in or in caibter during last three months or so, but kept good part of its regular weekly clientele, \$48,000 last week. The Fox Locust with "Song of My Heart" still disappoints at maine. Last two weeks announced. Management reports healthy demand for Easter week, and if that holds up as expected, run may be extended. Under \$10,000. Erlanger expected some interest in "Farty Girl" because of sensational nature of story, but it didn't develop, censors' cuts didn't help. Around \$10,000.

Estimates for Last Week

Mastbaum (4,800; 25-50-75)—"Montana Moon" (FN). Big drop from preceding week, but little over house average. Stage show, \$48,000. Stanley (3,700; 35-50-75)—"Be Yourself" (UA, 1st week). Held by critics and fairly successful, \$22,000. Stays until Thursday (17). "Ladies Love Brutes" follows. Stanton (1,700; 35-50-75)—"Roadhouse Nights" (Par) pretty sad and out after single week. Good notices, \$10,000. Boyd (2,400; 35-50-75)—"Under a Texas Moon" (WB, 1st week). Another disappointment, \$19,000, and out after tomorrow (16). "Hold Everything" next. Fox (3,000; 90)—"Men Are Dangerous" (Fox) fairly good, \$28,000, with little help from stage bill. Fox-Locust (1,800; 15-50)—"Song of My Heart" (Fox, 4th week).

Publix House Organ Officially Calls "Variety," "Bible of Show Biz"

(From Public Opinion, April 11, 1930) Backed by "The Bible" More than twenty-five years of honest, astute, comprehensive and often prophetic reporting of the news of show business has justly earned for Variety the name of "the Bible of Show Business." Its reputation and prestige are so well established that any comment would be superfluous. Published every week, its pages reflect the most important happenings in the entertainment world during that period. The lead story, or the one with the heavy banner heading on page one, represents what, in the opinion of its veteran and perspicacious editors, is the most significant and far reaching event that has happened that particular week. Public Opinion notes with extreme pride and satisfaction that in Variety of April 2, the lead story, in recording an actual news happening, brings conclusive authenticity to the repeated contentions and admonitions of Your Editor who has been constantly pointing out the substantial dependence of merchants upon the theatre. For instance, in 1928, our issues of April 30, page 4; May 14, page 1; Sept. 8, page 8; Nov. 10, page 4; in 1929, the issues of May 25, page 12; Sept. 14, pages 5, 7 and 12; Nov. 24, page 4; Dec. 6, page 12, and numerous other references. The Variety story, under the caption of "Blue Nones Make Misery," relates how Iowa business men, insisting that lack of entertainment is driving people away from home towns, demand theatres and amusement. The business men of one town actually made a petition to a theatre circuit to build one of its theatres there. Young people migrated from towns without theatres, they asserted. There is a peculiar twist in human nature which causes one to blindly disregard the advice of a father, brother, brother, relative or other true well wishers but to regard as profound wisdom and eagerly follow even the casual comments of a perfect stranger. It is the earnest hope of Your Editor that, backed by the authority of the great Bible of Show Business, you will now believe his statements and will rush Variety's story to the attention of local merchants, Chambers of Commerce, newspaper publishers and civic leaders, thus making easier your job of showing a good profit on your theatres. Making It Official "Public Opinion" of last week headed its editorial, "Backed by the Bible," as reprinted above. "Public Opinion" is the weekly house organ for Publix Theatres. It is edited by Ben Serkovich. As a house organ of importance in the film industry, matter in it receives more than the usual thought given a weekly compilation of official trade reports. Variety has been called a lot of things by many, in print and otherwise, but this is the first time an official proclamation has designated it "The Bible of the Show Business," with several other trade papers perhaps believing that that slogan should be theirs.

VA. COLLEGE STUDENTS AGAINST SCALE TILTS

Charlottesville, Va., April 15. Student body of the University of Virginia forced the Jefferson theatre to a lower and bound admission scale, after a rowdy street demonstration. President of college backed the students. Agreement calls for no cuts in programs.

HARRY COHN'S BOAT

Columbia's Producer Finally Lands on 96-Foot Schooner Hollywood, April 15. Harry H. Cohn's family has that boat. It's a 95-foot schooner. Can't decide whether to wear a high hat or dirty canvas pants. Idea is week-end relaxation for Columbia's Trader Horn. It's not certain as yet if the boat goes on the swindle sheet. President of college backed the students. Agreement calls for no cuts in programs.

LOUISVILLE TOO HOT, PICTURES FOUND OUT

Louisville, April 15. (Drawing Pop. 500,000) Weather: Hot. Record-breaking heat led grosses last week. Lovv's again doubled any other take, but still disappointed at \$10,000 for "Putting on Ritz." "Honey" did moderately for Riatio, but all of the others, excepting Lovv's, took dives. Estimates for Last Week: Alamo (4th Ave.) (900; 40)—"Second Choice" (WB) willed in heat, \$9,600. Mary Anderson (R-K-O) (1,387; 30-50)—"Roadhouse Nights" (Par). Helen Morgan had hard sledding after killing interest in her story with "Applause" (Par), but built up slightly toward end of week to fair \$2,900. Brown (Brown) (1,500; 20-50)—"Love Comes Along" (R-K-O) drew fans of Bebe Daniels to slightly less than merit for a week, \$2,200. Riatio (R-K-O) (2,940; 25-75)—"Honey" (Par). Nancy Carroll just about reached the end of vague upset, less developing unexpected talent and reliable singing voice. Not over \$4,500, poor. State (Love) (3,252; 35-50)—"Putting on Ritz" (UA). Good entertainment, somehow failed to click as it might have. Lowest in month. Under \$10,000, despite heavy plugs. Strand (4th Ave.) (1,786; 35-50)—"Goldie" (Fox). Jack Muihall in silly film that won't help any of its cast except El Brendel, who held it together. Around \$4,700. Rudolph Valentino left an estate valued a \$800,000 in 1926, according to a finding in an estate filed in probate court by S. George Ullman, his manager.

\$3,000 Net at Club's Party

The party for charity last Wednesday night at the Motion Picture Club for members and guests was a financial and social success. Around \$3,000 was netted. About 350 people attended, with the blow-out breaking up at around 1:30 a. m.

ACADEMY'S WHO'S WHO P. A.

Hollywood, April 15. Academy of MP Arts and Sciences is negotiating with Clinton Wheeler of Rochester, N. Y., to come to the coast as the academy's director of public relations. Wunder is a social service worker with Who's Who listing. Taugor on L. I. Hollywood, April 15. Norman Taugor, recently with Tiffany, has been engaged by Paramount direct. Taugor is going east to do his first chore in the Long Island studio. This will be one of the four-real stage presentations in conjunction with Public.



ROSE KESSNER CHARACTER COMEDIENNE Now featured as the Teacher in Harry Gourfain's "Smart Smarties" unit. This week (April 11), Paramount, New York. Public trust to follow. Personal Direction JERRY CARGILL, MILDRED WEBER responsible.



DAZZ

The New Show World blazes into new box office glory!

Paramount tops its mighty march of money-makers with "PARAMOUNT ON PARADE". Read again the list of stars. The S. R. O. monarchs of the movies. Imagine! All of them—and more—in one big show. Not walking through it for the sake of their names, but each ACTING A REAL ROLE, doing the stuff for which they are famous or startling you with delightfully new and different talents.

"PARAMOUNT ON PARADE" is the one big picture of 1930 that's utterly different from any that's ever gone before. THE EXHIBITOR DOESN'T LIVE WHO CAN'T CLEAN UP WITH IT!

**WORLD PREMIERE
RIALTO THEATRE,
N. Y., ON APRIL 19th**

"PARAMOUNT

Nothing Like It Has Gone Before!

THE FIRST STAR NAMES OF FILMDOM!



LINGLY DIFFERENT!

The biggest stars in the business playing REAL ROLES in a brand new type of screen entertainment. Like a big Hollywood Party given in your theatre. With these popular personalities as hosts:

RICHARD ARLEN, GEORGE BANCROFT, CLARA BOW, EVELYN BRENT, CLIVE BROOK, NANCY CARROLL, RUTH CHATTERTON, MAURICE CHEVALIER, GARY COOPER, LEON ERROL, SKEETS GALLAGHER, HARRY GREEN, HELEN KANE, DENNIS KING, ABE LYMAN and BAND, NINO MARTINI, JACK OAKIE, ZELMA O'NEAL, WILLIAM POWELL, CHARLES "BUDDY" ROGERS and 30 more!

Drama! Comedy! Songs! Dances! Sparkling as diamonds. Intimate as marriage. Good as gold. Supervised by ELSIE JANIS. Dances and ensembles directed by David Bennett. Sequences in TECHNICOLOR.



ON PARADE

Nothing Like It in Sight or Sound!

EDWARD J. MONTAGNE

Scenario Editor-in-Chief

PARAMOUNT PICTURES

GARY COOPER

in

"PARAMOUNT ON PARADE"

CLIVE BROOK

in

"PARAMOUNT ON PARADE"

PATRICK KEARNEY

Writer

Under Contract to

PARAMOUNT PICTURES

HOWARD JACKSON

Special Production — — Orchestral Arrangements

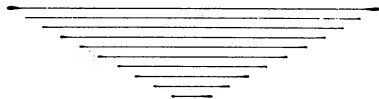
"PARAMOUNT ON PARADE"



**GEORGE
BANCROFT**

in

"PARAMOUNT on PARADE"



CLARA BOW

IN

"PARAMOUNT on PARADE"



VICTOR SCHERTZINGER

Directed

Ruth Chatterton

in "MY MARINE" Number of

"PARAMOUNT on PARADE"

Now in Production

George Bancroft

in

"THE CAVEMAN"

Reserved for

THE DIRECTOR

of

"TRUE TO THE NAVY"

(Clara Bow)

"THE BENSON MURDER CASE"

(William Powell)

"ONLY THE BRAVE"

(Gary Cooper)

"SWEETIE"

(Nancy Carroll)

"THE GREENE MURDER CASE"

(William Powell)

and IN

"PARAMOUNT on PARADE"

The George Bancroft Number

VICTOR HEERMAN

DIRECTED

the . . .

LEON ERROL

"SKEET" GALLAGHER

JACK OAKIE

CLARA BOW

Sequences

in

"Paramount on Parade"

Now in Production

"ANIMAL CRACKERS"

with the

FOUR MARX BROTHERS

for PARAMOUNT

OTTO BROWER

and

EDWIN H. KNOFF

directed

The Carmen Number

with

HARRY GREEN and KAY FRANCIS

for

"Paramount on Parade"

JUST COMPLETED

"The Light of Western Stars"

and

"The Border Legion"

For PARAMOUNT

PICTURE PRODUCTIONS 1930

"PARAMOUNT ON PARADE" . . . Paramount
"GOOD NEWS" Metro-Goldwyn-Mayer
"HOLD EVERYTHING" Warner Bros.

NOW WORKING IN
"MADAME SATAN"

for C. B. DeMILLE at M-G-M Studios

ABE LYMAN



AND HIS
BRUNSWICK RECORDING ORCHESTRA

OPENING APRIL 21

As Sole Stage Attraction with
UNIVERSAL'S SMASH PRODUCTION

"All Quiet on the Western Front"
AT

CARTHAY CIRCLE THEATRE

LOS ANGELES, CALIF.

AFTER

Ten Week Record Breaking Engagement with
"The Rogue Song"

AT

GRAUMAN'S CHINESE THEATRE

HOLLYWOOD, CALIF.



LEON ERROL

IN

**"PARAMOUNT
ON
PARADE"**

William Slavens McNutt

and

Grover Jones

Story—Adaptation—Dialogue
"BURNING UP"
with Richard Arlen

Screen Play and Dialogue
"YOUNG EAGLES"
with Buddy Rogers

Screen Play and Dialogue
"THE MIGHTY"
with George Bancroft

Screen Play and Dialogue
"DANGEROUS PARADISE"
with Nancy Carroll

Screen Play and Dialogue
"THE LIGHT OF WESTERN STARS"
with Richard Arlen

In Preparation
An Original Story
for George Bancroft

Paramount Famous Lasky Corp.

PHILLIPS HOLMES

in

"Paramount on Parade"

GEORGE BANCROFT'S HILARIOUS SKIT
IN "PARAMOUNT ON PARADE"

was written while under a year's contract
to Paramount by

WALTON BUTTERFIELD

At present under contract to
Warner Brothers Eastern Studio

Representative: EDWARD SMALL CO.

Coast Notes

Brooks Benedict, "Manslaughter"
Par.
Guinn Williams, "Bad Man" FN.
Lloyd Hamilton, featured comedian
in "Are You There?" with
Beatrice Lillie, Fox.
Gene Towne is writing an original
for James Cruze.
Robert Ames and Arthur Hoyt,
"Holiday," Pathe.
Ben Bard, Frances Upton, George
Duryea and Robert McWade, "Night
Work," Pathe.
Boyd Irwin, "Madame Satan,"
M.G.
Marcia Harris and William V.
Mong, "Oregon Trail," Fox.
Lucille La Verne, Grant Withers
and Joan Blondell, "Penny Ar-
cade," WB.
Roscoe Ates and Dan Wolheim,
"Billy the Kid," M-G.
Rodney McLennan, "Spring Fev-
er," M-G.
Don Terry, "Holiday," Pathe.
Edward Luddy adapting and dialog-
uing U shorts for George Sydney
and Charlie Murray.
Complete cast of "Roadhouse,"
Fox: H. B. Varner, Margaret Liv-
ingstone, Joyce Compton, Kenneth
Ingstone. (Continued on page 20)



L. WOLFE GILBERT and ABEL BAER

Our Musical Contributions to

"Paramount on Parade"

"Dancing to Save Your Sole"
(With Nancy Carroll and Abe Lyman's Band)

"I'm In Training For You"
(With Jack Oakie and Zelma O'Neill)

"Drink to the Girl of My Dreams"

(With Gary Cooper, Richard Arlen, James Hall,
David Newell, Phillips Holmes, Mary Brian, Fay
Wray, Jean Arthur, Virginia Bruce, Joan Peers)

Congratulations to Al. Kaufman and Elsie Janis

SAM COSLOW

Wrote the words and music of the outstanding
song hit from "Paramount on Parade"

"SWEEPING THE CLOUDS AWAY"

Introduced by Maurice Chevalier

Number produced by Ernst Lubitsch

Now writing original
Screen Music Comedies
for Paramount
West Coast Studios

Other recent hits:
"Sing Your Sinners" from
"Honey" (with Franke
Harling)
"If I Were King" (with
Newell Chase and Leo
Robin)

PARAMOUNT ON PARADE

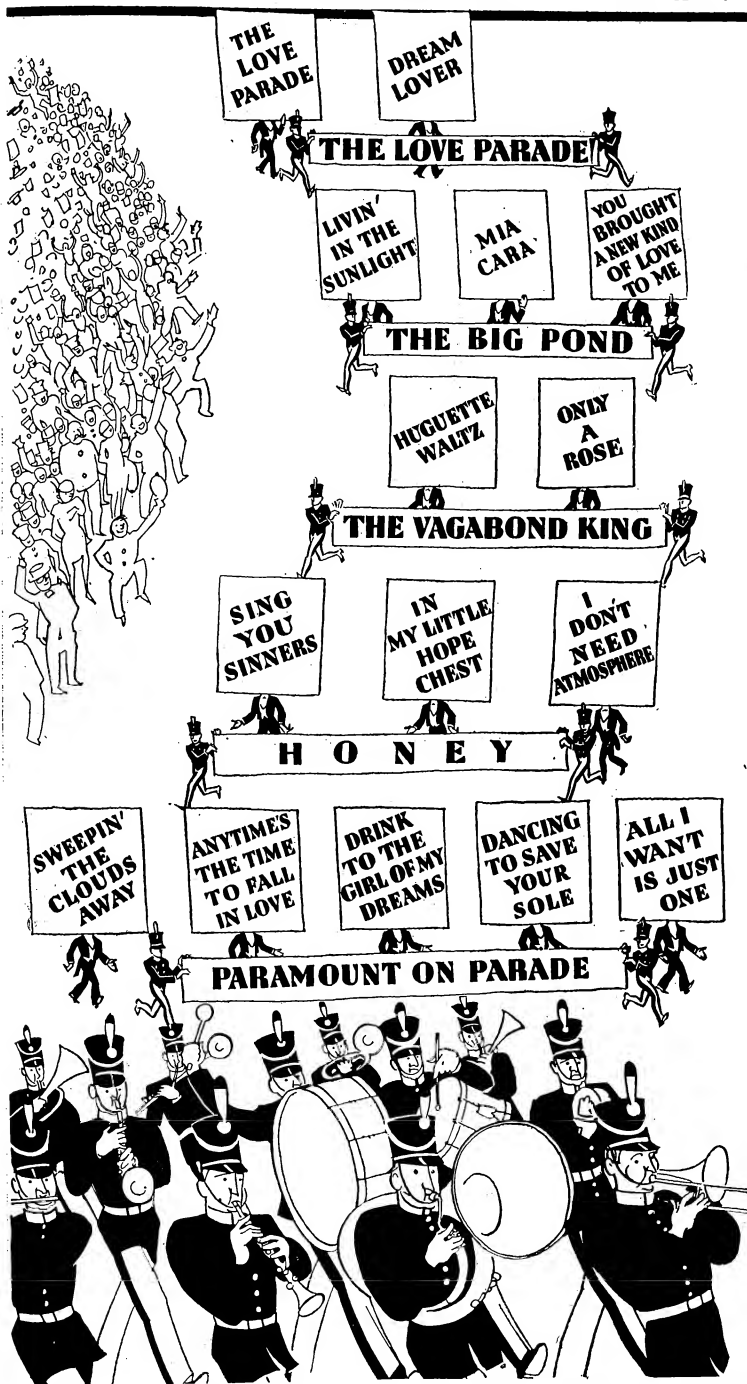
MARCHES TO THE TUNE OF FAMOUS HITS!

Soon all America will be singing and whistling and talking about the big song hits of "Paramount on Parade."

"SWEEPIN' THE CLOUDS AWAY" (as sung by Maurice Chevalier in the picture and featured by him in his triumphant personal appearance engagement at the Fulton Theatre, New York); "ANY TIME'S THE TIME TO FALL IN LOVE" (delightfully rendered by Buddy Rogers and Lillian Roth); "DANCING TO SAVE YOUR SOLE" (Naney Carroll's smashing number, accompanied by Abe Lyman and his band), and the other ace melodies are already spreading like wildfire.

They're all Famous Music Corporation publications, as are the other attractive titles listed on this page. The house that's bringing the brilliant New Show World to the music market. Join the parade of personalities who are winning fame with Famous music!

Famous Music
CORPORATION
719 SEVENTH AVENUE NEW YORK



Famous Music Corp.
PUBLISHERS TO Paramount - Public
719 SEVENTH AVENUE NEW YORK CITY



PHILADELPHIA
KANSAS CITY
BOSTON

CHICAGO
LOS ANGELES
LONDON

DETROIT
PITTSBURGH
AUSTRALIA





MARY BRIAN

in

"PARAMOUNT ON PARADE"

BALLARD MacDONALD

DAVE
DREYER

Our Record of Picture Songs to Date:

"A YEAR FROM TO-DAY"
"I'M FOLLOWING YOU"
"SAILING ON A SUNBEAM"
"ONE SWEET KISS"
"I LOVED YOU THEN
AS I LOVE YOU NOW"
"THE HOOSIER HOP"
"RAINBOW ROUND MY SHOULDER"
"I'M K-RAZY FOR YOU"
"KICKING A HOLE IN THE SKY"

WE HOPE TO TOP THIS RECORD

for

PARAMOUNT
FAMOUS-LASKY STUDIOS

COAST NOTES

(Continued from page 13)
Thompson and Frank Albertson.
Leo McCarey directing.
Russell Gleason, Jason Roberts
and Morgan Wallace, "Sisters," Col.
Louise Fazenda and Alan Roscoe,
"Rain or Shine," Col.

Dudley Early writing titles for
silent "Broadway" U.
Winifred Dunn treating "Rose-
Marie," M-G.
Harry Sauber does company dia-
log for "The March of Time" and
the Buster Keaton picture at M-G.
Tom Wilson, "Big Boy," WB.
Lloyd Ingraham, "The Devil's
Playground," FN.
Earle Snell, Pathe writing staff.

Richard Carle, "Unholy Three,"
M-G.
Harry Tierney writing music for
"Half Shot at Sunrise," Radio.
Eddie Gribbon, "Good Intentions,"
Fox.
Waldemar Young and Forest Hal-
sey from FN writing staff to Pathe.
Joel McCrae, "Dixiana," Radio.
William Collier, Jr., Joan Peers,
Alan Roscoe, Adolph Milar and

Clarence Muse, "Rain or Shine,"
Col.
Lawrence Gray and Dorothy Se-
bastian, "Temptation," Col.
Eddie Shubert, George Relyly,
Lester and vaude team of Bimbo
and Leonard, "Come Easy," WB.
Frederick Burt, "Eyes of World,"
Inspiration.
George Davis in all four versions
of "Monsieur le Fox," M-G.

Lola Wilson and Frederic Shil-
ling, "Once a Gentleman," Walter
Long directing for James Cruze.
Matilda Comont, "Romance,"
M-G.
Dot Farley and Richard Carle,
"Unholy Three," M-G.
Marian Shilling, "On Her Back,"
Fox loan from Par.
Helen Millarde, "Let Us Be Gay,"
M-G.

JOHN WENGER

HAS DESIGNED THE STAGE SETTINGS FOR THE PRINCIPAL SEQUENCES IN
"PARAMOUNT ON PARADE"

Among Them Being

"Any Time's the Time to Fall in Love"

WITH

BUDDY ROGERS and LILLIAN ROTH

"The Origin of the Apache"

WITH

MAURICE CHEVALIER and EVELYN BRENT

"School Room Scene"

WITH

HELEN KANE

"Venetian Scene"

WITH

MARTINI

Best Wishes and Thanks to **AL KAUFMAN**—N. Y. Address: 420 Riverside Drive

"PARAMOUNT ON PARADE" HELEN KANE

NEXT RELEASE

"DANGEROUS NAN MCGREW"

Again Appearing in Person at Paramount, New York, Week April 25

Sole Management, HARRY BESTRY

Talking Shorts

DESPERATE SAM With Bert Gordon Comedy 20 Mins. Rivoli, New York

Although the edge has been taken off this by Gun Gineburg, in short, which follows along similar lines though averting the usual... Paramount

Scene goes back to the east side as Gordon enters the house and a romance drifts on the scene... Both versions gives Gordon plenty to do, however, which he does ok...

CREATOR and Band Novelty 9 Mins. Gaiety, New York

Tiffany turned out an interesting short with the Creator band and the Italian, greatly toned down in gestulations, leading... It isn't the band, however, that makes this short...

HOT DOG Comedy 7 Mins. Rivoli, New York

This short is to be confused with Metro's short of the same title, which consisted solely of dogs... Bit more talk in this than custom with the studio...

MARC CONNELLY "The Magnate" Comedy 7 Mins. Loew's New York

Not so funny. It appeared as though in the attempt to keep down the running time, the plot was cut short... Marc Connelly, as nephew to his uncle's film companies...

Program Layouts

(Sample of all sound programs, as arranged by some key city theaters... through courtesy of the booking offices of chains included.)

TOWER, CHICAGO (Week April 18) (150 Mins.) News... Money, Money, Money... Family Next Door

ROOSEVELT, CHICAGO (Printed for such April 12) (Run 126 Mins.) Sound News... Under Texas Moon... Under Steamed Up

RIVIERA, CHICAGO (Week April 18) (150 Mins.) Shade of Apple Tree... After the Show... Tiger Rose

HARDING, CHICAGO (Week of April 18) (139 Mins.) Love Boat... Anna, Christian... Family Next Door

SENATE, CHICAGO (April 18-20) (139 Mins.) News... Songs Like That... Family Next Door

VOICE OF HOLLYWOOD With Bert Wheeler Comedy 15 Mins. Globe Theatre, New York

Sane criticism for each one in this series... Aimee Semple McPherson was the only natural in the group...

KIDDIE KABARET Juvenile Revue 19 Mins. New York, New York

Looks like a plug short for a dancing school in Hollywood... Tap dancing for the most part... Eddie Lambert's outlandish vaudeville dialect puts this one over...

EVENTUALLY BUT NOT NOW Comedy and Dance. 22 Mins. Globe Theatre, New York

H. C. Witwer comedy with Alberta Vaughn, Kit Guard and a number of familiar faces... One of the funniest sequences is that of his reaction on primus...

Another, introducing the first music and dancing via a girl's band, is by hooking the car of a traveling show to a train from which a candidate in the business set is stumping... "SPIKE SPEAKS" with Frank Moulton...

Mild entertainment for houses that aren't too fussy. Frank Moulton, comedian-singer, formerly in picture houses, gets out... "ONE-MAN REUNION" with George Fawcett...

One day's antics of a ladies' man, all the dialog in lyric form and sung and talked to musical rhythm... "A DAY OF A MAN OF AFFAIRS" with George Fawcett...

Reaches back to the ragtime wedding of vaude and musical Irish music scene of burlesque in method... "HIS BACHELOR DADDIES" with Sunny Jim...

Between a new screen kid, acting odd and doubling in mischief, the scene is lit with a light musical lead type... LLOYD HAMILTON "Follow the Swallow" (Comedy) 18 Mins. Circle, New York

Between a new screen kid, acting odd and doubling in mischief, the scene is lit with a light musical lead type... "BEEB BUZZ" Comedy 15 Mins. Loew's New York

Produced by Mack Bennett. Story is credited to John S. Waldron, but all material is common property... "HIS BACHELOR DADDIES" with Sunny Jim...

Loosely woven potpourri of custard pie hoke with a knockout finish... "BEEB BUZZ" Comedy 15 Mins. Loew's New York

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Miniature Reviews

"Journey's End" (Tiffany). Started last week as smash comedy... "Montana Moon" (Metro). Ordinary story with dialog...

"French Gertie" (Radio). Okay for neighborhood houses and second runs... "Fighting for the Fatherland" (Walford). Realism...

"Bride 88" (Tobis-German). Crude film patchwork... "Escaped From Dartmoor" (Tobis-German). (Tobis-German) what to expect...

"ONE-MAN REUNION" with George Fawcett. Scenic Drama 12 Mins. Circle, New York... "A DAY OF A MAN OF AFFAIRS" with George Fawcett...

Interesting Robert C. Bruce short with the best performance by George Fawcett... "HIS BACHELOR DADDIES" with Sunny Jim...

It is tumbling these "Sunny Jim" shorts out in fast order and so far as his home town is concerned... "HIS BACHELOR DADDIES" with Sunny Jim...

"BEEB BUZZ" Comedy 15 Mins. Loew's New York... "HIS BACHELOR DADDIES" with Sunny Jim...

Produced by Mack Bennett. Story is credited to John S. Waldron, but all material is common property... "HIS BACHELOR DADDIES" with Sunny Jim...

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JOURNEY'S END

Tiffany-Gaietyhouse production and release. Directed by James Whalin... "Journey's End" (Tiffany). Started last week as smash comedy...

No crystal gazing required to forecast a big measure of success for this picture because so many elements enter into the situation to insure the future of this picture...

Except for its background of sensationalism, the picture has almost none of the characteristics that would indicate a formula success... "Journey's End" (Tiffany). Started last week as smash comedy...

The positive way to bring out that this picture will have the draw universally it has indicated so strongly... "Journey's End" (Tiffany). Started last week as smash comedy...

The screen version adds little to the stage play. It is practically the same as the stage play... "Journey's End" (Tiffany). Started last week as smash comedy...

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Amusement Stocks

Fox New Board

Sheehan's Unique Record

(Continued from page 11)

tion up to yesterday's market close was that the new control...

Plan Due Soon
New financing plan by Halsey, Stuart and Associates is due for announcement before the end of the month...

Definite settlement of the Fox financing arrangement ought to be a constructive influence. What it represents is the return of the Fox companies' old debts...

R-K-O Rights, Too
Radio-Kelth jumped to a new top above 45 and then slipped back to around 42, with a decline...

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Warner Deal Ignored:
Something of a flurry was caused in Warner Bros. by the statement of John J. Raskob...

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Low Resting on Laurels
Loew had reacted by Monday from its top of last week of 36 to around 33...

to around 33, but this stock could have been expected to do so...

Last week the turnover was more than 200,000 shares, an astonishing total considering the probable scarcity of the floating supply...

Paramount transactions were moderate in comparison with the others, and it was obvious that it was being held back...

Shubert
Shubert theatres broke all bounds in an impressive advance from around 14 to a top of 25 and held...

Columbia Payment
Columbia Pictures stood out on the Curb, making a double top above 45, and then slipping back...

Downtown Financing
Last week's amusement issues advanced a total of 11 points on Saturday to Saturday close, with 14 stocks making new tops...

Summary of week ending April 12:

Table with columns: 1930, Prev. Close, Asked, Low, High, Last, Change. Lists various stocks like American Sales, Columbia, etc.

Table with columns: Prev. Close, Asked, Low, High, Last, Change. Lists various stocks like Columbia, etc.

old B. Franklin. Operator for the eastern division has not been reported. Several are mentioned...

Nathanson some months ago left F. P.-Can., when Adolph Zukor got a hunch the proposal from British Gaumont to buy the Canadian chain...

Sheehan
Winfred R. Sheehan, former general manager of the Fox companies, will extend his personal attention...

Insider look into the Fox company and its present poor financial outlook as a complete vindication for Sheehan in his stand for Fox stockholders...

Granger on Sale
While Sheehan will give the Fox eastern business organization considerable notice, the latter is expected to function smoothly...

The Fox house organ for this week is the Best Actor, which is being published within 30 days.

Summary of week ending April 12:

Table with columns: 1930, Prev. Close, Asked, Low, High, Last, Change. Lists various stocks like American Sales, Columbia, etc.

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Smallest Wired House

Cleveland, April 15. Lyric, Massillon, O., which was wired recently, claims to be the smallest talker house...

Sheehan announced the intention to build eight more sound stages at Fox Movietone City (Coast) at a total outlay of \$1,500,000.

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erick Purton, Irene Day, Larry Pine, Noel Francis, Mitchell Harris, Ted Healy, Alice, Healy, Rose Hobart, Gus Howard, Harry Howard, Shmoy Howard, Dorothy Jacobson, Leslie Mae, Frances McCoy, Nat Pendleton, Tyrone Power, Marie Saxon, Richard Sandoz, Fred Sashorn, John Swor, Henry Victor, Ruth Warren, Charles Winninger, Elizabeth Keating, Helen Keating.

Among the stories Sheehan secured are: "Temple Tower," by Sapper (sequel to "Bulldog Drummond"), "The Golden Call," by Aaron Day...

"Chickenwagon Family," by Barry Benefield. "Yonder Grow the Daisies," by William Lippman. "High Society Blues," by Dana Burne...

"The Man Who Came Back," by John Fleming Wilson and Jules Eckstein Goodman. "The Great He & A Train Robbery," by Paul Leicester Ford...

"The Great He & A Train Robbery," by Paul Leicester Ford. "Scotland Yard," play, by Denison Clift...

"The Spider," mystery play, by Fulton Oursler and Lowell Brentano. "The Romance of French Novel by Andre Armandy...

"The Romance of French Novel by Andre Armandy. "Girls Demand Excitement" by Joseph Hilton Smyth and Walter Emerson Browne...

Helping Theaters
That other television will boom—perhaps to the benefit of the motion picture industry and that producers are already planning to use it as a stimulus for their business...

Helping Theaters
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TELEVISION

(Continued from page 1)

Los Angeles will be easily over \$300 million picture included. The problem of deriving income from other television is being solved...

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MIGHTIEST STARS OF ALL
CREATION JOIN THE PAGEANT
OF THE TITANS. . .

AMOS 'N
ANDY
ON THE
SCREEN

**Radio's Grand Challenge Campaign
Begins in Blaze of Glory...**

BIGGEST ATTRACTION IN THE
WORLD SIGNED...SEALED
AND DELIVERED...

Twin Meteors of the For Mightiest All-Ti



Unseen Forces Dwelling in the Hearts
of Millions . . . Titan Spirits Charging
Down the Pathways of the Sky . . .
Whose Simple Philosophy Compressed
Each Night into Fifteen Minutes of
Broadcasting Has Changed the Dinner
Hour of America . . . Turned a Conti-
nent Upside Down and Flashed Its
Benediction to an Eager World Beyond
the Seas!

AND NOW, FROM OUT THEIR BOUND-
LESS EMPIRE OF THE AIR, THEY TAKE
FORM BEFORE OUR EYES . . .

Air "Incorpolate" me Attraction . . .

The Breathless Magic of Radio and the God-given Genius of Man Have Wrought in Amos 'n Andy the Grandest Phenomenon in the Sweep of All Show Ages...Unexampled...Fantastic... One of the Most Superb and Amazing Manifestations of This Roaring, Rocking Century!



MOS 'N ANDY



Spring into Glamorous Life in Their First Motion Picture . . .

"CHECK AND DOUBLE CHECK"

Like Flaming Torches They Blaze Heaven High . . . Lighting the Way for Countless Millions to the Joy of Honest Laughter and the Boon of Hope and Courage

. . . And Destined to Shake the Foundations of Show Business When They Begin Their March on the Box-Office . . .



AMOS 'N ANDY ON TALK SCREEN

STUNNING CLIMAX OF BROADCASTING
MAGIC AND RADIO'S SUPER-SHOWMANSHIP!

AMOS 'N ANDY

Heart-flesh and human foible...they have stopped
the show in an age of steel and granite!

AMOS 'N ANDY

Head Men of a Frenzied and Frantic World...dic-
tating in regusted indolence the fads of an era in
which the mike is mightier than sword or pen.



AMOS

What they will mean at
the box-office of motion
picture theatres is obvi-
ous as the sun at noon.
That Radio Pictures will
pour every last ounce of
its resources and produc-
tion skill into this GREATEST
OF ALL SCREEN ATTRACTIONS
goes without saying!

In the subway or at the crossroads...
In pillared halls where the spellbinder
storms or in narrow streets where news-
boys wisecrack... **AMERICA SPEAKS
THE LANGUAGE OF AMOS'N'ANDY!**



Reg. U. S. Pat. Off.



ANDY

Par Makes 40-Min. Revue Short; May Be Substitute for Publix Stage Shows or Other Houses

Paramount may produce a series of four and five-reel talkers along lines departing somewhat from features for exhibition in its own (Publix) houses and elsewhere, as the smallest half of what virtually will be a novel type of double-feature program.

First as an experiment has been produced by Frank Cambria, Publix unit manager, at the Long Island studio and is entitled "Leave It to Lester." The large cast is headed by Lester Allen and Evelyn Hoey, legit. Surrounding his work with considerable secrecy, Cambria has completed all shooting and is now cutting the picture to running time of around 40 minutes.

This is the average time consumed on the Publix as a whole by the presentation units. In cities where the shows in the flesh are disappearing, the 40-minute productions would fill the gap. Whether Publix is planning to book in the mid-length feature in the deluxers' formerly stage shows instead of vaude, against which factions in Publix seem to exist, is the question.

Purposes

No one seems to know whether the double-length shorts are intended for this purpose or as a means of padding shows out further with standard features now being cut to shorter lengths because of the necessity of a turn-over and room for other material, including news and regular talking shorts product.

According to insiders, Par has talked of making around 15 of the four and five-reelers. The methods of making standard features, as compared to those in production of most shorts, would prevail. In doing "Leave It to Lester," four cameras were used to cut in closeups with the maximum of ease.

Cambria wrote the story as well as directed it. He has made six shorts at the Long Island plant.

"Party Girl" Goes On

Chicago, April 15. Judge Lindsay today dissolved the injunction which prevented the showing of Tiffany's "Party Girl" in the Granada and Marbro, Publix houses here.

Jacques Lory, "Our Blushing Brides," M-G. June Marlowe, "Fast Work," Roach. Margaret Mann, "Monsieur le Fox," M-G.

Picture Possibilities

"Deah Old England"—Favorable

"DEAH OLD ENGLAND" (Travesty, E. F. Postwick, Ritz). A comedy with an idea, that of the shabby gent, calling for British types. Should make comedy program picture. *Ibee.*

"The Old Rasca!"—Unfavorable

"THE OLD RASCAL" (Comedy, William Hodge, Bijou). Okay for stage use by the author-star (Hodge), but hardly adaptable for pictures. *Ibee.*

"Broadway Shadows"—Unfavorable

"BROADWAY SHADOWS" (Melodrama, Theatres Productions, Inc., Belmont). Nothing here for pictures. *Ibee.*

"Trojka"—Unfavorable

"TROYKA" (Drama, Laura D. Wick, Hudson). Unreal, complicated; no meat for pictures.

"Jonica"—Favorable

"JONICA" (Musical Comedy, William B. Friedlander, Craig). Enough plot and good continuity, besides comedy, to shape as possible hit for talker. Would not attract as a picture buy because of many, no outstanding hits being present. As talker, hit numbers would have to be injected. *Char.*

"Live and Learn"—Unfavorable

"LIVE AND LEARN" (Comedy, Michael Kalleisser, Wallack's). Nothing for screen. *Ibee.*

"The Never Grow Up"—Favorable

"THEY NEVER GROW UP" (Comedy, Theatre Assembly, Masque). Very farcical comedy that might make a program picture; not so good on stage, however. *Ibee.*

"Hotel Universe"—Unfavorable

"HOTEL UNIVERSE" (Drama, Theatre Guild, Beck). Unusual play. Too hushbrow. *Ibee.*

2 After 9

Chicago, April 15.

Both R-K-O and Publix-B. & K. are negotiating for the nine Bird theatres formerly the bankrupt National Playhouses, and now being operated by James E. Coston.

Bird Theatres at present have approximately \$2,500,000 in mortgages, \$400,000 in interest, \$500,000 in unpaid bills and \$1,200,000 in bonds outstanding that must be taken care of. Theatres made about \$500,000 last year, without paying any rent.

How Asst. Directors Happened

Hollywood, March 15.

Failure of Coast attempt to bring the assistant directors under the IATSE (stage hands) is not the first of its kind. Attempt was made in November, 1911, when the picture director's man of all work was still called a prop man.

David Horsley had just brought a "Nestor" company to Hollywood, planning on staying only three months. Al Christie was studio head and Harry Edwards was head property man. Other prop men were Baltimore Joe Murphy, Arthur Rose, Harry Tennebrooke, and Horace Davey.

When organizers for the stage hands union approached the prop men about taking out cards, they decided to consult the boss.

"I wouldn't bother about it boys," said Horsley. "None is going to be prop men any longer. I'm going to promote you to assistant directors."

Only difference was in the title. They did the same work, with the exception that a couple of union prop men were put on to handle the standard duties.

"There were no prop rooms in those days," says Joe Murphy, recalling the first of his 19 years in Coast studios. "Whatever furniture had to go out with a cart and rustle. Jolly some housewife into lending it for the day. Then we'd have to get it back to her at 5 o'clock."

"That was okay in one respect. We had to quit shooting at 4 because we had no artificial lights."

"Going after props and also shooting chases and taking running stunts."

THEATRE PROMOTER INDICTED IN SYRACUSE

Syracuse, N. Y., April 15.

Trial of Garland B. Latta, president of the Investors' Underwriting Corporation, and financial backer of the Salina Theatre Corporation, indicted by the March Grand Jury on four larceny counts, will be called before the end of the month. Latta at present is at liberty under \$15,000 bail.

Latta is charged with using money given to him for investment. Petitions declaring the company and Latta to be in involuntary bankruptcy have been filed in Federal Court.

Latta made his first plunge into the theatrical field here by taking over the Empire theatre. Later he became interested in the Salina Corporation, operating the Syracuse and Brighton, and contemplated the creation of a new circuit.

Indie Producers Hopeful—Demand Increasing from Chains—Roxy

Indie producers here are more optimistic than ever before. The few that remain quiet either on being considered in the big merger push or else having their worthwhile product being assured of the maximum consideration.

Booking of 12 independent pictures into the Roxy and the break which others are getting in the low-down on a conference among some of the big boys.

"We have it first handed that the big theatres from now on are going to throw out all poor pictures, regardless of who makes them."

On the Roxy end, Fox spokesmen recall that it is the policy of the theatre to book so many independents yearly, and that what is now happening is nothing to shout about, as the Roxy selects 12 outside features annually.

Roxy himself is being wooed about the trade as being more interested except his own house. At present he's doing some make-up work for Bill Craft at Universal. Seventeen or 18 years ago he had a more important position at the U. He headed a comedy unit and, inter-unit athletic competition being hot, he made a job for a young baseball player named Ben Stollitt.

We used to be pestered by kids throwing oranges at us."

"Baltimore Joe," because he signed in Baltimore, was known as the king of Poverty Row for a long time. "The indie game is all shot now," he says. "I want to get in with some regular producer."

"I felt pretty good the other day to see these big posters up for 'Happy Days,'" says Baltimore Joe Murphy, "with Ben's name up there big as director."

Special Publicity



"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 advancement 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

"Hold



VARIETY
 "Hold Everything," L. A. Smash,
 \$34,000 1st Week, \$14,000 in Front,

JOE E. BROWN
WINNIE LIGHTNER

and

GEORGES CARPENTIER

SALLY O'NEIL

DOROTHY REVIER

BERT ROACH

EDMUND BREESE

ABE LYMAN AND HIS BAND

Adapted from the New York stage hit
 by John McGowan and B. G. DeSylva
 with music by DeSylva, Brown and
 Henderson. Additional numbers by
 Al Dubin and Joe Burke. Adapted by
 Robert Lord. Dance presentations by
 Larry Ceballos.

Directed by **ROY DEL RUTH**

All Technicolor

SONG HITS

"WHEN THE LITTLE RED ROSES"
 (Get the Blues for You)

"SING A LITTLE THEME SONG"

"ISN'T THIS A COCKEYED WORLD"

"HOLD EVERYTHING"

"TO KNOW YOU IS TO LOVE YOU"

Everything" HAS EVERYTHING!

THINK of the funniest comedy you have ever seen—and then forget it. "Hold Everything" is funnier than that! It is positively the funniest comedy ever made—and when we say positively—we mean positively.

« "Hold Everything" is based on the comedy which recently concluded a run of a year and three months in New York.

« It has a great story, is full of heart interest, has a great cast of stage and screen celebrities, five real song hits, a chorus of seventy-two un-kissed sunkist beauties and more laughs than a studio full of custard pies.

« Joe E. Brown and Winnie Lightner head the cast of laugh-makers. You have never really seen either one, until you have seen them in "HOLD EVERYTHING".

« "Hold Everything" is funnier than "Gold Diggers of Broadway". It's the best picture ever made by Warner Bros. and the best comedy ever made by anyone. Hold Everything for "Hold Everything"—because "HOLD EVERYTHING" Has Everything!

●

GRAND OPENING ATTRACTION

WARNER BROS.

HOLLYWOOD THEATRE

Broadway and 51st Street, New York City

TUESDAY—APRIL 22



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

"BELIEVE IT OR NOT"

ROBERT L. RIPLEY
 CARTOONIST
 WILL MAKE A SERIES
 OF HIS WORLD FAMOUS
 "BELIEVE IT OR NOT" for

**VITAPHONE
 VARIETIES**

SUPPLY THAT DEMAND FOR VARIETY
Vitaphone is the registered trademark of The Vitaphone Corporation designating its products

Rip



Believe It or Not

... Vitaphone Varieties has more than one thousand subjects.

... Vitaphone Varieties were first in the field. They still lead in variety, quantity and quality.

... Vitaphone Varieties first introduced natural color (Technicolor) in short-length talking and singing pictures.

... Vitaphone Varieties offer more novelties than all other productions combined.

Vitaphone Varieties now brings new potent showmanship elements to the short feature field with this sensational series of

"BELIEVE IT OR NOT"

By ROBERT L. RIPLEY

"BELIEVE IT OR NOT" commands a popular appeal second to no other feature of its kind on the screen.

Ripley is the highest paid artist in America today.

He receives more than 2500 letters a day.

He has a daily audience of more than twenty million readers in 220 newspapers in which his "Believe It Or Not" drawings appear.



News From the Dailies About

HOLLYWOOD

Through "Variety" now printing a four-page special bulletin weekly in Hollywood, placed in 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 News of the Dailies page and placed instead in this Picture Department, where it will continue weekly.

Following a hospital sojourn due to a broken collar bone, Gavin Gordon has returned to Metro to resume in "Romance."

Adolphe Menjou goes back with Paramount, but only for the foreign versions of regular features. Former star will troupe for citizens of France and Spain in his new play, his first being "Slightly Scandal." Roalds Moreno, from vaude, will be opposite in the Spanish edition.

Case of Anna La Vaska, Russian singer, who fell on a local stage last winter, is being investigated by the State Industrial Commission. Hearing will determine whether the liability rests with Fanchon and Marco's insurance company or Fox Coast Theatres which operates the house in question. She is still in the hospital.

Location Managers' Association has a new prexy, William Guthrie. Latter acts in that capacity for Warners and succeeds Jack Lawton as the association's president.

Mary Pickford's new production business manager is E. A. Blyden. Was formerly attached to Paramount and Pathe.

Moving up from the Pantages house in Memphis, Emil Umann is handling publicity on the new Hollywood Pan house.

Fox is adding another associate producer (supervisor), in Ralph Block. Block went Fox as a writer after producing for both Pathe and Faramount.

Radio is negotiating to borrow Ann Harding (Pathe) and Mary Loretto. Latter just completed a one picture assignment for Metro.

Radio wants Miss Harding opposite Richard Dix in "Cimmarron" and Miss Lawlor for "Present Arms."

California theatre, Los Angeles, opens in June with some kind of a picture policy. Fox was the original lessee of the house. Theatre is being renovated and wired.

"Whoopie," with its cast of principals intact from the stage production, goes into work at the Goldwyn studios this Wednesday (April 17). Eleanor Hunt, chorister in the Ziegfeld edition of the piece, will be the Ingenue on the screen. Frances Upton, opposite Cantor on the stage, has gone Pathe in an Eddie Quillan picture.

Screen writers and music composers are starting to pout at each other. Most of the irritation seems to surround the two factions working for FN and WB.

Writers claim the note assemblers are hovering in on story conferences and making it clear that have nothing to do with music. If one of these ideas is accepted, the writers will claim the composers want screen credit as authors.

Finch will probably see the boys but putting on those berets and founding their separate ways.

Victor Herbert's score will be retained intact for "Babe in Toyland." Luther Reed directs for Radio.

Fox picked Rose Hobart to play opposite Charlie Farrell in "Lillom." Miss Hobart was selected in New York, but after she signed her signature, Carl Laemmle, Jr., got a hunch by seeing her photo in a rotogravure she issued warning on that a test be made there.

Miss Hobart will be loaned to Fox, but under a five-year contract to U.

Ralph Pollock, m. c. ch. opens for Fox Coast at Long Beach, Cal., April 17.

Bataille Henri is being transferred

vaude policy will switch from six to five acts, starting April 24.

Elizabeth Forrester, in the New York production "Goldie," makes her screen debut in Pathe's film version of the play.

Jimmy Starr is directing a series of shorts, featuring Walter Hiers, for Jesse Weil. If Starr succeeds he will direct a feature of his own.

A dozen showgirls arrested on charges of giving an indecent performance in Sawtelle, Cal., were exonerated by a jury of 11 women and one man.

Oliver McLennan is here taking tests for M-G for a job in "Spring Fever" or "Naughty Marietta."

J. P. Kennedy, Pathe, left for New York last Thursday (April 10).

Corinne Griffin plans leaving for London late this month. She will spend a year there studying voice.

J. P. Maxfield, BRPI recording ace, left for April 15 to handle Western Electric development in England.

Producers' Ass'n is plenty steamed over tactics used by Lillian Brown, former employe of U's casting department, but now with the General Casting Director. Miss Brown has been getting private information from agents and producers about their actors without telling the agents that she is no longer with U.

Claiming mental cruelty, Mrs. Beryl La Cava was granted a divorce from Gregory LaCava, director. Mrs. LaCava gets the custody of their child.

H. H. Van Loan will collaborate with Arthur Gregg in rewriting the latter's play, "Decency." Franklin Warner will produce.

Joe E. Brown took the skin off the top of his dome by diving into a swimming pool. Pool had less water than a whisper low. Off "Top Speed" for a few days.

Mauri Dietrich, former leading lady for Edw. Jannings, is here to play the femme lead in a Par. story on Morocco.

Divorce suit was filed by Mrs. Norma Carlisle against Robert Car. Car, married actress named Thura Nelson, actress.

Puppet theatre will be in the new Paseo de Los Angeles, Mexican market place, opening April 20.

Marilyn Miller's second for F. N. will be "Sweetheart." Book by Herb Fields; score and lyrics by Rodgers and Hammerstein. Musical romance, will have Miss Miller playing dual roles. Production starts in two or three weeks.

Alan Moody takes over the Vine Street April 21 to produce his own play, "The Questionable Blaine." Milton Weinberg is with him.

Local schools turning their gyms into free public dance halls are irking the amusement men in town. Orchestras usually are adults from night school organizations. Furnishing free music with idea of getting professional experience. Same time the neighborhood gets recreation gratis.

FN will turn out sound cartoons. Known as "Looney Tunes."

Mervyn LeRoy will direct "Little Caesar" for FN.

Jack Benny called off his hip to New York. His wife was opposed to returning for appendicitis.

With Pat Casey here, the NVA drive began here. Tickets for the benefit, at the Shrine Auditorium April 26, were placed on sale at all local theatres. Offices also established in ticket agencies. About 50,000 gross expected, with \$10,000 to go to the Red Cross. The Cantor has taken charge of the show.

Following "Manlaughter," Claudette Colbert and Frederic March go into "The General" for Par. Walter Huston in title part.

Suit for \$5,000 damages brought against Doctor Eugene, pictures, for alleged injuries in an automobile accident was lost by Mrs. Anna Keisler.

Richard Carle, actor, sued by June Pierce, cateress, for \$50,516 on claim she lost her husband "John Does," said to be picture producer, were also named in the complaint.

Suit of Mrs. Josephine Bushman against Francis X. Bushman to collect \$30,000 in alimony continued until July 28.

Rudy Vallee, orchestra leader,

Inside Stuff—Pictures

Neighborhoods are coming back strong with business moving out from big downtown spots. Movement is reported from several points.

Neighborhood spots now take care of themselves, with big exhibitors working about downtown houses. Change is due to equality of sound in both neighborhood and loop spots. Public can now see same show near home, and cheaper. When sound was new and available only downtown, people came downtown and long lines were possible. With sound no longer a novelty, long lines are extraordinary. Pictures stay one or two weeks, or if an extra-special, perhaps three or four, then go to the neighborhoods.

Difference in price between downtown and neighborhoods averages from 10 to 25 cents. Count 30 minutes for travel to main stem. Then either a parking or 50 cents parking fee. Plus drawback of time and inconvenience.

Result is soaring neighborhood grosses, while downtown houses often hit the bumps. Small town situation shows same general trend. Small town exhibitors lagged in installing sound. In towns of 30,000 to 40,000 sound has been in for one to two years in the grade A houses. Now, even the shooting galleries in tank towns have sound of some sort. Result is cramped picture conditions and competition, forcing many exhibitors to hunt special stage attractions, such as vaude.

Spring sap of Sunday solons took the berry of the crop in a place called Hattiesburg, Miss., where a law coded in 1848 and designed to prohibit negro slaves from working on the first day of the week was invoked to close the local Sanger theatre by the police and to place under arrest manager A. B. Parks and proprietor Louis Hammark.

The particular law is incorporated in what is known as Hutchinson's Code of 1848, Chapter 64, Section 7, articles 3, 4 and 5. What gives the affair a peculiar tinge is that the Sunday show presented by the theatre was free. No admission charge. Maybe, test case.

The paradox in the law is that at the time the slave holding gentlemen of Mississippi were legislating against their slaves and endeavoring to uphold the sanctity of their serfs' cock fights, bear baiting and horse racing and duels were the chief form of amusement.

Major studios believe that while motion pictures have made rapid strides in the advancement of technique in most every phase, set designing has been overlooked. A number of the studios are concentrating on new ideas in set.

With Gloria Swanson taking the first step in using modernistic backgrounds, Paramount promises revolutionary stage settings in its forthcoming "Paramount on Parade" revue. Employment of color in filming is being used in the new Grand National, art directed an untried field for color combinations, as well as utilizing new planes, lines, symmetries and angles.

Practically every setting for each of the 20 numbers in the production is designed to be entertaining in itself, either as comedy, tragedy or spectacle.

With the Warners and other big chain interests invading Pennsylvania, Mike Comerford, veteran indie in the coal regions, is fortifying himself in his strongest territories. Two theatres around 3,000 seats each are included in his expansion program. William Barre, while another of the same size is slated for Scranton, Pa. Between the two cities it is reported Comerford is already represented by about 40 houses.

Warners is confident it will be unable to buy out Comerford, it was learned Monday from sources here. They feel that if Mike should decide later to sell it will be to Paramount. During Fox's theatre buying regime Comerford nearly succumbed to offers and if there had been more ready cash, he might have gone. The same now say, however, that Comerford is more determined than ever to remain alone.

Will Hays and his new "40 Commandments" caught plenty hell in Toledo last week. Ernest Moorhead, "News-Bee" d. e., devoted entire daily column to Hays and new rules, saying in part:

Hays has sought to placate the narrow-minded, the narrow-souled and the narrow with a list of rules generalizing that taken literally will succeed only in making the theatre safe, very safe, for the minor and the moron. Pressed by a bigoted group of censors, chronic reformers and clergymen, he has taken a backward step for the motion picture industry. He has sought the corner of compromise and subtlety. He lacked the courage to fire when the enemy saw the whites of his eyes."

The Rev. Paul Macy, pastor of Washington Congregational church, told the Toledo Motion Picture Council that Hays "has used his office for the motion picture press censorship. Macy advocated educating the movie public to a taste for good pictures, rather than censorship of the bad.

Synchronizing German dialog to American lip movements has proved unacceptable to Central European audiences. Reason is the need of twisting sentences to fit sounds uttered in English. At best the synchronization is only approximate.

German synchronization of "Broadway" was given a Vienna tryout, with result that it opened in Berlin as a silent. German dialog version of "Showboat" was also NGD by Viennese audiences.

The only American talker with any likelihood of satisfactory Germanizing is "The Great Gabbo" because the foreground stuff is narrowed down to three characters, one a dummy whose mouth-flapping would fit any language.

Separately produced pictures so far made in this country with German-speaking actors will also go on the Index in Germania and Scandinavia, due to the American accents, true even of German-born actors who have been in the United States since before the war.

Everything oke again between the Warner and Metro studios on the Coast. All set when Harry M. Warner met Adolph Zukor in Hollywood a few weeks ago.

The argument presented by many exhibitors that talkers have made public likes and dislikes of pictures definitely rest within thirty days after a production is released and that as the result many pictures are antiquated within that time is dispelled by producers. The viewpoint of the makers, already taxed to an excessive speed by sound, is that public opinion does not crystallize at its earliest until six months after release.

Regardless of the time element pictures are like news stories, always novel until known. In many spots of the country and in Europe today there are pictures making big money that are the remnants of the In-

(Continued on page 69)

sued for \$1,000,000 by Roberta McKay, who claims she wrote "Vagabond" for Metro. She claims she was in New York, Chicago and possible points intermediate.

Colleen Moore and John McCormick have effected a property settlement. Divorce action by Miss Moore probable.

Ray Stillwell, musician, arrested on a charge of beating Virginia Early.

Lester Barrett, circus performer, shot (wounded) and robbed of \$6 by a bandit, who, was later captured.

FOUR

Of The Greatest Pictures Ever Listed In One Advertisement

AND FIRST NATIONAL GIVES THEM TO YOU NOW! ONE RIGHT AFTER ANOTHER!

SHOW GIRL in HOLLYWOOD With ALICE WHITE

Set for long run Winter Garden, N.Y. soon.

Jack Mulhall, Blanche Sweet, Ford Sterling, John Miljan. Booked in 82 big theatres for simultaneous showing Easter Week. Tells why girls leave home for Hollywood. Exposes the talkies for the first time. Ran fifteen installments in Liberty Magazine. Millions are waiting to see it!

FIRST NATIONAL & PICTURES



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

RICHARD BARTHELMESS IN THE DAWN PATROL

Greatest Air Drama Ever Made. Dick as a daring aviator in a story by John Monk Saunders, author of "Wings". With Doug. Fairbanks, Jr. and great cast. Better than "Son Of The Gods". Already the talk of the trade.

SONG OF THE FLAME

A girl's flaming song destroys an empire and with it her one great love. Stupendous spectacle! 5000 in the cast! All in Technicolor. With Alexander Gray, Bernice Claire, Noah Beery, Alice Gentle.

Set for \$2 showing Warner Theatre, N.Y. May 6.

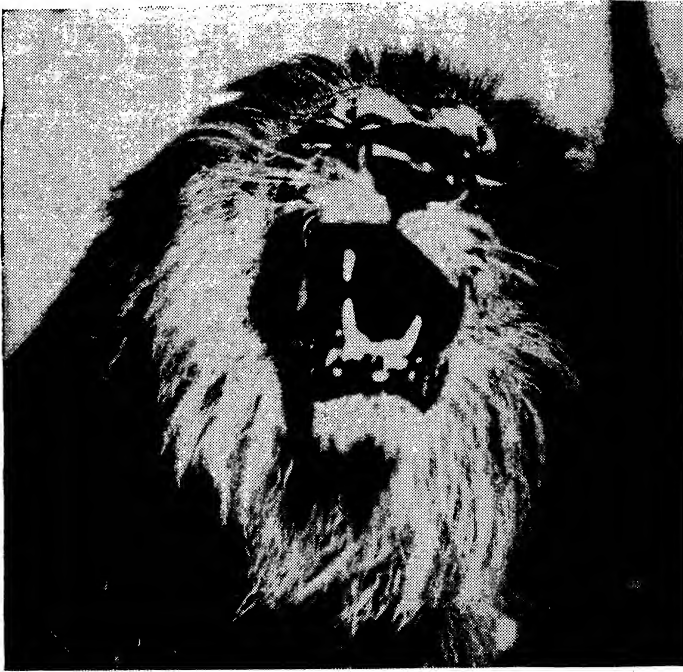
BRIDE OF THE REGIMENT

A beautiful queen matches her wit with the prince of all lovers. With Vivienne Segal, Allan Prior, Walter Pidgeon, Louise Fazenda, Myrna Loy, Ford Sterling, Lupino Lane. Directed by John Francis Dillon of "Sally" fame. All in Technicolor!

\$2 showing on Broadway soon.



ROAR LION! ROAR!



ROAR about the new wonder Talkie—
THE DIVORCEE starring **NORMA SHEARER**

ROAR about the year's reigning hit—
GRETA GARBO Talks in **ANNA CHRISTIE**

ROAR about the history-making comedy—
CAUGHT SHORT—Marie **DRESSLER**—Polly **MORAN**
(A Cosmopolitan Production)

ROAR about **MONTANA MOON**, *Joan Crawford's Biggest!*

ROAR about **THE GIRL SAID NO**, *Bill Haines' box-office smash!*

ROAR about **FREE AND EASY**, *a million laughs! A flock of stars and they all act in it!*
BUSTER KEATON, WILLIAM HAINES, ANITA PAGE, ROBERT MONTGOMERY,
TRIXIE FRIGANZA, KARL DANE, FRED NIBLO, CECIL B. DE MILLE,
DOROTHY SEBASTIAN, LIONEL BARRYMORE, GWEN LEE.

ROAR about **LON CHANEY'S FIRST TALKIE COMING!**

ROAR about a **HIT EACH WEEK WHEN THEATRES NEED THEM MOST!**

The Roar of the Talkies!

METRO-GOLDWYN-MAYER



Louie

HERE'S A HIT!

LOOK OVER THESE STILLS AND GET READY TO CHEER



RIVALRY



ROMANCE



GAIEY



DRAMA



ACTION



SONG



BEAUTY



REALISM



CONFLICT



THRILLS



EXCITEMENT



ALLURE



"looks like a wow!"



"a million dollar draw!"



"a natural from every angle!"



"what a bet this should be!"



"AND a box-office bet it IS!"

Joseph M. Schenck presents

DOLORES DEL RIO

IN

"THE BAD ONE"

WITH

EDMUND LOWE

TWO OF SCREENDOM'S GREATEST MONEY STARS IN A SMASH HIT THAT HAS S. R. O. WRITTEN ALL OVER IT

Picture Dolores Del Rio as a rollicking flirt, the dancing favorite of a waterfront cafe. Immune from love, she makes overtures to all the men customers to humor them into squandering away their money. Dolores Del Rio in a gay, breezy, colorful role, the most dynamic portrayal of her career.

Edmund Lowe elaborates his success in "What Price Glory?" and "The Cock-Eyed World" as a wise-cracking great lover of the Seven Seas, a two-fisted, rough-and-ready hombre, with a girl in every port. Watch him fall for Dolores. Tempestuous sweethearts, they wage the battle of hearts along the colorful waterfronts and carry it on past the mires of misunderstanding and temperament to triumphant glory.

The master achievement of director George Fitzmaurice's career.

Big time stars, a big time supporting cast, a whooping good story, romance, fun, adventure — "The Bad One" measures up to the highest box-office standards. It's slated for record highs. Fit it into your schedule now and smile the smile of a wise showman.



LOVE



HEART-THROBS



LAUGHTER

UNITED  ARTISTS
PICTURE

Next Contract Conference And Battle Within Two Weeks By 5-5-5- After 2-2-2 Drop It

The biggest battle ever staged between producers and exhibitors is slated for New York some time within the next two weeks when the 5-5-5 combination will seek to untangle problems admittedly too weighty and politic for the choice 2-2-2 boys.

Along with the deposit system, details of protection, arbitration, are a couple of sticklers which both sides are definitely coming to. Producers revealed at the Bar Association building sessions lasting five days last week and during which the fundamental of the contract were debated upon for presentation and final action by the big five group, that their agreement with Western Electric compels them to include in the new contract the clause demanding exhibitors to secure licenses from the American Society of Authors, Composers and Publishers before playing any of the copyrighted music contained in the recording. This means that hundreds of exhibitors who have evaded paying the tax through the society's inability to prosecute so many individuals would be forced to pay the tax or have their film contracts canceled. The clause makes the producer the enforcing agency and assures the society of collecting the tax, hitherto as much laughed at as prohibition.

Exhibitor leaders will reiterate their demand to pursue the producer's agreement with the society in an effort to get the low-down on Western Electric's dictatorial stand. So far the Hays office, while vaguely promising at the opening of the 2-2-2 get-together to show the document, has availed itself of every opportunity to keep the thing away from exhibitor eyes. Producers have gone on record as admitting that the agreement was one of those things forced upon them during the early panic period.

Deposit System
In return distributors will demand the inclusion of the deposit system, in addition to the advance payment of rentals. This angle, so bitter while the skeleton contract was being drawn that it nearly disabeyed the 2-2-2 representatives every time the subject was mentioned, is regarded by the Allied States indie organization as little more than a move to renege all of the evils of which the industry was seemingly purged when Judge Chandler handed down his decree of severance.

Arbitration promises to be one of the hottest rounds, if the bout gets that far. Producers on the last day of the 2-2-2 affair voiced, through Sidney Kent, that when the life of a nation is at stake arbitra-

"Charity" Lists

A move to curb non-theatrical showings of regular productions and to end the "charity list" has been started by producers and exhibitor representatives in the contract conference.

Lack of appreciation and nuisance to the part of public institutions regularly seeking a hand-out of free shows, was also expressed.

tion is never resorted to. This is the makers' present interpretation of the system Allied prescribes for indies.

Under the Allied system, by way of preface to what is going to happen when the 5-5-5 group gets it into analysis and decision, Kent said distributors placing themselves in a spot where they could be totally ruined by the insignificant indie.

The Abram Myers methods (Allied) count numbers in human beings and not theatres. As the result the big chain owners would be overwhelmed in the voting and indies would have everything their way, even the price fixing. It is understood that the Hays office has its own little plan in this respect, that of sounding out sentiment via conference in every zone throughout the country.

Score charges will also be a feature in the 5-5-5 friction. Indies are all for having the charges either abolished or incorporated in the regular rental. Here distributors are again blocked by the fact that the Warners organized Vitaphone for the very purpose of separating the two. If the indies have their way the Warners will dissolve Vita and do things in the regular way. Hope that this will soon be "unnecessary" is expressed in the general belief. Shared in the Warner home office, but formally denied, that the brothers soon will remedy the situation themselves by ditching discs.

For publication, all of the preliminary conferences are optimistic that after the shouting the 5-5-5 men will do something with these initial efforts. How why or when, they cannot answer except with a laugh or a shrug.

The Hays office is giving its printer plenty of work. More galley proofs than on the average big publication so far have been pulled and an order for 100 books of the findings so far will also be submitted.

PAR UNDECIDED ON SHORTS—WAITING
Paramount's production policy on shorts for the coming season is said to contemplate 104 one-reelers and 26 two-reelers for the eastern studio. This is the first decision of the "experimental" period just ending.

Retirement of A. J. Bailes changes some of the plans. It was intended to have a complete formulated policy for next season ready by April 15.

There is no pressing urgency for shorts on the Paramount schedule. Close to 25 completed through the war at the Long Island studio have not been returned. The studio will not determine the type of shorts to be made until Paramount's Atlantic City convention.

Larry Kent remains in general charge of the shorts with surrounding organization when intensive production is undertaken yet to set.

Publix Loses Another
Chicago, April 16. Herbert Eillsburg is now with R-K-O as an exploitation man for the Minneapolis district. He resigned to go to the Publix Greater chain two weeks ago.

Last week R-K-O took Wm. Eison away from Great Theatres as divmgr.

"Eyes" Thru UA
Hollywood, April 16. Walter Camp, head of Inspiration Pictures, arrived here to arrange for the distribution of "Eyes of the World," through United Artists.

SCALE CUT, 60 to 40c

Loew's and Keith's, Syracuse, Meent Drop by Competitive House

Syracuse, N. Y., April 15. Indicative of the keen competition on the local Rialto, both Loew's and Keith's (R-K-O) jointly, and with no advance announcement, reduced their box office scale of 60c Sunday to meet a similar price cut inaugurated by the Fox-Bekel to 40c.

Keith and Loew counter move was by agreement, it is said. While the 60c top is maintained by both houses for orchestra and loge seats, balcony seats from Monday to Friday, inclusive, are now 40c.

R-K-O SWITCHES ON NEW SHORTS

Radio's shorts program for '30-'31 will require a budget of twice that appropriated last year, or a reported \$2,000,000. It will run to two-reel comedies and one-reel novelties, including cartoons, but with vaude acts dramatic sketches, etc., out entirely.

Shorts schedule embraces 30 two-reelers and 24 one-reelers. No provision at all made for the vaude short by acts from that field.

Two-reelers will include following:
Six in "Headliners" series, with names such as W. C. Fields and Clark and McCullough, already signed. Louis Brock, producer.
Six in "Humannettes" series, to be decided. Louis Brock, producer.
Six in "Mickey McGuire" series. Larry Darmour, producer.

Six in name star comedy series. Larry Darmour, producer.
Six in different star series. Larry Darmour, producer.

One-reelers include:
Twelve comedy cartoons. Producer not set.
Twelve in "Humannettes" series, in which human heads and marionette bodies will form the novelty basis. Larry Newman, producer.

Radio is through with the vaude acts because of claims that shorts of every known type turn from that field were overdone by competitors. It is through with the dramatic short because of exhibit resistance against them and preference for comedy.

Radio spent between \$50,000 and \$60,000 on some of its highbrow shorts this season. One, "Hunting the Tiger," with Pedro de Cordoba, Vera Truesdale and other names, took such a licking, though a class production, that it decided Radio on its comedy course for next season.

The Mickey McGuire series is cut from 13 (current) to six to avoid overdose of the kid comedies.

43 PARAMOUNTS

Eventually All Publix Theatres Similarly Named

Gradual extension of the Paramount name to Publix houses brings the list of theatres to 43. New ones to be added are the Paramount, Salem, opening Saturday (19) and the former Strand, Providence, coming under Publix operation early in May. Additionally are seven in construction in Kanikake, El Paso, Abilene (Tex.), Lynchburg, Helena (Ark.), Nashville and Middletown, N. Y.

Those given the Paramount appellation thus far are houses in Montgomery, Ala.; Los Angeles and San Francisco, Calif.; Denver and Colorado Springs, Colo.; New Haven, Conn.; Atlanta, Palm Beach, Idaho Falls, Idaho; Cedar Rapids, Des Moines and Waterloo, Ia.; Fort Fairfield, Me.; Newham, Newport, Haverhill, Springfield and Lynn, Mass.; Detroit, St. Paul; Joplin and Springfield, Mo.; Omaha; New York, Brooklyn, Syracuse, Peabodick and Stapleton, N. Y.; Toledo, Youngstown, Hamilton and Middleton, O.; Newport, R. I.; Salt Lake City, Ogden and Provo, Utah; Seattle, Wash., and Cheyenne, Wyo.

Plan to eventually name all the Publix houses after Paramount. Not a single house was ever given the Publix name.

Al Grey Back
A. Griffith Gray has returned east to represent D. W. Griffith.

HOLLYWOOD, 1ST HOUSE DESIGNED FOR TALKERS

Warner Bros.' Hollywood theatre to be dedicated with memorial services to Sam Warner, at Broadway and 51st street, New York, opening April 26 with "Hold Everything," is being exploited as the first modern deluxe picture house designed and constructed specifically for sound pictures.

Experts went into every phase of acoustics and the result of the experiments have been embodied in the newest atmospheric theatre, which is circular in plan. Construction material, hangings, decorations and projection pillars were regarded first in relation to sound reproduction.

Entrance is on Broadway through a lobby, a moonomatic French design. Beyond an entrance rotunda serves as a foyer with decorations in French baroque. Features are a winding stairway to the mezzanine and a marble fountain, visible from the grand staircase and the mezzanine and promenade.

House will have capacity of 1,600 with seats done in red, somewhat brighter than the coloring of the general decorative scheme which is in dull gold embellished in red and blue. Three hundred seats have been equipped with Warner Theatrophones for the deaf.

House will have a modern air washing and ventilating system and refrigerating plant, and a stage equipped to handle any kind of production or presentation. Operators will work in projection booths of the modern ventilated mechanically and with shower baths and dressing rooms attached. A spacious lounge is situated under the orchestra floor.

Receivers for Chamberlain Named by Federal Judge

Scranton, Pa., April 15. Judge Albert W. Johnson, in the Federal court in the Middle District, headquartered here, has named receivers to handle the affairs of the Chamberlain Entertainment Enterprises, which operate seven theatres in the lower end of the anthracite coal fields.

Delmar K. Thompson, mayor of Hughesville, Pa., and Roscoe Kerr, a deputy attorney general in the state, have been appointed. Federal Judge W. H. Kirtpatrick, in the Philadelphia District Court, appointed the same men as auxiliary receivers to take over the operation of three theatres in Schuylkill county.

Chamberlain has the Victoria, Shamokin; Victoria, Mount Carmel; Victoria and Elks, Mahanoy City; Victoria, Tamaqua, and Victoria, Lansford. Properties are valued at over \$1,000,000. The naming of the receivers in bankruptcy overrides the appointment by the Northampton county courts recently of S. L. Grubb, Shamokin attorney. Thompson and Kerr will keep the theatres open until further order of the court.

For a long while rumors have been made that overtures were made to M. E. Comerford to take over the territory occupied in part by the Comerford concern.

Another in Milwaukee

Milwaukee, April 15. Uihlein interests, responsible for the building of several houses, will put up a theatre and office building at the corner of Wisconsin. Work will begin immediately on the razing of the buildings on the site, which is just opposite the Palace and the Elks Wisconsin.

Uihleins have been eager to get started before this, but delayed by the common council.

Mixed Opening Dates

Pittsburg, April 15. This town is still going mixed on its opening days. Next month Stanley will go from Friday to Thursday, while Warner will alternate between Friday and Saturday. Stanley went from Monday to Friday openings several months ago. Last week Penn and Aldine went from Saturday to Friday. Now the Stanley announces Thursday.

More Evidence of What Talkers Do For Small Towns

Minneapolis, April 15. Believing that the town's lack of talking pictures is causing it to lose trade to nearby towns with up-to-date show houses, merchants of Iron Lake, Minn., took over the local picture house and raised the necessary funds among themselves to equip it for sound.

Merchants have organized the Heron Lake Community Theatre Association to operate the house. Members of the association's board of directors are serving as ticket sellers and takers and in other similar capacities around the house without compensation to keep down the overhead.

R-K-O ABROGATING G-S TERRITORIAL DEAL

Chicago, April 15. In Chicago, it is understood, R-K-O intends taking over six neighborhood houses. This is to offset losing the Belmont, which goes back to Publix May 1. Chicago trend of film trade has been switching from loop houses to the neighborhood districts.

There is an understanding between R-K-O and Publix-Great States on invasion of and booking of certain towns, but this agreement will be abrogated summarily. In Wisconsin and Iowa steps for leasing and acquisition already have been taken by R-K-O.

That 5,000-Ft. Ordinance

Only the adoption of a new ordinance or drastic amendments to the present one will make the housing of more than 5,000 feet of film legal in New York theatres. Appreciation of this after study of the ordinance is admitted responsible for picture interests, securing a postponement of the city's test case against the Metro theatre.

The case has been put over from April 7 to the 21st. Meantime certain lobbyists are working at top speed.

U's Meet in N. Y.

Lou Metzger for the Universal has set April 28-29 for the sales convention at the Savoy-Plaza Hotel, New York.

While the convention is on, U's "Western Front" will open at the Central at 42, and the same company's "King of Jazz" starts its first pop run, at the Rosy.

ANNOUNCEMENT

Acts Suitable for Lobby Entertainment

Novelties, Instrumentalists and Hukum Acts

2-Auditions-2

April 21
April 28
10 A. M.

7th, Floor, Chicago Theatre Bldg.

Publix-Balaban & Katz

Apply to DAVE BALABAN

RUBIE WOLF
FOX BROOKLYN NOW IN FANCHON & MARCO IDEAS

Joseph Jackson
Author of Fannie Brice's Big Success "BE YOURSELF"

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TIFFANY'S

MAMBA

THE FIRST ALL-TECHNICOLOR DRAMA

with

Jean Hersholt, Eleanor Boardman, Ralph Forbes

Four Weeks at the Gaiety Theatre, New York

It is sweeping the entire country. Critics everywhere proclaim it marvelous in acting, story and color effects. You'll Clean Up Big on This One. Book it NOW. We have a smashing exploitation campaign all ready for you.

With RCA Synchronization



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HERSHOLT



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TIFFANY *presents* *The Greatest Screen Drama Of All Time*

JOURNEY'S END

ASTOUNDING THE
WORLD AND ALL
CRITICS

with COLIN CLIVE

who originated the role of Captain Stanhope, and a *Marechal* Cast.

From R. C. Sherriff's Stage Success.

Directed by JAMES WHALE.

A Tiffany-Gainsborough Production.

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729 SEVENTH AVE.

NEW YORK CITY.

FOUR STARS *in* Chicago

Chicago *Sunday Tribune*



By Mae Tinee.

"Ladies of Leisure" merits your attendance. It bears the trade mark—Genuine.

The story carries you from one intensely human situation to another, never losing its grip on your sympathy and imagination.

"Ladies of Leisure" is one of the Ten Best Pictures of the year . . . Jimmy Starr, L. A. Record

Got "Ladies of Leisure" down as a picture you must see
Louella O. Parsons, L. A. Examiner

HELD OVER
in Washington
HELD OVER
in Albany
HELD OVER
in Boston

LADIES of LEISURE

MIG BOX BUIL

based on David Belasco's
greatest stage success
by Milton Herbert
Gropper,

BOOKED
by the
CAPITOL
THEATRE
N.Y.



featuring the greatest cast
of the year . . . headed by

Barbara Stanwyck
Lowell Sherman
Ralph Graves

Marie Prevost . . . George Fawcett
Nance O'Neill . . . Johnny Walker
and Juliette Compton

A FRANK CAPRA
PRODUCTION



COLU

COLUMBIA
PICTURES *presents*

**THE
FUNNIEST
PAIR ON
THE
SCREEN**

GEORGE SIDNEY CHARLIE MURRAY *1/2*

Around the Corner

with Joan Peers
Larry Kent and
Charles Delaney

•
Directed by
Bert Glennon

**HTY
OFFICE
DERS**



Behind the Keys

Blue law opponents in Minnesota suffered a pair of set-backs last week when Willmar and Windom, Sunday show proposition. Sunday shows never have been permitted in either town, but with Sunday sports and amusements legalized in 90% of the cities of the state the time was believed ripe to carry on an amendment in Willmar and Windom. Vote in Willmar was 1,455 to 1,011 against the Sunday shows; in Windom, 584 for Sunday shows to 985 against them.

Hinton, W. Va. P. L. Dysard, Masonic theatre, has leased from Hinton Theatre Co. the theatre proper and equipment.

Front Royal, Va. Messrs. J. Goldenberg, of Charlottesville, W. Va., and Sidney E. Lust of Washington, purchased a lot on Main street, to erect a theatre seating 1,000. Chairs will be leather upholstered.

Ottawa, Can. Canadian Government Motion Picture Studio has taken possession of a new structure in the suburbs of Ottawa, after being located in a downtown building for 14 years. Western Electric equipment has

been installed and Director Frank Badgley promises government talkers in the future.

Birmingham, Ala. Panathas has been wired for talkers with the arrival of the Mareux Co. (No. 1).

Winton, Ia. A. J. Diebold has disposed of the Palace, only picture house here, to H. S. Waldorf, Esterville, who will install second. H. C. Merriam, Jr. returns to Diebold-Ford at Waterloo, Ia.

Danville, Ill. Gumbiner Theatres, Chicago, has disposed of lease on Lincoln, after two years, to Frye & Muench, operating local Colonial since August. Frank Ford, manager of Lincoln, will return to Chicago.

Minokk, Ill. Fire in swept interior of the building, causing \$5,000 loss.

Ft. Dodge, Ia. Plaza leased by John M. Schaupt to recently organized Corn Belt Theatres Corp., Bruno Fierce, president. W. H. Rheimer will be house manager, of the renamed house to Iowa.

Burlington, Ia. Jewel leased by Joseph Miller to the Strand Amusement Co. of Ottumwa, which has taken over Miller's five year lease with a five-year renewal option. Jake Cohen and C. K. Adler own Strand company.

Peoria, Ill. Henry C. Stiekemaler, southern Illinois division manager for Public Great States Theatres, has been advanced to divisional director for Public theatres in Indiana. Stiekemaler expects to leave St. Francis hospital this week, where he has been recovering from a long illness, for a vacation trip and will later assume his new duties. Headquarters in Chicago.

Dubuque, Ia. That R.K.O. and Public chains may erect two theatres in Dubuque as the result of the sale of the musical division of Brunswick-Balke-Collender company to Warner Brothers, has aroused more than passing interest. Dubuque now has four first class houses devoted to movies.

Announcement may be fact in New York according to dispatches, but it is still in the embryo here, real estate men declare, while theatrical circles know nothing of it.

Birmingham, Ala. William H. Collier, manager of the Strand, Public, has left. Bernard Buchheit, asst., temporarily in charge.

Chicago. Evanston, class suburb, has decided it wants Sunday pictures. First count gave the anti group the edge of 50 votes. Recount reversed, with the picture mob taking the lead. Last official count, with the matter going to the council tonight, gives

Pre-Release Defined

Exhibitors interested in film-doms vocabulary should know of the latest definition of "pre-release," one of the things actors incident to their job in attempting a new contract formula.

Certain resorts and playgrounds governed by the season have declined in the position to warrant new product, before its general release. Such bookings are now called pre-releases.

Sunday pictures an even greater margin of 96 votes. This is the close of a three-year fight for Sunday pictures. This year, however, Public-B. & K. got behind the movement, making a big effort.

Knoxville, Tenn. Floyd Smith, former Public city manager in San Antonio and the Tins Chatterbox, moved here to succeed William E. Drumbar as local Public manager. Drumbar shifted to Dallas Public branch.

Boston. Fire swept through the Strand, Woburn, Mass., Sunday night, panicked an audience composed mainly of children, did damage of over \$50,000, and did not take a life.

Over a score of children were either slightly burned in the blaze or cut by flames. Many children were rescued through the roof of the building. Theatre is owned by H. Rambach and operated by the Strand Theatre Corp.

Portland, Ore. Some comment and admiration among west coast showmen on continued Fox leadership here despite the national mess. Chief reasons are Floyd Maxwell, Fox city mgr., and J. J. Parker, Fox state mgr. Parker's one-third ownership of local Fox houses gives him authority for initiative. Maxwell has seized on any thread of authority, often disputing national circular orders, which his houses well in lead of local groups.

Hutchinson, Kans. This town is to have a new theatre, added to the Midland Circuit under a 25-year lease. Construction will be commenced at once.

Elgin, Ill. Dropped (Public-Great States) has dropped Sunday three-act vaude for pictures. Orchestra of five and house organist were let out.

Allentown, Pa. Al Boyd has taken over another Allentown house, Strand, according to reports not denied by owners. Dr. B. H. Stuckert and Oliver H. Gernert, Allentown. Boyd recently bought the Embassy here.

West Chester, Pa. Work has started on the proposed Warner theatre at High and Chestnut streets.

Galveston, Tex. Walter W. Peltier of New York has announced amusement park on north shore of Corpus Christi bay. Project to begin at once, taking over the Breakers Hotel.

Ft. Wayne, Ind. An approximate total of \$350,000 has been appropriated by RKO interests for remodeling its three local picture houses.

Palmerton, Pa. Palmerton, film house owned by Mrs. Daisy Brownell, sold at sheriff's

sale at Mauch Chunk, county seat to the Mauch Chunk Trust Company, representing a creditor. Future of house uncertain.

West Grove, Pa. Volunteer fire company has authorized the purchase of the Roselyn theatre, West Grove, from Robert Pyle. Company will wire and operate the house as a community center and film theatre. Eight miles from West Grove is Kennett Square, where a similar theatre purchase took place recently, by the Kennett Square Fire Company.

New Britain, Conn. Cameo Theatre Corp., controlling houses in Warner chain, has filed a claim of interest in the Embassy, newest theatre here. Marshall E. Davenson and Joseph Dicoek, owners, disclaim any other ownership.

Lake Mahopac, N. Y. Clyde O. Chamberlain has leased Playhouse at Cold Springs.

Greenwich, Conn. Pickwick sold to Fairfield Holding Co. It is at present operated by the Pickwick Theatre Co. under lease.

Rock Island, Ill. Gerald Gallagher, city manager for Public, Shoved up when H. D. Grove made district manager.

Cedar Rapids, Ia. G. M. Peterson new manager of State. Formerly at Spencer, Rock Island.

Omaha. Lionel Wasson, now manager of Paramount. Succeeds C. M. Pincus, now district manager.

Providence. Newly acquired Strand will be reopened by Public as Paramount. Edward A. Reed managing.

Waterloo, Ia. Irving Cohen manager Paramount. Formerly at State, Omaha.

Cheyenne, Wyo. M. H. Todd managing Princess here. RKO vaude now two days week.

Davenport, Ia. M. L. Elewits managing Public-Garden.

Topeka. Harry McClure, formerly city manager for Fox West Coast in Emporia, Kan., has been appointed supervisor of Fox theatres in Topeka, Kan., succeeding H. Jencks and Wm. Hoopet. Jack Moore succeeds McClure.

San Antonio. Majestic only house using stage and orchestra. Texas passed up stage show and notified orchestra two weeks ago.

Marshall, Tex. New \$250,000 Paramount (not Public), seating 1,500, opened here.

Tiffin, O. Sigma theatre, one of oldest here, closed by Ritzler & Kirwan, Lima, O., owners. Dean Metzgar, manager, transferred to Grand in same town. Sigma to become a restaurant.

Lakeside, O. Wiring being installed in Orchestra Hall at summer resort for reopening this week. Week-end talker shows until June, then daily grind.

Centralla, Wash. Fox Pacific has lot contract to build house here.

Fosteria, O. Mayor Whitna has rejected bid of \$75,000 for Foster lots, made by Boly & Jackson, attorneys for Schine interests (Fox) to build hotel-theatre. City council now considering similar scheme, reputedly submitted by Public, and offering more money.

Lawrence, Mass. A third Public house, seating 3,000, in this territory disclosed here with the recording of this week of title of largest real estate deal in the history of the city.

At a price reported to be \$600,000, the Salem Realty Corp. purchased 110,000 square feet of land in the business district. Firma is holding corp., 50% owned by Public, balance by John Deery, Salem, Mass., banker, and Dan A. Donahue, local men's outfitting chain head. Salem really financed and built the new Par house at Salem, to open next month.

This new add to the New England Public string gives Lawrence a total of 11 theatres, believed a record quota in proportion of city's population.

Syracuse Default on ERPI

A default judgment for \$1,626 has been filed in the N. Y. Supreme Court against the Salina Theatre Corp. and Frank Sardino, of Syracuse, by the Electrical Research Products, Inc., on notes given last November for sound apparatus.

UNION MEN ARE INVOLVED IN BOMBING

Grand Rapids, April 15. Four theatre bombings here have been traced to union operators. Two union men, Frank Chamberlain and Rose Lawton, have been sentenced to 25 years for the Wealthy theatre job.

Four neighborhood houses after being Royal, Family, Liberty and Wealthy. All employed non-union operators.

Wealthy theatre explosion occurred March 19. Lawton and Chamberlain were traced through the license of their car. Since entering the Jackson jail the two men have signed confessions naming seven others. Adam Trus, president of the union; Don Clark, business agent; Wallace Bouk, secretary, and Lee Blue, of Detroit, are now under arrest.

Frank Carnera, president of the Detroit operators' union, and Wade Montford, local operator, as yet have not been apprehended. The trouble extended from December, 1929, to last month.

Still Going Strong 4th Consecutive Year Benny MEROFF



MARBO PUBLIX GRANADA CHICAGO

Talking Trailer ON UNIVERSAL'S SIDE SPLITTING COMEDY "Dames Ahoy" IS A KNOCKOUT NOW AVAILABLE National Screen Service New York—128 W. 46th St. Chicago—215 S. Wabash Los Angeles—1922 S. Vermont

TED ARKIN and EDDY DEAN Originators of the "SPARK DANCE" This Week—Marbro Theatre, Chicago

JOE LaROSE FOX THEATRES

BILL AND HARRIET HUTCHINS With "White Caps" Unit This Week—Marbro, Chicago

FRANCON and MARCO deas A Fox West Coast Theatres Unit Los Angeles

COSTUMES FOR HIRE PRODUCTIONS SPECIALTY PRESENTATIONS BROOKS COSTUMES 148 W. 40th St. N.Y.C.

EBEN COE DOING "DANCE ON HANDS" SPECIALTY and LOIS COE In F. & M. "Good Fellows" Idea This Week, LOEW'S STATE, LOS ANGELES

AR. BOY LENTHERPRISES WE BUILD, BUY, LEASE, OPERATE OR MANAGE MOTION PICTURE THEATRES IN PENNA.—NEW JERSEY DELAWARE—MARYLAND —DISTRICT OF COLUMBIA— VIRGINIA AND W. VIRGINIA SUITE 1700 SANSON STREET PHILADELPHIA, PA. 402-404



A MIGHTY SPECTACULAR TALKING-MUSICAL MELO-DRAMA OF CIRCUS LIFE

THE BIG MONEY SHOW OF THE BIG TOP—the great outdoor spectacle that for generations has proved the sure-fire draw—with all its color, romance, lure, thrills, drama—has come to the audible screen!

A real circus—everything from popcorn to elephants! 40 acts of a monster circus in the Big Top scenes. An audience of more than 2,000 in a realistic spectacle. The world's greatest aerialists, wire walkers, tumblers, equestrians, trapeze rope performers and clowns. A complete menagerie—a side show with human and inhuman freaks.

THE GREATEST CAST EVER ASSEMBLED ON THE AUDIBLE SCREEN



CHESTER CONKLIN

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HELEN TWELVETFEES

FRED SCOTT

NICK STUART

ROBERT EDESON

STEPHEN FETTER

SWING



SALLY STARR

DAPHNE POLLARD

JOHN SHEEHAN

MICKEY BENNETT

GEORGE FAWCETT

BRYANT WASHBURN

LITTLE BILLY

WILLIAM LANGAN

HIGH

DIRECTED BY JOSEPH SANTLEY
PRODUCED BY E. B. DERR

PATHÉ 



GUS EDWARDS

N. Y. "DAILY NEWS," April 14, 1930
**Spanish Armida Winner
 In Her First Engagement**

Movie Actress a Feature of Bill at
 Palace

By JOHN CHAPMAN

Thanks to Gus Edwards, who contentedly lives up to the title of star maker, and to whoever it was in the booking department who signed up Fritz and Jean Hubers, the current Palace bill is not only unusually entertaining but also remarkable for the new faces exhibited.

Edwards has returned from Hollywood, bringing with him some of the girls he has been far-sighted enough to place under contract. One of these is Armida, of the movies.

Bit Like Raquel

Many's the movie star who has tried to put herself over with a vaudeville audience and found the going hard. None probably has done it so easily and so quickly as the little Spanish Armida. Very young and very pretty, she sings in a small but acceptable voice, dances excellently, and puts one in mind of the wistful Raquel Meller turned sprightly.

Broadway gossip has it that Armida is to succeed Lily Damita in "Sons o' Guss," and it may well be. Edwards may also find a spot in musical comedy for the Collette Sisters, dancers.

CHICAGO "POST," March 25, 1930
Armida, Herself, at the Palace

This seems to be Armida week in our town, and what could be nicer? The little lady not only appears in the John Barrymore, "General Crack" at the Roosevelt theatre and in "On the Border" on the Orpheum screen, but she dances and sings as part of Gus Edwards' show on the stage of the Palace.



Mr. PERRY ASKAN

is the young romantic baritone who made it possible for the "Desert Song" to play the longest run of any musical on the coast, now starring in the Coast production of the "New Moon." Starred by Warner Brothers in the talking picture version of Belasco's "Sweet Kitty Bellairs."

Personal management of Gus Edwards.

IT'S THE "LASTING
 TRIUMPHANT and SENSATIONAL RETURN TO VAU

GUS ED

"THE ST

"HOLLYWO

COMPOSED OF A MILLION DOLLARS WORTH OF NEW PLANE

NEW PLANET no. 1

ARM

(UNDER CONTRA

THE OUTSTANDING LEAD AND HIT OF W

WITH JOHN BARRYMORE, AND LATE I

SOON TO BE STARRED IN "CARMENCIT

THE PERSON

GOGO

(UNDER CONTRA

THE NEWEST OF THE COMI

NEW PLANET no. 2

NEW PLANET no. 3

MARJOR

(UNDER CONTRA

BEAUTIFUL TOE

AND THE MOST TALKED

NEW PLANET no. 4

COLLETTI

(UNDER CONTRA

MR. WALTER KEVAN—MR. EDWI

WITH METRO-GOLDWYN-MAYER 18 months during that period I a
 Blossom Time," "Lon Chaney Is: Going to Get You," "Nobody but You," "I've Waited
 Me." I hereby want to express my gratitude to LOUIS B. MAYER, IRVING THAL
 me to learn all the angles of talking picture production.

AUDITIONS—Out of nearly 2,000 applicants during "Auditions" held by Mr. Edw
 signed on long-term contracts and won scholarships in the new Edw

STAGE AND SCREEN INSTITUTION—Mr. Edwards announces the of
 Watch "VARIETY" for further announcements. The "Clearing House" for tal

AGENCY—Mr. Edwards' Hollywood Offices are in a very advantageous position to

RADIO—Mr. Edwards and his organized staff of writers, players, authors, composers,
 tions to address mentioned below.

GUS EDWARDS, Hollywood Bar
Vaudeville Bookings Arr

QUALITY THAT COUNTS

VILLE AT THE R-K-O PALACE THEATRE, NEW YORK

OF

WARDS

AR MAKER"

D HIS

PROTEGES"

S HEADED BY THAT SENSATIONAL LITTLE MEXICAN BEAUTY

ARMIDA

(TO MR. EDWARDS)

OWNER BROS. PICTURE, "GENERAL CRACK,"

ATURE OF "UNDER THE TEXAS MOON"

"AN ORIGINAL OPERETTA BY MR. EDWARDS

ITY PLUS GIRL

DELYS

(TO MR. EDWARDS)

ALTO SONG CROONING SISTERS

MARJORIE MOORE

(TO MR. EDWARDS)

DANCING VIOLINIST

ABOUT SISTERS ON THE STAGE

THE COLLETTE SISTERS

(TO MR. EDWARDS)

EDWARDS' PERSONAL MUSICAL DIRECTOR

ceived, composed and appeared in the first revue in talkies, "The Hollywood Revue." Musical technicolor shorts. Among the song hits: "Your Mother and Mine," "Orange a Lifetime for You," "He's Good Enough for Me" and "If You Boop Boopa Doop with GARG and my protege, MR. HARRY RAPP, for their co-operation and opportunity they gave

reds while playing in Chicago, Cincinnati, Cleveland and New York, 26 qualified and were in Stage and Screen Institution.

ning on or about January 1st. Building now under construction in Hollywood. t for "Stage and Screen." Nothing like it anywhere in the world.

manage and represent "finds" and "names."

tc., will arrange special radio programs. Communicate or otherwise address all communica-

1000 Bldg., HOLLYWOOD, CALIF.

Managed by Charlie Morrison



ARMIDA

N. Y. "AMERICAN," April 14, 1930
EDWARDS' PROTEGES
SPLENDID AT PALACE

Gus Edwards brings to the Palace Theatre this week his periodical allotment of proteges, no longer chosen from the East and West Sides of New York, but from Hollywood. However, be it California or New York, it seems that Edwards will continue to make new stars just as long as he wishes. Armida, discovered by Edwards some two years ago, and known for her performance opposite John Barrymore in "General Crack," is charming and a good enough entertainer without having to resort to her success in the talkies.

The Collette Sisters, pretty and vivid, are as two fine steppers as have been featured in any of his revues. Gogo Delys, Marjorie Moore and an unprogrammed lad doing an excellent impersonation of Ted Lewis complete his entertainment.

N. Y. "WORLD," April 14, 1930
The Palace

Gus Edwards, who has, I am told, discovered more stars than you would care to take time to count, is at the Palace this week with a congregation of charming young women who have come out of Hollywood with him. Heading the aggregation is Armida, the film player. She sings and dances and utterly wins your heart unless your heart be one of stone. Too, there is Gogo Delys, who sings; the Collette Sisters, dancers, and Marjorie Moore, who bids for applause by doing a toe dance and playing the violin at one and the same time. Why toe dancing and violin playing become such precious accomplishments when done simultaneously we cannot understand. The Saturday night audience seemed to understand very well, however.

N. Y. "HERALD-TRIBUNE," April 14

At the Palace this week is Gus Edwards, discoverer of many of the stars of the stage and screen, who returns to New York and the stage after two and one-half years. He brings with him his latest crop of proteges, led by the petite and attractive Armida, Mexican lass who recently excited favorable comment by her portrayal of Fidella in "General Crack." John Barrymore's recent picture. Others in Mr. Edwards' act are the Collette Sisters, Gogo Delys and Marjorie Moore.

Miss Armida proved as much a sensation on the stage as she did on the screen, her singing and dancing receiving long and loud applause Saturday afternoon. The Collette Sisters offered song and dance bits that were also quite pleasing, particularly their dances. Gogo Delys scored with her songs, written by Mr. Edwards, and the titan-headed Marjorie Moore did a very creditable toe dance while playing the violin.



COLLETTE SISTERS

Mr. Edwards sponsored the Duncan Sisters, Leota and Lola Lane, Page Sisters, and the Reynolds Sisters, and confidently predicts a great future on both stage and screen for these beautiful and talented youngsters.

JOURNEY'S END

(Continued from page 21)

is fast and absorbing, with a striking bit of stage trickery for the curtain.

Young Raleigh, the schoolboy lieutenant, has been brought back to the dugout mortally wounded and he dies before his school-mate captain just as he is about to go up in his command, hard pressed by the attack.

Two Englishmen made this talker on the coast—James Whale and George Pearson, former directing and Pearson supervising. One might say that if the English would leave their talker making to these men England would have talked for worldwide distribution.

Casting, too, 100%. Colin Clive, creator of the Capt. Stanhope role in the initial London stage production, plays the lead in the talker. He couldn't be surpassed.

And the breaks in the show business! Clive, a chorus boy on the London stage, picked for the Captain's role because he looked it. And then he made it. As freaky as the entire story of "Journey's End" and how it reached the stage, after its author, R. C. Sheriff, had saved up penciled data and kept it in a trunk, while the man who dug that stuff out of the trunk and finally secured amateur production on a Sunday night in London, later to take it to the professional stage, has since bought

three London theatres out of his profit thus far, while Sheriff profited long since grew tired of counting the money.

Ian MacLaren gives a fine show here. So does Anthony Bushell, who, as Bushell has a scene where the Captain drives the yellow out of his 2d Lieut, who wants to go sick list on the eve of a battle, this no one will forget.

That's another scene where the captain, exercising his prerogative, reads a letter that his wife has written home, fully expecting the boy has called him a stew, etc. Instead the letter says the Captain is the best loved commander of the division; that the men idolize him and he (the boy) is proud he is in the same company with him.

Billy Bevan and Charles Gerrard have the comedy roles, but it's hard to throw a real laugh into this setting of hell in the underground. They do their best, and there is a silly anticler here or there, but plenty of room around to cut.

For Tiffany, other than the money possibility, it's a weak picture. Tiffany is an independent producer. When an independent can turn out a picture like this, there's no limit that any indie can aim for.

Strictly a foreign colony attraction and offered on that basis here. So little is the aim to attract Broadway transients, they do not even furnish a program in English.

Picture is very cheaply made, involves only four people and an interior set. It is unintelligible in action to anybody but a native, that

is to say the pantomime doesn't mean a thing. There are no subtitles and even the main title is Greek making the occasion 100% Hellenic.

Cast is made up of two men, presumably brothers in the play, their mother, and one brother's sweetheart. One of the brothers is a cripple, apparently the lead, who makes an in person appearance at each show with an address in Greek.

Two men are fairly good actors, but the younger woman is rather a starter. To the American screen taste a buxom blonde, weighing in around 140 and wearing white stockings to get the full value of all too generous knees and calves.

Opening of the picture is in a crude parlor set, with one of the sons and the mother engaged in a conversation that lasts exactly 10 minutes without movement of any kind. Other brother and his girl friend are on for a like talk session and then the whole cast goes to bat for a conversational foursome.

Only incident but the up the dialer is a love song with piano accompaniment by one of the brothers addressed to his girl friend, repeated in the John's type by showing the beasts being slain.

Picture is poor and cloyous due to the usual African pictures. Accompanying lectures, synchronized on the film, is supposed to be the John's type by instead, but the speaker uses a plain American accent.

Picture gets its name from a tribal term for gorilla, "Ingagi." Sensationally advertised, with the gorilla posters, looks sure box-office draw.

others and in part an assembled picture. The main punch is packed into the title minutes with the aid of a tribe of semi-simian women guarded by apes and a tribal sacrifice of the same kind.

The ape women are seen completely naked, but shadowed in a clearing, with the camera's view cut off by the branches of the trees as black as expected for the jungle.

Doubt concerning the naturalness of the scene, but the camera continues showing the other at work. There are pictures of hunting, of the beasts attacking and eating their human prey, and a good closeup of the beast rushing at assistants, falling wounded and dying.

Aside from the last 10 minutes, there is a gripping scene when a lion attack a camera man, with a lion hunt in the next clearing. No doubt of the authenticity of this fight, but vivid scene.

The rest is ordinary, showing elephants, hippopotami, rhinoceroses and the same animals, but in a different way. The John's type by showing the beasts being slain.

Photography is poor and cloyous due to the usual African pictures. Accompanying lectures, synchronized on the film, is supposed to be the John's type by instead, but the speaker uses a plain American accent.

Picture gets its name from a tribal term for gorilla, "Ingagi." Sensationally advertised, with the gorilla posters, looks sure box-office draw.

COCK O' THE WALK

(All Dialog)

Some-Art-World Wide production directed by James Cruze starring Joseph Schildkraut. Photography by R. W. McMillan. Described as a "Sam Zieff production." Adapted from "The Inheritance" by Arturo S. Mom. Recorded on RCA Phonograph. Running time 50 minutes. At the Revue, April 11.

Hollywood production with American players, but story has a vaguely disquieting foreign flavor and for American audiences not calculated to go far. One of those bizarre characters that come from abroad. This time it's an out-and-out gigolo candidly living off foolish women who furnishes the masculine side of a sweet scented romance.

Picture belongs to a new type, apparently a revolt by certain over-pictured film makers against what they regard as sugary sentimental romance formulas. Picking characters just to get a sophisticated flavor doesn't work in this case.

The gigolo here is warranted to give any feminine fan a bad taste to start with. Schildkraut's stagey performance doesn't make the impression any better. Picture is "smarter" at the expense of sympathy for its central character.

Cynical attitude toward romance here revealed is strictly Continental. Americans don't understand it and it offends them. Whole literary (Continued on page 49)

ORIGINALS DIALOGUE Howard J. Green NOW WITH FOX CONTINUITIES ADAPTATIONS

SPANISH-LATIN AMERICAN FILM BUREAU Now Acting as Advisor for SONO-ART'S PRODUCTION, "DOMBRAS DE GLORIA," starring JOSE ROYE. ADDRESS METROPOLITAN STUDIOS, HOLLYWOOD Telephone GR 3111

BERNARDO DE PACE A Riot with "TOP O' THE WORLD" Unit NOW—STANLEY THEATRE, JERSEY CITY, N. J. Direction WM. MORRIS OFFICE

HUNCHBACK'S MIGHT

(Greek-Made) (With Dialog)

Production with company of Greek players, made in New York by the Orthometric Pictures Corp., presented by the same concern in the rented Carroll theatre; starting April 15. Running time, 25 minutes.

Announcement of the venture suggested that pictures might be a native Greek attempt to reproduce some classical subjects dealing with ancient mythology, an idea which ought to have large possibilities, both for the native market and for abroad, particularly with reference to actual scenic settings of Greece.

Picture is very cheaply made, involves only four people and an interior set. It is unintelligible in action to anybody but a native, that

INGAGI

(Foreign Made) (Silent Production)

Chicago, April 11. Congo Pictures, Ltd., based on an expedition into Belgian Congo Africa, by Sir Hubert Winsford of London. Recorded with synchronized lecture and music by Powers Cinophone. Edited by Adam Eull Shirk. At the Garrick Chicago, April 9, on grand. Running time, 80 minutes.

A travel picture, silent, with some unusual shots of wild beasts but seems to have received clips from

Picture is poor and cloyous due to the usual African pictures. Accompanying lectures, synchronized on the film, is supposed to be the John's type by instead, but the speaker uses a plain American accent.

MONTANA MOON

(All Dialog, with Songs)

Metro production and release. Directed by John Mack Brown. Music and lyrics by Nacio Herb Brown and Arthur Freed. Cast: Joan Crawford, John Mack Brown, Elizabeth Arden, Dorothy Sebastian, Jeff Huggins, Benny Rubin, Peggy Wood, Cliff Edwards, Dan McGuire, Lane Kane, Dan Prescott, Lora Ingraham.

This is a horse opera with an operatic touch. It's an original but somewhat stereotyped story. Largely on strength of snatches of clever dialog, carrying through some of the comedy situations and the music and songs.

"Montana Moon" has a chance for a big success if the Capitol, even though a swank all-talker, seemed incongruous.

Very poor photography in spots. Some of the shots actually reminiscent of 10 years ago. In these Joan Crawford photographs very badly. The great mystery is how some of this bad footage ever got by the director or the cutting room.

Acting is fair but not above average. A society girl from the east, hard to manage, and a cowboy with pronounced southern drawl, are the central figures in the Thalberg-Butler original which has borrowed heavily from westerns that have done in the past.

It's amusing to find John Mack Brown caloused, but striking cowboy, getting into tux, but it's more shocking to find that a ranch exists in Montana where evening dress is in order with French phones and modernistic furniture to add to the unnatural touch.

Picture is propped up fortunately in some critical spots by the comedy work of Benny Rubin and Cliff Edwards, supreme as ever here, and by the music. "The Moon is Low" stands out as the best of the three numbers featured and with proper exploitation might make a dent. It ought to. Others are "Sing a Song of Old Montana" and "Happy Cowboy," featured along with some old cowboy ballads mostly by choruses.

At first it looks as though "Montana Moon" is a straight western, Music doesn't cease until a half-hour's action has transpired. Only dance is a brief tango dance by Miss Crawford and Richard Cortez. That just fair. Cortez is the city slicker stirring up friction between the plains' romancers. His performance is lacking in the pose and punch that Cortez can impart under right conditions.

At Malcom Claret who came over to Metro from Radio to do "Montana Moon" is more at home directing sophisticated material. His hair and great sort of thing probably explains why he tried to give the Montana prairie a little class with upward results.

PRODUCTIONS

TALKIES

MAY JOYCE

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She SINGS! She TALKS! She DANCES! AND IS BEAUTIFUL

CAPITOL, NEW YORK NOW

Week April 11 with BENNY DAVIS

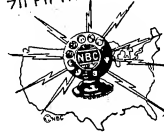
Personal Manager Charles Yates

FRANK NICK KING AND NICK "FEATS OF FEE" (In the Last Eight Bars) FRANK KING, OF THE ORIGINAL KING AND KING, IS NOW WORKING WITH HIS BROTHER NICK and Playing Publix Theatres THIS WEEK GRANADA, CHICAGO Direction, JERRY CARGILL—Thanks to George Levine P. S.—Have you ever seen Forsyth and Kelly?

From the President of the National Broadcasting Co.--

NATIONAL BROADCASTING COMPANY, INC.

711 FIFTH AVENUE



NEW YORK
April 3 1930.

OFFICE OF
THE PRESIDENT

Mr Carl Laemmle President
Universal Pictures Corporation
New York City

Dear Mr. Laemmle:

I am delighted to hear of the great success of the Universal Pictures Corporation newsreel featuring Graham McNamee. His charming and virile personality naturally led all of us to expect the popular approval with which this excellent feature has been greeted. But the work in its entirety has been done with a true appreciation of his unique qualities and I feel that Universal Pictures Corporation has a right to be proud of this new offering.

I therefore wish to offer you, as well as Mr McNamee my hearty congratulations.

Faithfully yours,

M H Aylesworth
M H Aylesworth

A REAL Attraction—GRAHAM McNAMEE as the talking reporter in UNIVERSAL'S TALKING NEWSREEL. Two-a-week; sound on film or disc. Produced under the supervision of Sam B. Jacobson. Presented by CARL LAEMMLE.



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PRESIDENT

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AL TRAHAN

Opening Thursday, April 24

R-K-O THEATRE, LOS ANGELES

Terminating a very happy three-year contract July 15th for the R-K-O Vaudeville Circuit at which time I am free to consider all offers.

My grateful appreciation to Messrs. Ziegfeld, Shuberts, Carroll, Waiman and Brady, etc., for their kind offers which I was not free to accept.

AL TRAHAN

Regards to all R. O. C. T.'s

When in New York live at
Joe Frieberg's Somerset and
eat at Basil Gerson's

PERSONAL MANAGEMENT

CHARLES MORRISON

1560 BROADWAY, NEW YORK

Press Stunts

New York City. Getting back at R-K-O for copying their rubber ball, Juggling stunt last week, Loew's retaliated Thursday noon with a new and "breath-taking" press idea.

The Six Lucky Boys, acrobats playing the Loew houses, moved up in front of Loew's State Thursday with a Vim radio truck, giving that radio some publicity, and proceeded to lay plans for a dare-devil routine. One of the boys crawled up on the State marquee, with one of the others in a risley position for an apparent leg-breaking catch on the street below.

The marquee-mounter hopped off but to the ground and then turned an elementary somersault to complete the risley part of the act. Very mild stunt.

Hundreds around Times Square jammed traffic so bad that the cops got a trifle burned and started to give everyone the communist rush.

New York City. Kurt Zwickler, one of the Rose's midgets, took a \$5 fine in New York traffic court last week for publicity purposes. Midge was nabbed driving a one-horse power miniature auto without a license. Rose act is playing for R-K-O.

Rochester, N. Y. Loew's Rochester in co-operation with Rochester "Journal," is giving away postage stamps and albums to kids at Saturday shows. Get stamps at theatre and albums from newspaper for new subscriptions.

Brooklyn, N. Y. Rose's Midgets and Maude Henry's Elephants, two acts on the same bill at the R-K-O Albee here Easter Week (19), will perform daily street parades in downtown Brooklyn. Acts paid extra for the pavement pounding.

Dave Beehler, R-K-O div. mgr. suggested the parade ballhoo with no-school week.

Toledo. Plenty of exploitation for "Golden

Calif" (Fox) in State, Easter week. Harold Wendt, p. a., doped out editorial tie-up with Toledo "Blade," drawing contest with Toledo "News-Bee" and co-operative advertising page. On top of that, street stunt, with artist running around drawing pictures, with placard on back. Ambulance driving around town with sign for use of those who laugh selves sick at picture. In addition to other minor matter miniature projection machine in lobby showing trailers on feature week before.

Princess (Publix) here had cowboy on white horse riding around town, advertising "Under a Texas Moon" (WB) at theatre. Warners co-operated with three-quarter page national ad on feature in Toledo newspapers, first time outside producer has helped a Publix house here.

Seattle. Coliseum will have tie-up during aviation week, with Chamber of Commerce, starting April 21. Plane will be set up inside the theatre in the orchestra pit. Aviator will give talks on passenger and commercial flying.

St. Paul, Minn. Paramount chalked up a new lobby stunt last week. House, through Eddie Kuempers, p. a., got a photo studio to set up cameras in the foyer and take pictures of all kids who attended matinees from 1 to 4 p. m.

Stunt drew heavy plug in the theatre's ads with the idea costing nix. Studio intends to get its break on orders for prints in addition to the one given free.

Montreal. Capitol, running in poor luck virtually all season, is putting on first men's fashion show ever shown here with prizes of a suit and a sport dress every night, coming week.

Jacksonville, Fla. Most unusual display on Publix

Send in Press Stunt

Any house manager or p. a. putting over a ballhoo press stunt if sent to "Variety," New York, will be printed in this department.

Request if a house manager puts over a stunt of any character, he will add the amount it cost the house.

circuit is at the Florida as tie-up for "Puttin' on the Ritz." Local plumbing distributors put in a complete ritzy bathroom in color. Sent out 10,000 announcements, and used newspaper space. Plenty interest and plenty wisecracks, with picture getting a great plug.

New York City. The trackless train is still proving a big card in the sticks. Those in "sound" are now getting the main play were shown. Harold E. Tillotson has been south for about two months with two Publix sound trains working them out of Miami. At one time Tillotson had 12 of the trains under his supervision scattered throughout the various Publix districts.

Brooklyn, N. Y. R-K-O-Albee, Brooklyn, played up Helen Morgan contest this week with picking of the nearest Morgan voice and mannerisms set for Friday night. Tieup with the "Evening Journal," Brooklyn section.

San Diego, Cal. Fox California is showing a "Nameless Picture" and offering \$100 for suitable title. Newspapers gave the contest plenty of space, with "Union-Tribune" tying up with the come-on. Box office results O. K.

Syracuse. Seeking to strengthen the Saturday matinee with juvenile patronage, the Paramount here will distribute free packets of foreign postage stamps to all kids starting next Saturday. Forty youngsters each week will be enrolled in the Paramount Stamp Club and presented with free stamp albums. Lucky kids

Warners' Shorts Change in Style; Less Vaude Acts; More Originality

will be selected via the number rule, i. e.: each stamp packet will be numbered, and 40 numbers will be picked at random.

New York City. Variety carried a story of a good press stunt credited to the assistant manager of a R-K-O house, who was and is in charge of publicity. Done in innocence with no attempt on part of assistant to steal credit. Chafns press dept, however, burned and called the manager for it.

R-K-O Proctor's in Newark has a phantom on the streets ("Phantom of Opera") who steals uncleanly up to a person and hands him a card, telling of picture. Good stunt attracting notice if it does not cause heart failure. Idea of George Deuber, assistant to Earl Wadge, manager.

New York City. All in one week for Mike Simmons, advertising and publicity director for Song Art-World Wide, when he tied up with the Auto Strop razor for exploiting Edward Everett Horton's "Once a Gentleman" in eight advertising pages in "Liberty," full page in the "American Weekly," with Mollo Auto Polish, on Reginald Denny's "What a Man"; and a special edition of Jim Tully's "Reno," to be issued by the Macaulay Book Co., with Ruth Roland's picture on the jacket, and several Barbasol pages in connection with the Denny picture, for "Judge," "Life," "Liberty," "Colliers" and "American Magazine."

Geo. Brown's Addition

Hollywood, April 15. In charge of both the Chinese and Carthy Circle.

They are the only picture houses west of Chicago regularly exhibiting at \$1.50 top.

Breaking with straight formulas of vaudeville acts as talking shorts. Warners' Flatbush studio is organizing the largest production force solely devoted to making one and two-reelers in the business. Roy Mack, from the coast, is the latest to come in as a director, making four. Others are Arthur Hurley, Edmund Josephs and Murray Roth, director-in-chief.

Until a month or so ago the studio had as its only staff writer Stanley Rauh. Now it has five. Neville Flessner, Bernard Hershey, Walter Butterfield and Homer Mason are the others.

Original skits, novelty ideas, few dramatics and an attempt to escape from the old vaudeville stuff typical in the early era of Vitaphone varieties will be the rule. Vaude talent will continue to be employed. Four shorts a week on an average, or over 200 a year is a minimum estimate.

Last week the studio made "The Song Plugger," Maeik's first assignment. This included Joe Payne, Leo Donnelly, Harry Brooks, Arthur Leonard, Milt Francis, Josephine Williams, Margery McKay and Sid Garry. Others were "Pore," by Guy Bolton, with Wallace Ford, Gerald Oliver Smith, Lenta Lane, Noval Keendell and Val Sherry; and skits featuring Jim McWilliams and Lee Morse.

Harold Franklin Month

Los Angeles, April 15. Los Angeles Theatre Managers Assn. has designated May as "Harold B. Franklin Month" in honor of the head of Fox West Coast Theatres.

It's an ideal appealation.

Picture rights to "Saint Johnson" by W. R. Burnett not published yet, purchased by Universal. The book is to come out in the coming fall.

Three Years Ago...

NOW

I established the office in Hollywood, Calif., for the William Morris Agency. Am now again entering the agency business on my own and take this means of expressing my appreciation and hearty thanks to the artists and managers for their support and co-operation.

Am also in a better position to secure engagements for the following vaudeville and de luxe picture theatres: LOEW'S, FOX, PUBLIX and WARNERS. Also booking engagements for the Talkies with METRO-GOLDWYN-MAYER, FOX, WARNER BROS., PARAMOUNT, R-K-O, UNITED ARTISTS and UNIVERSAL.

THE FOLLOWING NAMES I PERSONALLY BOOKED SPEAK FOR THEMSELVES:

- GUS ARNHHEIM Montemartre, Hollywood
- JOHN MURRAY ANDERSON Universal Studio
- JACK BENNY Metro-Goldwyn-Mayer
- JACKIE COOGAN Loew and Publix
- SAMMY COHEN Publix
- GENE DENNIS Loew-Publix
- DUNCAN SISTERS Metro-Goldwyn-Mayer
- CLIFF EDWARDS Fanchon & Marco
- CHARLOTTE GREENWOOD Fanchon & Marco
- MARION HARRIS Metro-Goldwyn-Mayer
- DeWOLF HOPPER Metro-Goldwyn-Mayer
- JOHNNY HAMP ORCHESTRA Ambassador Hotel, Los Angeles
- HORACE HEIDT London and Publix
- AL JOLSON Fanchon & Marco
- DENNIS KING Paramount
- CHARLES KING Loew-Publix
- EDDIE LEONARD Universal
- TED LEWIS Ambassador Hotel, Los Angeles
- DAVEY LEE Loew-Publix
- SAMMY LEE Metro-Goldwyn-Mayer

- HARRY LANGDON Publix and Fanchon & Marco
- MAE MURRAY Publix-Fox
- FOUR MARX BROS Publix and Fanchon & Marco
- BORRAH MINEVITCH Grauman's Chinese
- MITCHELL and DURANTE George White's Scandals
- TOM MIX Publix
- LOUIS MANN Metro-Goldwyn-Mayer
- EDGAR MacGREGOR Metro-Goldwyn-Mayer
- OUR GANG KIDS Publix
- SALLY O'NEILL Fanchon & Marco
- ANN PENNINGTON Fanchon & Marco
- HARRY RICHMAN Publix
- ALBERTINA RASCH BALET Metro-Goldwyn-Mayer
- LILLIAN ROTH Paramount
- ROONEY and BENT Universal
- ANITA STEWART Loew-Publix
- SOPHIE TUCKER Warner Bros.
- FAY TEMPLETON Metro-Goldwyn-Mayer
- WEBER and FIELDS Metro-Goldwyn-Mayer
- BUSTER WEST Grauman's Chinese

WALTER MEYERS

Suite 1009 BRYant 1234

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**MY GRATEFUL APPRECIATION TO
MR. JESSE LASKY and MR. A. J. BALABAN**

FOR THE OPPORTUNITY ENABLING ME TO PRESENT A

**NEW TYPE OF COMEDY CHARACTERIZATION
TO THE SCREEN**

BERT GORDON

**MANY THANKS TO LARRY KENT, MAX E. HAYES AND RAY COZINE
FOR THEIR PERSONAL SUPERVISION IN THE MAKING OF**

“DESPERATE SAM”

AUTHORED BY HARRY CHARLES GREENE

RIVOLI, NEW YORK,—NOW

STARRING

**BERT
GORDON**

AND APPEARING IN PERSON NOW

**PARAMOUNT-PUBLIX TOUR DIRECTION (HARRY LENETSKA
NAT KALCHEIM) WM. MORRIS AGENCY**

BERT GORDON, PERMANENT ADDRESS--FRIARS CLUB, NEW YORK

BY THE WAY, MR. LASKY, HAVE YOU SEEN THIS PICTURE?

SHOWS SINGING ACTS

J. C. Flippen Agrees to Stop Using Material Claimed by M. Douglas

Milton Douglas, until last week an m.c. for Warners, slapped an order on Jay C. Flippen and the latter's stage in the act, Sidney Wolper, to have them show cause why they should not be enjoined from using their present material pending hearing for a temporary injunction. Order was signed by N. Y. Supreme Court Justice John Ford.

It was served on Flippen Saturday (12) while he was playing at the Orpheum, Brooklyn. The same afternoon Flippen went up to the offices of Douglas's attorney, E. Franklyn Goldner, and offered to settle out of court, which Douglas was willing to do.

The whole trouble arose out of Douglas's claim that most of Flippen's act was made up of material used by Douglas for a number of years. Douglas claimed Flippen, when he did a single never used the material he now employs. His present material, alleges Douglas, was taken to him by Flippen's stooge, Wolper, whom Douglas alleged worked for him (Douglas) for one year until Dec. 4, 1929, when he went with Flippen.

Under Agreement

Oct. 1, 1928, alleges Douglas, Wolper came to him for a position as actor and writer of special material. He was taken by Douglas, according to the paper, on the grounds that all material he wrote and acted by Douglas was to be Douglas's property which Wolper agreed to. After told Flippen was using his material, Douglas, while Flippen was at the Palace, New York, week March 15, requested Wolper to stop using it, but Wolper never did, claims Douglas.

Douglas didn't contemplate taking action, according to the papers, until he first saw Flippen's act while it was at the State, New York, week April 9, last. E. Franklyn Goldner, his attorney, went to the State and warned Flippen to cut it out, with Flippen answering that as long as Sidney Wolper claimed the material, he would continue using it.

Douglas claims that when he goes around inquiring for work he is told Flippen is using an act similar to his. Douglas has affidavits to the effect that the material Flippen is using is his. They are signed by E. Franklyn Goldner, his attorney; Ben Finger, now in Ben Barton's act, and for almost two years previously with Douglas; Ben Barton, now with Douglas until recently; Duke Leonard, formerly of Murray and Leonard; Lillian Kelly, now with Douglas, and Percy Huber, now Mayo, also with Douglas.

Settlement

When Flippen came up to Goldner's office, it was agreed the matter should be settled quietly. Flippen stated, according to the affidavits, "after reading the affidavits, I realize it is my duty to do no further stated, according to Goldner, that his stooge, Wolper, had misrepresented to him.

Douglas originally intended taking court action asking damages for \$10,000 and a permanent injunction to restrain Flippen. It has been agreed that Flippen settle for counsel fees and will cease using his present material. He was permitted to use the material until last night (Tuesday).

If the terms of the agreement are adhered to by Flippen for a period of time, Douglas will cease suit. If not, asserts Goldner, they will proceed with the suit for the injunction and for \$10,000.

LEONARD PUZZLES DOCTORS

Los Angeles, April 15. James Leonard of Leonard and Anderson is reported seriously ill here with an ailment puzzling to doctors.

Leonard was recently in a local hospital under observation for 10 days and is now confined to his home.

Apple Pay Off

Vaudevillians have grown apprehensive of late when hearing that Hiram S. Brown, of R-K-O, owns an apple orchard upstate, with 5,600 apple trees. "Will R-K-O commence to pay us off in apples next fall?" they inquire.

ALMA RUBENS BEAT UP GROOM WHO BEAT DOG

Alma Rubens, now in vaude, turned S. P. C. A. last week at the R-K-O Kenmore theatre, Brooklyn, when handing a fistic trimming to a colored groom of the Russian Art Circus, dog act, who was alleged to have cruelly beaten one of the dogs.

In attempting to stop a dog fight, from accounts, the groom hit one of the dogs on the head, fatally injuring it.

When blame for the dog's death was placed on the groom, Miss Rubens went after him back stage and started to beat him up. The colored man fled out of the theatre through a side door, such was the former film player's wrath.

NVA Appeal Trailers Use Each Circuit's Own Stars

Hollywood, April 15. Richard Dix, Noah Beery, Edmund Lowe and Conrad Nagel are to make individual trailers which will be used in theatres throughout the country in the NVA appeal for funds starting week of April 27. Dix is the R-K-O representative; Beery, Warner-First National; Edmund Lowe, Fox, and Nagel, M-G-M. Charles Ruggles is making one in the Paramount Long Island edition.

Idea, as suggested by Pat Casey, is to have the trailers exhibited in houses controlled by the various producing organizations, so that the stars of opposition companies would not be used.

Trailers are all being readied and will be shipped, throughout the country by the N. Y. District of the Producers' Association made the arrangements.

SAMUEL BOYS SUE FRIEND

In Auto Accident in His Car—Nothing Said About Insurance

Alleging forced to lay off for four weeks after in an auto collision with Jack Gutschnieder, non-pro and their friend driving the car, Al Samuel and brothers, in White and Manning's act, have started suit against Gutschnieder for \$10,000. The boys also claim personal injuries.

March 8, 1930, say the Samuels, after they had finished the day's performance at the Fordham Bronx, Gutschnieder called for them with his car to take them downtown. While driving along Webster ave., Bronx, allege the boys, due to the negligence of Gutschnieder, his car collided with another.

Al Samuels claims he was dazed for weeks after the accident. Finky Samuels avers he was in the hospital with five stitches taken in the knee. The third brother remained unscathed.

E. Franklyn Goldner is representing the Samuels. It isn't stated if Gutschnieder, the Samuels' close friend, carried accident or liability insurance.

Dick Kearney Recovering
Dick Kearney, in a hospital for two weeks, is expected to leave during the week.

CURE ALL BIZ IN SPEED REVIVAL

Improved Grade of Medicine Show Performer Drawing Big Crowds—Show's \$1,000 Daily Overhead, with 2,000 Bottles Average Sale—5 to 7 Acts for 2½-Hour Performance

TALKERS HELP HERE

Chicago, April 15. Medicine shows are now employing five to seven vaude acts. Class of talent now offering itself to the outdoor is causing a heavy comeback in this style show. Acts that formerly wouldn't talk to med show performers are on the platforms.

Many of the larger med shows are giving one-act, one-halt hour programs with 15 minutes out for the peddling of the cure-all. Result is a big sale in the bottled goods.

Another reason for the sudden revival is the talkers. Average town where the med show plays, is anxious to see the flesh and blood troupe. Towns of from 10,000 to 50,000 where only pictures are on tap produce greatest biz. Natives, after viewing the performance, seem to feel obligated and buy the dope without question.

Good Sales

Some towns have raised the license fee to \$200 daily for this sort of hallyho, but still the med show, with overhead of \$1,000 can make money. Averages 2,000 bottles each show, with all conditions normal.

Following are just a few of the licensed doctors, backed by patent medicine companies, are sending out enlarged troupes this year. Some are planning on No. 2 and 3 tricks as the season warms: Dr. Van Klyver, Oregon; White Hawk, Ohio; Dr. Wm. Carter, Illinois; Dr. Ed. Lucas, Minnesota; Babetta, Med. Co., Ohio; Dr. F. H. Head, Wisconsin; Dr. N. B. Otis, Miss.; Dr. F. H. Head, Wis.; Dr. J. W. Williams, Indiana; and Dr. Coultgan, Washington.

INDIE RACKET SENT BOOKERS OUT FOR JOBS

Many indie vaude bookers are now working on salary for commercial firms but keep their booking offices open as a side racket.

These indie have cut down on their regular working staff with their steno running office. After their regular working hours are over the ex-bookers come to find that messages have not been left for them and whether any are for bookings. They then phone anyone wanting entertainers for a club or party affair.

One reason for this manner of operation is that by working as a salaried man at an outside occupation, they are sure of a weekly income.

Former Indies working on the out and inside are in the minority. The majority stepped out entirely and hooked up with firms as salaried men with no other work.

Nigh's Chinese Short

Los Angeles, April 15. An all-Chinese cast will be used by William Nigh in the first of a series of single reels. Nigh, former Metro director, will make the gross at Tee-Art studios. No release yet.

Here's Mary Weiss Again, in Wrong With 3d Husband—Puzzle on Model

Pullman Section Less

Chicago, April 15. Pullman company has just announced a reduction of 22 percent in the Pullman tariff on a section occupied by only one passenger. Effective all over the United States beginning May 1.

CRAIG'S LIFE INSURANCE POLICIES CANCELED

On the ground that he had falsified on certain info when applying for insurance with the Penn Mutual, the N. Y. Supreme Court has awarded the insurance company judgment of \$100.72 costs against Richey Craig, Jr., vaude comedian, automatically empowering the Penn Mutual to cancel two life insurance policies which had been issued to the actor in the fall of 1928.

Suit for rescission of the policies was brought by the company following Craig's application for certain benefits under them. Each policy was for \$7,500.

Craig recently returned from Saranac, where he had gone for a health cure.

SULLY, HE SELL FOR \$1,500

Barb Shop Owed \$450 That Sully—He Forget—Casey's Free Shaves

Dominico Sylvestro Angelo, Muscolini Sullivan Woppo, otherwise Sully, has sold his barber shop in the Palace theatre building. Sull got \$1,500 in cash from someone, but before he got the cash, the landlord stepped in for \$450 back rent.

As Sully was not accustomed to paying back rent during his 17 years trimming vaudeville people in the Palace, Sully—he squawk plenty. But the landlord got the dough and Sully—he got gnash.

Leaving the shop finally as its proprietor and with the best bottle of bay rum on his hip and the only three good razors in a coat pocket, Sully told the applauding tenants he's out of the barber racket for all time.

Prohibition Ruined Record

"Except Pat Casey. He's ml frienda," said Sully, as everyone hissed. "I don't want to pay Casey because he's out west and when he gets back, I no got dough no more, so I give the mugga the works."

"But Casey, ml frienda, always can get shava for nothing. I hold out one chair for Pat, because I double, and I can touch. I no touch Brown, who made me paya backa renta. The bunna."

Sully, the Barb, has been haunting Three Square for 27 years. He started in the old Hotel Saranac at 42nd street, in the basement. Later moved to the former Putnam building (now Paramount) and then to the Palace.

Meanwhile when not crying over bad business to landlords and Casey, Sully made himself the father of 14 children. He claims that only Prohibition stopped him from getting the father's world record.

Alice Weaver Better

Alice Weaver, confined to New York Joint Disease hospital since last November, was discharged two weeks ago, fully recovered. She is expected to do a 4-act, including an act with the Three Hysterical Boys, Jimmy O'Neal producer. Miss Weaver was stricken by infection of the spine and underwent two major operations at the hospital.

Is a wife who models a model wife?

This conundrum will be shortly answered in the divorce action of Paul D. Fiddler, of the 3 Melvin Brothers, against Mary Lorraine Peterson-Fiddler, model for Lester, costumer. They married December 20, 1920, in Indianapolis, and lived together until February 17, 1929, when the modeling wife took it on the lam.

Everyone may have heard of Gilbert H. Mosby, the medicine man whose money could save "Wood-Whoo." And also Mrs. Mosby's suit naming Gladys Deering in the \$250,000 alimony case. Claude H. Rosenberg, window dresser for Walgreen drug stores, is being sued by his wife for divorce, charging desertion. His wife is Gladys Deering-Rosenblum. The lady charges they married in January, 1924, and separated by his desertion, October 8, 1927. Rosenberg, however, has filed an answer through Attorney Ben Ebnah, reversing the charges. Claims that Gladys is the deserter, having left him in September, 1928, when she joined Harry Carroll's Revue.

Wrong Day

Ehrlich is also the legal mind behind the plea of Fred Mindlin, at present film salesman in Wisconsin, to make his divorced wife, now Mrs. Hoskins, give him a chance to see their child, Milton squawk, that, being out of town, he can't get to see the child on Thursday, the named day, and asks the court to change the date to Sundays.

Mary C. Weiss, former show girl, has filed suit for separate maintenance against Norman N. Weiss, Charges desertion. This is Mary's third marital suit against a man. She and the Weisses married on May 4, 1929 and separated last month. She can't find hubby and wants an injunction restraining him from disposing of his assets.

PANTAGES FAMILY MOVE IN ABOVE NEW THEATRE

Hollywood, April 15. Pantages family have had an apartment built above the new Palace, which covers an entire block, and they will live after the house opens.

It is understood that Mrs. Pantages wishes to dispose of the home, which covers an entire block, and reported valued at around \$1,500,000.

AGENTS MAKE UP

Morrison and Curtie Talking After Silent for Three Years

"Listen, you scoundo, don't try to steal my act."

"Listen, you scoundo, you haven't got an act worth stealing."

Which is the Charlie Morrison and Jack Curtis happened to make up after three years of silence. To celebrate they had lunch at Basil Gerson's and walked without paying.

Indie Agent's Sideline, With Stenog and Tape

Chicago, April 15. Business in the office of Mort Goldberg, indie agent, is picking up, but not on bookings.

Tired of staring at empty chairs, Goldberg has put in a stock of silk stockings. It is stated the chief sociality and he handles the tape measure. Everything strictly cash!

Olsen and Johnson Resume Having by this time completed their picture work for Warners, Olsen and Johnson resume in vaude for R-K-O April 26 in Minneapolis. R-K-O granted the team a temporary release for the film work.

R-K-O Pres. Teaches His Bookers How to Treat a Lady Who Protests

Following the personal intervention of Ithram S. Brown, with the R-K-O president reported to have located the booking office for its action in the matter, Irene Bordoni, who refused to open at the New York Palace Saturday when finding herself assigned to the No. 2 dressing room, joined the bill Monday night. At Brown's reported insistence and a gentlemanly gesture by Gus Edwards, original occupant of the "star" room, Miss Bordoni is appearing in the No. 1 room.

(Miss) Lee Morse, radio singer, who filled Miss Bordoni's spot for the five week-end performances and the Monday matinee, remained on the bill, despite Miss Bordoni's return. With the show running late Monday night, closing act, Stanley Bros. and Alree, was dropped.

When reporting at the Palace Saturday morning Miss Bordoni, whose vaude salary is \$2,500, found herself in the No. 2 quarters. Ed-

wards, the week's headliner, was assigned the room to which the femme star thought she was entitled. Unless given No. 1, Miss Bordoni informed the booking office, she would walk. The booker held out and Miss Bordoni walked.

Brown, from accounts, called a special booking meeting Monday morning for the purpose of delving into the Bordoni matter, with the president reported steamed up over it. Result was Miss Bordoni's return.

Lesson in Gallantry
The R-K-O president stated that Miss Bordoni, being a lady, should have been given the preference without argument. Agreeing with the gallantry theory, Edwards declared himself willing to move into No. 2. Both No. 1 and No. 2 dressing rooms at the Palace are on the stage floor. No stair climbing necessary to get to either.

When Miss Bordoni walked Saturday, the Palace lost its second feminine attraction in as many weeks. Helen Morgan, claiming illness, dropped out the week before. The previous week another singing single, Marion Harris, refused to open as booked at the R-K-O Madison, Brooklyn, on the grounds that she could not do the four shows there on Sunday. Monday of last week, Miss Harris opened at the Club Richman, Times Square cabaret.

Miss Bordoni is understood to be receiving a pro rata salary under a special arrangement for the balance of this week at the Palace.

Andy Rice Out

Hollywood, April 15.
Andy Rice is off the Metro lot as gag man.

Whether the former vaudeville writer will stick in the film colony here or return east is not known.

No Radioing for V. & S.

Application of Van and Schenck for release from remaining R-K-O vaude bookings to pick up a radio contract has been turned down by the booking-office.

Song team was offered a 13-week air job by station WTAM, Cleveland.



SAM HEARN

The musical comedy and revue comedian engaged as added attraction for Louis K. Sidney's "Dresden China," Capitol Theatre presentation.

Week of April 12, Syracuse, N. Y.
Week of April 19, Rochester, N. Y.

Presentations, Wm. Morris Agency; Loew Circuit booked by North & Flamm; productions, Lou Shurr; R-K-O, Charlie Morrison.

ACT CHEATED ON TIME, CANCELED

Reports from out-of-town Loew managers that the Stroud Twins, dancers have not been devoting the right efforts to their work, caused the Loew booking office to cancel the balance of the twins' bookings.

A member of the booking office, catching the act at the Delancey last week, Strouds' first New York stand, in from the road, charged them with doing a six-minute turn, whereas they were expected to do 12.

Strouds were booked for all of the Loew time in New York and vicinity.

The twins are reported as returning to the Fanchon & Marco fold to head a new unit.

Splitting Twins

Marriage which will unite two sets of vaude twins is due to take place any day now. Clarence Stroud (Stroud Twins) and Beth Dodge (Dodge Twins) are the couple on the verge.

Stroud recently was divorced from Betty Wheeler. Step will be Miss Dodge's first.

Other halves of the stage twins haven't been heard from as yet.

Vaudevillians Now Disappearing; May Be Felt by Next Season

SYBIL VANE'S ROUTE

Required Lawyer to Enforce It With R-K-O

Through the intervention of Maurice Goodman, who they retained as counsel to push their claim, Leon Donque and Sybil Vane, just back from abroad, have won out in a fight for 22½ weeks called for under an old contract and a k'ed by Edwin G. Lauder, Jr., before that official went out of Keith's with the Albee regime.

Donque, husband and pianist for Miss Vane, arranged with Lauder to play remaining time under a contract after they returned from a concert tour abroad, Lauder allowing them to do this.

When they returned recently George A. Godfrey is said to have refused to recognize the Lauder promise in an official letter as valid, whereupon the act retained Goodman, in Keith's at the time Lauder was.

Goodman got the route set immediately and the act has just started it.

Tony Ferry with the Weedens-Schultz agency, instead of Harry Fitzpatrick.

Although still easy to get enough acts, vaude showmen say it is noticeable how many veteran artists are getting out of it. Unless conditions change by next season, giving vaude people more hope, the deficit may begin to get serious.

Among claims is one that hundreds of regular vaudevillians who have a little money put away are going into some other business. Scores have tried the tea-room idea, in and around New York, while others have opened shops and trades of a varied kind.

A large percentage of vaude acts and people shrinking from the field they had been in for years, have gone into pictures, legit and other show branches. Some have become managers on the ground that a weekly salary is better than 10 weeks in vaude at \$200 per or more when everything is figured, including high transfer rates, commissions, etc.

The Indies note a scarcity of the type of attractions always looking for work in that field three and four years ago. They have been replaced by regular vaude acts, many for years on big time circuits, who are now happy to get a date anywhere.



ANGELINA
"The Little Italian Girl"
Sings—Whistles—The Best No. 2 Act in Vaudeville
She sings operatic and popular songs in English and Italian.
She whistles the language of the birds.
She has a sparkling personality and is
The best No. 1 act in vaudeville.
The Best in the East.
Sponsored by
BILLY JACKSON
The Best in the West.
SAM ROBERTS

DOWNEY and CLARIDGE SISTERS

"IN WAIT AND SEE"

Open Loew's Southern Tour April 21

BOOKED SOLID LOEW CIRCUIT

Rep., JOHN HYDE, William Morris Agency

ARNOLD—MICKY—CHARLIE—TEDDY

FOUR CIRILLO BROS.

STILL E-K-OING IT

WEEK OF APRIL 26, ST. LOUIS

BOOKED SOLID

Direction: JACK WEINER—ED. KELLEN

LET'S GO

TO

R-K-O

WITH

CHARLES A. BIERBAUER

ARTISTS' REPRESENTATIVE

NICK AGNETA, Associate
1003 Palace Theatre Bldg.
N. Y. C.

Phone BRYANT 0830

Phone
BRYANT 4531

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J. FRANCIS

SINGER AND DUNCAN

AUTHORS AND COMPOSERS

are now associated with

C. B. MADDOCK OFFICES

who are prepared to supply
material for standard acts
for the coming season

R-K-O Takes Molly Picon's Short to Play Against Herself at Loew's

R-K-O has booked Molly Picon's 7th talking short in its New York theatres as opposition for the Yiddish star's personal appearances for Loew's.

Miss Picon was lost by R-K-O to Loew's recently when her representative, Jennie Jacobs, took exception to the R-K-O way of transacting the deal. Miss Jacobs placed her with Loew's instead, to open May 8 in a presentation at the Capitol, New York. When playing for R-K-O last season Miss Picon was a draw in several of the metropolitan houses.

R-K-O's talker version will be billed and played against Miss Picon wherever possible. As further opposition for Miss Picon and Loew's, R-K-O, through Harry Rogers, has booked Maurice Schwartz, male contemporary of Miss Picon on New York's east side, for a route at \$2,500 weekly. Miss Picon's Loew salary is \$3,500.

Letter Writer Aired

Chicago, April 15. Walter Howard, of "Cowboy Revue's," Tishman-O'Neal act, was dismissed last week for inciting race prejudice.

At Memphis Howard sent open letters to the dailies condemning several acts because of their religion.

AFTER 57 YRS. IN BIZ, DANFORTH, 70, QUILTS

Chicago April 15. Harry Danforth, one of the old-timers, has quit show business.

Last week he turned over his R-K-O franchise, with 57 years of show business to his credit. At 70, Danforth will go into the cleaning and dyeing business.

Danforth is well known in the middle west. He began as an usher and gradually acquired interests in houses. In 1905 he was a partner of Danforth & Campbell, owing vaude theatres in Wisconsin and Michigan. For the last 15 years he is agented with the Western Vaudeville.

"I'm not getting out because there isn't room for me in show business, but because it needs young blood," Danforth says.

Loop Reunion in N. Y.

Helen Kane returns to Par stage work April 25 for a week at the Paramount, New York. With Paul Ash m. c'ing there that week, engagement will be built up as a reunion of a once well known western picture house combination.

While Miss Kane's pictures have been for Par, her recent stage playing has been in the R-K-O vaude theatres.

Double Break for Allen

Paul Allen, formerly of the vaude team Lester and Allen, is now \$2 old and out of show business. During his many years upon the stage he incidentally learned a trade which now earns him a living.

The act of Lester and Allen had a bit of business in it which involved the breaking of a number of chairs by Lester. Allen repaired the chairs after each performance and became quite adept at it. Now he repairs chairs for a living. He recently fixed about 3,000 chairs in Madison Square Garden.

He says altogether business is good because so many actors are sitting around, out of work, practically every chair in town is broken.

Barton Near Contempt

James Barton has been ordered by the N. Y. Supreme Court to show cause why he should not be held in contempt for failure to pay certain alimony to his wife, Ottilla, from whom the comedian is legally separated since January, 1926.

Mrs. Barton has filed suit and claims the comic to be \$1,500 in arrears. By the separation order Barton was to pay his wife \$150 a week.

The order calls for the comic's answer in court today (Wednesday). Mrs. Barton is represented by Attorney Julius Kendler.

Vaud's Salary Record Holding Act Unable to Secure Any More Dates

COLORED ACTS' WORRY

Negro Who Bought Contract For \$250, Again in Court

Buck and Bubbles' troubles, still on, have again reached the N. Y. Supreme Court with a suit filed there by Jacob H. Marcus, team's personal manager under a binding contract, for injunction against the fulfillment of the colored two-act's alleged European bookings.

Buck and Bubbles are charged by Marcus with contracting for some playing time in London without his knowledge or consent, despite their current three-year exclusive contract with R-K-O does not terminate until September, 1931.

R-K-O's contract with the team was upheld by the N. Y. Supreme Court recently as was Marcus' personal agreement with them, when Buck and Bubbles applied for injunction against interference from Marcus. R-K-O, William Morris, Nat Nazarro and Louis H. Saper.

Marcus, New York hotel man, secured Buck and Bubbles' contract from Nat Nazarro at a referee's auction when the latter went bankrupt. Team's R-K-O salary is \$850, out of which, as per the personal contract, the team pay Marcus \$25 weekly. Marcus obtained the contract for what he now receives from the team in one week.

Since drawing down \$12,000, the largest week's salary ever received by an act in vaude, in a recent percentage date at the R-K-O Palace, Cleveland, Gene and Glenn, radio team, haven't been able to land another vaude job. Reason is that their demands since then have been considered exorbitant by bookers and theatres.

Gene and Glenn's latest terms are a \$4,500 straight guarantee, plus a 50-50 split with the house over the overhead. The Cleveland radio turn got the \$12,000 on an extremely lucky break. R-K-O could have had it for \$2,750, but argued over \$250 and parted with \$12,000 in the end. Team accepted R-K-O's \$2,500 counter offer when the percentage arrangement was added. Palace did \$45,000 that week against an average week's gross of \$28,000.

John Royal, formerly with R-K-O (Kelt's), and now manager of station WTAM, Cleveland, through which Gene and Glenn broadcast, is reported as the one who backed up the team's price to where the bookers refused to listen. Glenn was formerly of Ford and Glenn in vaude. Gene and Glenn team was jointly booked with R-K-O by Harry Fitzgerald and Bill Jacobs.

Joe Marks Back

Joe Marks, comedian, returned to New York last week after two years in Europe.

He opens at the Coliseum (R-K-O), New York, today (Wednesday).

AMERICA

Returning HOME

TO PLAY

35 Weeks for R-K-O

AFTER A 10 MONTHS' SUCCESSFUL

TOUR AROUND THE WORLD

An International Headline COMEDY ACT

"THEN THE FUN BEGAN"

JOE

"THEN THE FUN BEGAN"

MARKS and CO.

R-K-O REPRESENTATIVE—CHAS. H. ALLEN

ENTIRE

1930
Week April 12—Coliseum, Last Half.
" " 19—Kenmore, Flush-ing.
" " 26—Albee, B'klyn.
May 3—Fordham, 86 St.
" " 10—58th St, Jefferson.
" " 17—Palace, N. Y.
" " 24—Boston
" " 31—81st St., 1st half

SCOTLAND

ROUTE

Week June 7—Vacation.
" " 14—Vacation.
" " 21—Vacation.
" " 28—Vacation.
" July 5—Vacation.
" " 12—Vacation.
" " 19—Vacation.
" " 26—Vacation.
Aug. 2—Madison, Chester
" " 9—Syracuse.
" " 16—Rochester.
" " 23—Cleveland.
" " 30—Palace, Chicago.
Sept. 6—Minneapolis.
" " 13—St. Paul.
" " 20—Winnipeg.
" " 27—Rome
Oct. 3—Spokane.
" " 11—Vancouver.
" " 18—Seattle.
" " 25—Tacoma.

ENGLAND

WITH

Week Nov. 1—Portland.
" " 8—En Route
" " 12—Golden Gate,
" " 19—Oakland.
" " 27—Hill Street, Los Angeles.
Dec. 5—San Diego.
" " 12—En Route
" " 17—Salt Lake.
" " 25—Denver.
1931
Jan. 2—Omaha.
" " 17—Kansas City.
" " 24—En Route
" " 30—Oklahoma City (3 days).
Feb. 3—Ft. Worth.
" " 13—Dallas.
" " 20—San Antonio.
" " 27—Houston.
Mar. 6—New Orleans.
" " 16—Atlanta.
" " 23—Birmingham.
" " 30—Charlotte, Last Half.
Apr. 3—En Route
" " 10—Cincinnati
" " 17—Akron
" " 24—Youngstown
May 1—R-K-O
" " 8—Toronto
" " 15—Montreal

SOUTH AFRICA

R-K-O



AUSTRALIA

with GEORGE BROWN and MAE LEONARD

Foreign—REEVES & LAMPOR

FRITZ and JEAN HUBERT

"REALISTIC INEBRIATES"

R-K-O PALACE—NOW This Week (April 12) New York

Options Asked of Acts for Next Season Suggests Vaude Opposish

All acts booked by R-K-O for time during what remains of the current season will be asked, when signing contracts, to give the circuit 30-day options on their services for the new season. Through protective options, R-K-O is apparently attempting to prepare for the threatened invasion of the vaude act-buying field by other chains.

R-K-O is not believed to have more than 50 acts booked and signed for '30-'31.

For the past week or so the booking office has been requesting acts to issue 60-day options. At a meeting Monday, from accounts, the optional period was lowered to 30 days upon a declaration that the bookers should know whether or not an act is wanted in that time.

Publix is grabbing as many comedy turns as it considers it can find room for next season. Rate at which Publix is buying is moderate, but considered dangerous for R-K-O's safety in the comedy act supply, while should Publix gain information as to how much Publix vaude time there will be next fall and winter, R-K-O would have a battle for material on its hands. Comedy acts haven't the exclusive hold on the circuit booking competition, although the bookers are concentrating mainly on that type, in probable belief that comedy acts will be an even more important part of the fast, short vaude bills of the future than the long bills of the past.

3-Cornered Benefit

San Francisco, April 15. Three benefit shows at one crack is plan here this year with the announcement that the N.V.A., Shrine and Press Club Buckus will be a joint midnight matinee affair to be held in the Fox April 26.

Fat Casey was here and completed arrangements for the N.V.A.'s participation.

Splits and Reunions

Mayo and Bobbie have split as team. George Mayo now with Charlotte Woodruff, from legit, 2-act.

Anger and Corday have dissolved, with Anger teaming with Tudor Dunbar (Dunbar and Sexton).

McGee and Maloney have reteamed after several years separated. They will head a new production act for Lee Stewart with Rosamond Russell in support.

Jerome and Herbert are again a team. They split several years ago. After the split Jerome did an act with his daughter, Elizabeth, whose recent marriage and retirement dissolved the latter combo.

Ethel Sinclair and Jean Ford, who split about three years ago, have reunited and are breaking in a new two-act.

Eddie Dowling's "Find"

One of the turns on the N. V. A. benefit bill at the Metropolitan, New York, night of May 6, may be a two-act composed of former Gov. Alfred E. Smith and Eddie Dowling. If it goes through, Smith and Dowling will begin rehearsals next week.

Joe Leddy's Job

Joe Leddy, of Leddy and Smith, bookers, retired from the agency, is connected with an automobile motor corporation. Leddy had been a booker for 19 years.

"The Voice" on Stage

Tom Kennedy, former agent and lately known as the "Voice of R-K-O" in the circuit's weekly NBC broadcasts, is making a brief return to vaude.

He opens next week on an Interstate route.



DOUG LEVITT and RUTH LOCKWOOD
In "Hit-Bits of 1930"

With Ted Eddy and Band, the Seven Hayden Gloria Girls, Shirley McIntyre and Gattison Jones and Elsie Elliott.

Now (week of April 12), R-K-O. Palace, New York.

Direction CHAS. H. ALLEN

No Vaude in Coney?

R-K-O's Tilyou, Coney Island, vaude for the summer in the past, may retain its winter straight picture show for the summer.

Circuit figures a three-hour show would be necessary with vaude added, against the usual two-hour straight film bill, with more turnover available on the shorter schedule. Coney Island theatres do a Times Square type of rolling business when the season is on.

F. & M. Drops Line in Test

Los Angeles, April 15.

Fanchon and Marco will produce a six act vaude unit without scenery under name of "Talents Idea." Should it meet with favor, more of this type of units minus chorus girls will be sent out.

"Talents" is scheduled to start from Pasadena, May 15.

VAUDE SLAMMED BY B. & K. IN EVANSTON

Evanston, Ill., April 15.

One sheets slamming vaudeville and boosting talking pictures, were handed out here under instructions of Balaban & Katz, it is said.

These sheets stated vaudeville never has been liked here and that the attempt to revive it is only so much meaningless talk. It warns all that vaudeville is out of date. This, it cries in large type, is understood by all theatre operators.

It goes on to state that talking pictures are much better and far superior to vaudeville, or any other old entertainment.

This appears to be the upshot of the theatre operators' attempt to put over Sunday shows here. They state "when permission is granted for Sunday theatre entertainment we are assured of fine motion picture entertainment without vaudeville."

The matter of Sundays was forced before the Common Council after a recount B. & K. secured. It was at first count beaten by 50, but upon a recount Sunday shows were favored by 87. This town's the fashionable suburb of Chicago.

Operatic Tenor Wiser

Torcum Bazazan, operatic tenor, recently in vaudeville, has decided to abandon his classical ideas. Last week he broke in a new two-act using a straight man and himself as a slapstick yokum comedian.

Present day vaude not fertile soil for operatics, he found.

Loop's N.V.A. \$2.50 Show

Chicago, April 15.

N. V. A. benefit will be held at the Oriental, midnight, Saturday, May 3, under direction of Andy Talbot. Price for main floor seats, \$2.50, instead of \$5 as in the past. Balcony scaled to \$1.

Collections will be taken at all vaude houses during the week.

FOUR-A-DAY NO R-K-O PANIC ON COAST

Los Angeles, April 15.

Four-a-day policy current in the entire coast division of R-K-O is flopping, seems to be the opinion out here. In a number of towns, including Oakland, San Diego and Salt Lake, biz has dropped off from reports.

Following a recent inspection tour in the northwest made by Charles Freeman, R-K-O's western booking chief, Tacoma and Spokane, formerly full-week stands playing the intact units, are being cut to three days starting next week. This is considered an indication of what may follow in other western towns unless the four-a-day policy is adjusted.

Reported contention of house managers in these towns is that failure of four-a-day is caused by creation of "spills" at the wrong time of day. Managers believe it even would be wise to close small town houses during the dinner lull, between 5 and 6:30, so as to get a better break on turnovers. Dinner hour shutdown, tried in other parts of the country, has never been attempted around the coast, except on two-a-day.

Reaction of the acts is another thing the managers squawk about. Strenuous performers such as acrobats and dancers have been complaining, claiming it's tough enough doing four shows without having to play to empty seats.

Missed Show—Fired

Chicago, April 15.

Don Roberts, in Publix unit, "Modes and Models," at the Chicago last week, was dismissed. He failed to show for an afternoon performance.

MISS LEE MORSE

"AT HOME TO HER FRIENDS"

THIS WEEK, APRIL 12
R-K-O PALACE NEW YORK


REMICK'S SURE FIRE HITS!!



THE SWEETEST FOX-TROT BALLAD AROUND

REMINISCING

BY EDGAR LESLIE & HARRY WARREN -



BRAND NEW HIT FOX-TROT BY HIT WRITERS

TELLING IT TO THE DAISIES

(But It Never Gets Back To You)

BY JOE YOUNG & HARRY WARREN



THE HAUNTING MELODY FOX-TROT FROM WARNER BROS. "UNDER A TEXAS MOON"

UNDER A TEXAS MOON


LYRIC & MUSIC BY RAY PERKINS -



A FAST AND "GLORY"-OUS RHYTHM HIT

GET HAPPY

LYRIC - TED KOEHLER - MUSIC - HAROLD ARLEN



THAT TUNEFUL FOX-TROT FROM "SPRING IS HERE"

HAVE A LITTLE FAITH IN ME

BY LEWIS AND YOUNG & WARREN -




A LYRIC AND MELODY THAT HAVE "EVERYTHING"

ABSENCE MAKES THE HEART GROW FONDER

(For Somebody Else)

LYRIC BY LEWIS & YOUNG - MUSIC BY HARRY WARREN



THE UNEQUALLED HIT OF THE YEAR

CRYIN' FOR THE CAROLINES

BY LEWIS AND YOUNG & WARREN -

ALL MATERIAL READY-WRITE - WIRE - PHONE - CALL !!

REMICK MUSIC CORP.

219 West 46th Street Jerome Keit - President New York City

50 MINS. ONLY ON BEST SOCKS IN 4 R-K-O ACTS

R-K-O's western (Orpheum) four-act road shows, booked in New York by Charlie Freeman, are being trimmed to run under an hour, with the average set time limit to be about 50 minutes per performance. Time reducing process involves orders to all acts to get to the punch quickly, give the sock portions of their turns only, and consecutively, with all stalling, bow copying and "milking" out.

Time allotments in Freeman's western bills are made according to the strength and type of the bills. While one act on the bill is doing 20 minutes, another or others will run 10 minutes or less. But the total cannot exceed 50 minutes.

Under this arrangement the slow moments are out of each act, with all acts out to a time minimum and expected to hit 'em and run.

R-K-O's western theatres playing the road bills are now able to plan their programs months in advance, with assurance that the stage end will finish at a set time. In the old days vaude managers were ignorant of the running time of their programs months in advance, and often all of the necessary cutting was not accomplished until half the week was over.

Quebec Quitting

Quebec, April 15. Week of April 28 will be the last this season for vaude at the R-K-O-booked Auditorium. House goes straight pictures the following week.

Quebec resumed vaude this season after a two-year lapse.

Piccadilly, Rochester, Stops Vaude—Goes All-Sound

Rochester, N. Y., April 15. Vaude is washed up at the Piccadilly. Tried first at 40c top, then 50c, but a flop.

House closed for a week, reopening April 18 with "Mauney," returning to all-sound policy at 50c.

Eastman and Regent, other Public houses, are getting 60c, but Piccadilly is in tough spot with pop vaude houses on both sides at 60c top, and R-K-O Temple nearby, at 35c top, all sound.

Dick Bergen Elevated

Chicago, April 15. Public-Great States booking position in the R-K-O office made vacant by the resignation of William Elson will be filled by Richard Bergen of the R-K-O staff.

For three years Bergen has handled the association bookings.

MEYERS BROS. NOT REUNITED

Walter and Eddie Meyers are not reuniting for vaude bis as reported.

Walter is opening his own agency in the Bond building, New York.

Eddie remains with the William Morris agency, handling foreign contracts. His contract with Morris does not expire until July 1.

Two-Day Ore. Stand

Salem, Ore., April 15. Blight's Capitol, in straight picture for a long spell, goes vaude this week to play the R-K-O western (Orpheum) road shows Saturday and Sunday each week.

This two-day stand will fall between Portland, Ore., and San Francisco on the Orph road route.

Acts Out of Fox's Walker

Walker, Brooklyn, Fox operated, will drop vaude in two weeks, for straight picture.



MOWATT and HARDY

(Week April 12th)
R-K-O Palace, New York
Dir.: Lewis Mosley
Lee Stewart Office

INCORPORATIONS NEW YORK

Chasbea Theatre Corp., Manhattan, theatre, pictures, 100 shares no par value; Florence M. Fairbairn, Estelle A. Belmont, Elsie Lang.

Stellen Theatre Corp., Manhattan, theatre, pictures, 150 shares no par value; Florence M. Fairbairn, Estelle Belmont, Elsie Lang.

Eight Street Theatre, Inc., Manhattan, theatre, pictures, 100 shares no par value; Alan S. Hays, Joseph Cassidy, Anne Solov.

Kroyen Productions, Inc., New York, theatre, pictures, 100 shares no par value; Gene Hall, George J. Houtain, Elsie D. Houtain.

Kayben Beauty Corp., Manhattan, theatre, pictures, 100 shares no par value; Benjamin Knobel, Mildred Knobel, Devick.

Dollars and Sex, Inc., Manhattan, picture, pictures, 100 shares no par value; David A. Kravitz, Irving Sher.

Nashua Realty and Amusement Corp., Boston, pictures, 100 shares no par value; Henry Suchman, Mary Jernanok.

Eastman Film Processes, Inc., Manhattan, pictures, 1,000 shares no par value; Albert Hulsebosch, Louis J. Jacobs, Gerry Kreiner.

Nonal Film Renovating and Process Co., Inc., New York, pictures, 200 shares no par value; John F. Lyons, Thomas A. Lyons, Irene Lyons.

Whitcomb, Inc., Manhattan, pictures, 100 shares no par value; Alvin McKel, Sigourney Thayer, John F. Wharton.

Municipal Talkies, Inc., Kings, pictures, 100 shares no par value; Carl Finger, Freda Finger.

Change of Name
From Ark Films, Inc., New York, to Avondale Films, Inc.

NEW ACTS

Eddie Green and Co. (4).
Arthur Prince, formerly in charge of Pantages' press department, New York office, is associated with his father, Arthur Prince, now preparing a new act for vaude. Latter is the ventriloquist.

Belle Montrose (formerly of Montrose and Reynolds) doing a double with Joe Shriner.

Howard Marsh and Co. for R-K-O, later including John Johnson and Peggy Riat.

Latest of the "Our Gang" alumni to crash vaude in Peggy Eames. Opens May 10 for R-K-O in Newark.

DELAYED REHEARSAL TIME HURTS SHOWS

R-K-O is after acts that show up late for rehearsals in a stern way. Circuit's drive includes warnings to acts, new instructions to agents, bookers and managers and incorporation in the artists' contracts of a clause effecting automatic cancellation for tardiness.

Present R-K-O contract provides for salary reduction if an act's late reporting for rehearsal necessitates paying the orchestra for overtime. That will stay in, with the cancellation threat added.

According to R-K-O complaints from managers regarding lateness of acts have greatly increased in number lately. When acts report late, say the managers, it tends to break up the routine and often makes a panic of the first performance.

Besides stressing the necessity of showing up at theatre rehearsals on time, R-K-O, from accounts, will ask that more care and time be devoted to rehearsing. Thorough rehearsing, the circuit states, makes for better first shows and eliminates the usual opening show nervousness. About acts reporting late, R-K-O contends, the tardy acts rush through rehearsals without having completely versed the musicians.

Agents will be instructed to advise their acts of the necessity of getting to the theatre on time opening day.

Judgments

A. H. Woods Extravaganza Co., Inc., A. J. Brower, \$2,031.
Richy Craig, Jr.; Penn Mutual Life Ins. Co. of Phila., \$110.
John Altman; Broadway Surface Adv. Corp., \$187.

Mansley Kayton Motion Picture Lab., Inc., Edward J. and Gillian Kayton; J. E. Brulauter, Inc., \$3,616.
Marcelle Schwartz; Dip'lay Stage Lighting Co., Inc., \$1,071.

Beno Belasco-Gee; Central Hanover Bank and Trust; Periodical Publishing Co., \$158.
Richard Carey; Peridical Publishing Co., \$256.

Sallia Theatre Corp. and Frank Sardino; E. R. P. L., \$1,822.
Long Island Amuse. Corp.; Actna Life Ins. Co., \$256.

Theatres Proposed

Bloomington, Ind.—(Harris Grand, all), \$30,000. 22 N. Walnut street. Owner, Public Theatres, Petv. plans.

Clare, Mich.—\$10,000. Also store. Owner, J. A. Line. Architect, R. V. Gay. Site and policy not given.

New York City—\$50,000. Also store and office. (All), 701 West 47th street. Owner, Columbia Theatre & Bldg. Co. Architect, E. W. Lamb, Inc.

Oakdale, Okla.—\$30,000. (All). Owner, Mascoe Lodge, Tri-Luminar, No. 18. Architect, J. E. Moore.

Pella, Ia.—\$20,000. (New or all). Owner, J. F. Klein. Site, policy and architect not stated.

Wilkes-Barre, Pa.—\$60,000. Southeast corner Public square, East Market street. Owner, Comford Amusement Co. Architect, Leon Lemert.

VAUDE ALL OUT OF PAN CIRCUIT

Chicago, April 15. Last of Pantages circuit east, in Kansas City and Minneapolis close vaude this week.

K. C. house goes straight pictures, Minneapolis going dark.

Pan's booking office here folds. Nan Elliott, in charge for many years, undecided as to future.

Stage Band Sans Show

Pittsburgh, April 15.

Although Enright, Warner deluxer in East Liberty, disposes of presentations this week, retaining size band behind footlights.

Idea is to have musicians offer about half hour of stage entertainment, also contributing specialties.

It's the same thing, the big film houses had before the presentation era, except then the stuff was dispensed from the pit.

Larry Rich's Unit

Larry Rich's new unit for Public has been titled "Satan's Holiday," produced by Frank Cambria. It opens in New Haven next week.

In company are Cherie, Dub Taylor, Ralph Lewis, Ralph Moore, Charles Rodick, Margaret Miller, Dolores, Eddy and Douglas.

Cameo, J. C., Off Vaude
Cameo, Jersey City, drops vaudeville April 28. Fox-booked house has used seven acts on a split week policy, being used as a showing house for the Fox vaude chain.

All-sound policy will be adopted with orchestra let out.

Denver Off Route
Denver, April 15. Local Orpheum will drop off the R-K-O western vaude road show route May 1, preferring a straight picture policy for the summer.

Orph will step back with vaude in the fall.

Freeport Loss
Grove theatre, Freeport, L. I., vaude-booked by Arthur Fisher, goes straight pictures next week.

ENDS
FRAZERE
"Acme of Finesse"
THIS WEEK
Managers
LEE P. STEWART & LEWIS MOSLEY

Marcus Loew BOOKING AGENCY
General Executive Offices
LOEW BUILDING ANNEX
160 WEST 46TH ST.
BRYANT 7800 NEW YORK CITY

J. H. LUBIN
GENERAL MANAGER
MARVIN H. SCHENCK
BOOKING MANAGER
CHICAGO OFFICE
600 WOODS THEATRE BLD'G
JOHNNY JONES
IN CHARGE

To All Who Know **MILES LUGANIS** Communicate Now
FORMERLY WITH WM. JACOBS, NOW ASSOCIATED WITH
R-K-O JACK CURTIS R-K-O
1564 Broadway PALACE THEATRE BUILDING, NEW YORK Tel. 3468-9 Bryant

GUS EDWARDS and his Hollywood Proteges (8) Revue... Full Stage Palace (St. V)

Gus Edwards' return to vaudeville... Gus Edwards' return to vaudeville...

The something else here may be Armita, a Mexican protegee of Gus... The something else here may be Armita...

An impersonation of anyone by a boy to finish a 45-minute act as an encore... An impersonation of anyone by a boy...

Joe Nemyer (4) Joe Nemyer (4) Joe Nemyer (4) Joe Nemyer (4) Joe Nemyer (4) Joe Nemyer (4)

Crack novelty song and dance act... Crack novelty song and dance act...

Joe Seiler and four Peaches (15) Joe Seiler and four Peaches (15) Joe Seiler and four Peaches (15)

Radio Jacks and Queen (3) Radio Jacks and Queen (3) Radio Jacks and Queen (3) Radio Jacks and Queen (3)

Pullman and LaTour Comedy Talk, Songs and Dances (20) Pullman and LaTour Comedy Talk, Songs and Dances (20)

With Carr and Reed (14) With Carr and Reed (14) With Carr and Reed (14) With Carr and Reed (14)

Ben Blue and Co. (9) Ben Blue and Co. (9) Ben Blue and Co. (9) Ben Blue and Co. (9)

For the talking picture producers who know what a comic means... For the talking picture producers who know what a comic means...

Doing a comedy walk with the young woman, Blue lifts her foot... Doing a comedy walk with the young woman...

While throughout there is plenty of 'stogoes' in different scenes... While throughout there is plenty of 'stogoes' in different scenes...

Joe Nemyer (4) Joe Nemyer (4) Joe Nemyer (4) Joe Nemyer (4) Joe Nemyer (4) Joe Nemyer (4)

Joe Seiler and four Peaches (15) Joe Seiler and four Peaches (15) Joe Seiler and four Peaches (15)

Radio Jacks and Queen (3) Radio Jacks and Queen (3) Radio Jacks and Queen (3) Radio Jacks and Queen (3)

Pullman and LaTour Comedy Talk, Songs and Dances (20) Pullman and LaTour Comedy Talk, Songs and Dances (20)

With Carr and Reed (14) With Carr and Reed (14) With Carr and Reed (14) With Carr and Reed (14)

Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville)

Ristori (2) Ristori (2) Ristori (2) Ristori (2) Ristori (2) Ristori (2)

Man and woman, latter strumming uke, for song and dance... Man and woman, latter strumming uke, for song and dance...

Raymond Wilbert (2) Raymond Wilbert (2) Raymond Wilbert (2) Raymond Wilbert (2) Raymond Wilbert (2)

Raymond Wilbert looks like a golf pro... Raymond Wilbert looks like a golf pro...

Honey Girls (9) Honey Girls (9) Honey Girls (9) Honey Girls (9) Honey Girls (9)

Jack and Billy Cavanaugh, stage comedy act... Jack and Billy Cavanaugh, stage comedy act...

Teese Duo (4) Teese Duo (4) Teese Duo (4) Teese Duo (4) Teese Duo (4)

Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville)

58th St. (V-P) 58th St. (V-P) 58th St. (V-P) 58th St. (V-P) 58th St. (V-P)

Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville)

Tri-o, roller skaters... Ten minutes of this and the kids romped on... Tri-o, roller skaters... Ten minutes of this and the kids romped on...

Thin babes with pigmy faces... Thin babes with pigmy faces...

One kid, out to sing a dramatic song with emphasis... One kid, out to sing a dramatic song with emphasis...

Rank vaude and fit for the hideaway... Rank vaude and fit for the hideaway...

Two men, one with a violin... Two men, one with a violin...

Jack and Billy Cavanaugh... Jack and Billy Cavanaugh...

Teese Duo (4) Teese Duo (4) Teese Duo (4) Teese Duo (4) Teese Duo (4)

Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville)

58th St. (V-P) 58th St. (V-P) 58th St. (V-P) 58th St. (V-P) 58th St. (V-P)

Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville)

Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville)

86TH STREET (Vaudeville) 86TH STREET (Vaudeville) 86TH STREET (Vaudeville)

Capital light specialty entertainment with consistent comedy values... Capital light specialty entertainment with consistent comedy values...

Ben Bernie on the marquee... Ben Bernie on the marquee...

Weakest item in the specialty layout is the opener, Harry and Marjorie Ristori... Weakest item in the specialty layout is the opener, Harry and Marjorie Ristori...

Ristori opens with a violin specialty as introduction to the pair's rough clowning... Ristori opens with a violin specialty as introduction to the pair's rough clowning...

Ben Bernie and his orchestra closed the show, filling about half an hour and great stuff for this audience... Ben Bernie and his orchestra closed the show, filling about half an hour and great stuff for this audience...

Jack and Billy Cavanaugh... Jack and Billy Cavanaugh...

Teese Duo (4) Teese Duo (4) Teese Duo (4) Teese Duo (4) Teese Duo (4)

Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville)

58th St. (V-P) 58th St. (V-P) 58th St. (V-P) 58th St. (V-P) 58th St. (V-P)

Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville)

Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville) Grand O. H. (Vaudeville)

PARAMOUNT

"Smart Smarties"—Unit

New York, April 11. That "something missing" look about the Broadway show...

What needs to be reported this week is that while...

Rose Keasner, recently schoolmistress to a girl jazz band...

Marjorie Green's two crowded minutes stander...

Jesse Crawford organized no less than five different...

Stratford (Presentation)

Chicago, April 9. Just a fair crowd at the last show...

Opening the three-act presentation were the Three Melvin Brothers...

Dempsey, on with his three-act act, has grown more at ease since last caught...

Feature was "Tiger Rose" (Loop).

ROXY

New York, April 11.

A timely religious revival in the Roxy manner...

All three are beautiful, interesting and stimulating...

Girls are dressed in scanty tunics which wear...

Drill is an intricate affair, with the girls doing many bends...

"Religious spectacle is called 'The Palmis' and is a fine bit of creation...

Cross dresses itself gradually filling the whole proscenium space and

no source of the light is discernible. Apparently the effect is obtained by a high lamp throwing controlled light on an invisible film of serum...

METROPOLITAN

(Presentation)

Holy Week in Boston, April 15. This town, but when it occurs in conjunction with ideal weather...

Rubino is not the draw he was originally, this being due in part to the change of type of conducting...

Unit is Louis McDermott's "Dude Ranch," with Charlie Davis as m. c. and stage director...

Grand lounge is working overtime with good crowds, the attractions being a little more of fashion parade...

PENN

(Southern Melodies)—Unit

Pittsburgh, April 11. Eddie Leonard's act again after a couple of weeks on the sick list...

Blackface star never gets wowed up and he knows it. Today he thanked the mob for a warm hand...

ARENA

New York, April 12.

With lights burning all day long in the sun—strong yellow lamps, Arena is doing well combining nice...

Today, too, the girls who leads the folks go strong for the double features, maintaining that policy as continually as possible...

Today, too, the girls who leads the folks go strong for the double features, maintaining that policy as continually as possible...

MICHIGAN

(Presentation)

Good picture and a better than average stage show this week...

"Ace High" Public Unit. Jed Dooley, with his usual clowning, kept the laugh...

This house is the one sure grower in town and the best...

Show was first stopped by the symphony orchestra in the pit...

LOEW'S STATE

"Milky Way"—Idea

Los Angeles, April 10.

Balanced nicely in all departments, with exception of an overly varied and overdone plot...

Earl from a riot of names, unit such as this with the same cast would fare a lot better in the east...

Curtain parts on a ballet waltz, with full skirts centering on romantic and romantic dances...

Chorines in Dutch costume for a wooden shoe number worked up to interludes by Moroni, acrobatic dancers...

Stone and Lee, boy and girl, take a little of the show...

Final had the line posing on various parts of the stage...

ARENA

New York, April 12.

With lights burning all day long in the sun—strong yellow lamps, Arena is doing well combining nice...

Today, too, the girls who leads the folks go strong for the double features, maintaining that policy as continually as possible...

FOX, BROOKLYN

(Art in Taps) Unit

City edict against cloth banners hanging from the top of the Manhattan last week is apparently a one-borough affair...

"Art in Taps" gets its title from a complete lack of artistic alert and showmanly Rube Wolf has been a big asset...

"Art in Taps" gets its title from a complete lack of artistic alert and showmanly Rube Wolf has been a big asset...

MICHIGAN

(Presentation)

Good picture and a better than average stage show this week...

"Ace High" Public Unit. Jed Dooley, with his usual clowning, kept the laugh...

This house is the one sure grower in town and the best...

Show was first stopped by the symphony orchestra in the pit...

out and playing hot and swaying to the rhythm of the novel effect...

Next to stop the show was Sam DeLoe, who was brought out to fill in as m. c. He directed band in playing...

Louis Armstrong, of "Hot Choclates" is now staying in the room at the unit here, and wowed them with his hot trumpet stuff...

Business (Friday opening) spotty, perhaps due to unusually warm weather. (Loop)

STANLEY

("Tin Types" Unit)

House billing Charlie Hill as its first guest m. c., and though unit is really starting in affair...

It seems Hill was around here over a year ago with a flash girl act...

Other featured turns include the Three Flats, Devils, roller-skate demons who are on for the finish...

Chicago, April 11. "Take-a-Chance" is for this house, and in earnest effort...

ORIENTAL

(Presentation)

Chicago, April 11. "Take-a-Chance" is for this house, and in earnest effort...

Hoofing male chorus of 12, announced an Oriental usher, delivering some routine news...

Eddie Stanley and Ginger were a little out of their stride...

The pony ballet, with the gala title of "The Circus"...

Business very good at the first show Friday. (Loop)

ORIENTAL

(Presentation)

Chicago, April 11. "Take-a-Chance" is for this house, and in earnest effort...

Hoofing male chorus of 12, announced an Oriental usher, delivering some routine news...

Eddie Stanley and Ginger were a little out of their stride...

The pony ballet, with the gala title of "The Circus"...

Business very good at the first show Friday. (Loop)

Variety Bills NEXT WEEK (APRIL 19) THIS WEEK (APRIL 12)

Numerals in connection with bills below indicate opening day of show, whether full or split week

PARIS Week of April 19

Apollo... "Blister Sweet"... "Hippodrome"...

Case... "Anybody Who"... "The Girl Who"...

"They Learned About Women"... "The Girl Who"...

DOUBLING KIT KAT CLUB

and C. B. Cochran's "1930 REVUE" JACK POWELL Dir.: LEDDY & SMITH

LONDON Week of April 19

FINSBURY PK... "Hippodrome"... "NEW CROSS"...

Case... "The Girl Who"... "The Girl Who"...

NEW YORK CITY

Bobby Gillette... "Hippodrome"...

R-K-O

Murray & Alton... "The Girl Who"...

NEW YORK CITY

Dance Fables... "The Girl Who"...

HOWARD SLOAN

Bonds for Investment... "The Girl Who"...

ACCEPTED LOW ROUTE

MAURICE COLLEANO and Associates. Pined by LEDDY & SMITH

NEW YORK CITY

Evans & Mayer... "The Girl Who"...

NEW YORK CITY

Jennier & Buddy... "The Girl Who"...

Picture Theatres

NEW YORK CITY... "The Girl Who"...

TUESDAYS

HOTEL MANHATTAN... "The Girl Who"...

NEW YORK CITY

Josephine Davis... "The Girl Who"...

JACK L. LIPSHUTZ

TAILOR, 908 Walnut St., Phila.

NEW YORK CITY

Paul Remos... "The Girl Who"...

NEW YORK CITY

Walter Royal... "The Girl Who"...

BROWN AND LAVELLE

after 16 great weeks in Australia, opened at Palladium, London, and were an instant hit... American Representatives, WEBBER-LAYNE AGENCY

Chatter in Paris

Paris, April 11. Everybody joshing Doris Niles if she has a sweetie over here, or why the reason for going into the new Raquel Meller revue, opening the end of April at the Palace. Miss Niles was even suspected of divorcing a non-existent spouse, but states that she just likes it here. Thelma Edwards set for the Pearl Regay dancing part in the new "Desert Song" at the Mogador. Thelma's romancing in a big way. Harry Pincer gets younger looking every day. Can't be the same juvenile as at the Old Winter Garden, New York. Flirted with Franco-American talkers. Came Racover, the aviator Costa's manager and formerly with Roger Wolfe Kahn at the ill-fated Perouquet, New York, now managing Harry; also his current pal. It was an oversight that Paul Farrell was omitted from the personnel line-up of that unique and extraordinary talent making songsee at Harry's w. k. third parlor. This is a squarer for Paul. Harry McElhone, the Harry of the N. Y. Bar, three-sheets "Variety" notices on his walls, but otherwise has to bury this here rag under the bar for spe-

cial requests. Other periodicals are scattered about, but they only walk off with "Variety," sez he, implying some form of flattery. David and Hilda Murray back from Havana, either going for a return at the Royal Picardy, Le Touquet, but also being flirted with by Albert, Paris' most popular head-waiter, who now heads the Chez Albert on the Champs-Elysees, opposite Claridge's. Jims Ansaldo, of the Old Martin's, New York, owner of the Restaurant and Bar des Champs-Elysees, whose place is now the Chez Albert, is the latter's backer and partner. Earl Leslie, Mistinguett's partner, and with Pincer the best known two American performers in Paris, can't stage a new show without that trick ear-lapping derby. Currently putting on the Palace show, next the Josephine Baker musical for the Casino de Paris, to follow Mistinguett's show. Charlie Ahearn loves Paris. Gene native in a big way. Fancies it's a better professional bet sticking here and working than laying off successfully in America. Poppy Albrew and Marcos de Albreu, brothers, spell their names differently. The Riviera season is officially over to the flitting bunch, although Cannes, Nice and Monte Carlo are trying to make it an all-year round spot. Anyway, the regulars are now back in Paris, and Ciro's is jammed for lunch. The market has the local boys (Continued on page 82)

Next to the stage door of the Palace Theatre, the new home of MRS. GERSON'S GRILL. After 11 Years on Broadway

NEW YORK THEATRES

8th CAPACITY MONTH BROCK BEMBERTON Presents Strictly Dishonorable. Comedy With Frantic Scenes. Staged by Adelbert Perry & Mr. Plebanus. AVON THEATRE, West 45th Street, Eves. 8:30. Mat. Wed. & Sat. April 23

BELASCO THEATRE, W. 44th St. Eves. 8:30. Mat. Wed. & Sat. April 23. DAVID BELASCO Presents It's a Wise Child. A New Comedy by Laurence E. Johnson

2ND YEAR IN NEW YORK CITY STREET SCENE. from the HIT THEATRE TO ANOTHER THEATRE. For further information see daily papers. Eves. 8:40. Mat. Wed. and Sat. 2:30

GRACE GEORGE in the St. John Ervine comedy "FIRST MRS. FRASER" with A. E. Matthews and Lawrence Grossmith. PLAYHOUSE, 489 St. Eves. 8:30. Mat. Wed. & Sat. 2:30. Misses Foster Week-Mon., April 21; Wed. April 23; Thurs. April 24; Sat. April 26

THEATRE GUILD PRESENTS HOTEL UNIVERSE. A New Play by PHILIP BARRY. MARTIN BECK THEATRE, W. 45 St. Eves. 8:30. Mat. Wed. & Sat. 2:40

A Month in the Country by IVAN TURGENEV. GUILD THEATRE, W. 45 St. Eves. 8:30. Mat. Thurs. & Sat. 2:30

THE APPLE CART. Bernard Shaw's Political Extravaganza. ALVIN THEATRE, 52nd St. Eves. 8:30. Mat. Wed. & Sat. 2:30

An item last week said Brenda Dahlen and Ruth Wolff were appearing in "Simple Simon." They wish it known they are in "Dishonored Lady."

OLIVE JENKINS FREED; NO ONE TO PROSECUTE

Olive Jenkins, 26, who stated she had danced at the Everglades restaurant and reading at 601 West 189th street, was freed in West Side court on the charge of larceny by Magistrate Francis X. McQuide. The dancer was arrested at her home by Detective Guido Passagno of the West 68th street station. Mildred Roberts of 141 West 74th street, who danced in the same show with Miss Jenkins, stated that on March 31st, last, Miss Jenkins stole a diamond wrist watch and diamond ring valued at \$1,300. Miss Jenkins was not shown up shopping the day of the alleged larceny. Miss Jenkins had lived at her apartment. When Miss Roberts returned Miss Jenkins was gone. When Miss Roberts sought the jewels she had been in a trunk she found they had disappeared. She met Miss Jenkins on the street and demanded her gems. Miss Jenkins denied she had them. Miss Roberts seized Miss Jenkins' handbag and found the ring in the bag, she averred. The watch was "I'll give you two days to return the watch," said Miss Roberts. When Miss Jenkins failed to return it she was arrested. She denied the theft. Miss Roberts spoke to Assistant District Attorney Max Weider and stated to him she sought her to explain to the jury. She failed to appear and the Magistrate dismissed Miss Jenkins.

Chatter in London

London, April 11. Girl chauffeurs these days. Gordon Harker's craze is knitting. Bond Street won't go one way. Brighter breeches for the guys. Air gliders are the new sport of kids. Billiards for the dames. Easter exodus to the Continent. Gorse Sax having operations. Multi-colored sex this spring. Girls going to the theatre. Maria Corda just can't get a talker back. Lita Grey here, telling the boys about Charlie. Augustus John's out of town again. Policemen are first nighters at thrillers here. Thomas Bentley's first love is a white Panam. Sleeps with it. Muriel Angelus, blonde, went ill and wrecked schedules. Chic Row joined the Water Rats, without knowing why. Jack Pynning thrust his radio jazz band on the vaude world. Mark Stone has taken the late John Kirby's part in "Silver Wings." "Flower girls in Eliza" failed to get one way traffic's ruling revived. New hair fashions serve to show what awful ears most dames have. Gigs getting tied up over six-eight. Joe Doe Green is the new art gale here. Loud speakers between holes on near-London golf course. Latest nice place, new Burlington. Mostly bank clerks. Squawks at terrific prices now current in nite dives. Ninety-eight-year-old doctor, just dead, smoked 10 cigars a day. Alan Parsons hopes to get his face slapped. Charles Carson's turning producer. Morton Selten's been on the stage 52 years—though on the reviewers. Boat race programs getting ready. W. A. Darlington new president of the Critics Circle. "Chasing Rainbows" nettled some of the Empire's lowest grocers. Percy Marmont left for the States. Back when winter comes. Cliff Martell's the only player here to boast his stuff's the bunk. Only way Brits vaude players can make Broadway is as tourists. That stuff about a new Shaw play was a gag after all. Thank Shaw! Racing season started great—for the books. Jack Cook, footballer and music hall turn, is game talker. Murray's Club pretends it's this town's brightest spot. Pars' quitting vaude caused no tears here. Billy Cotton has quit the Astoria, where he led the band, and has joined the Locarno, huge S. Lon-

Broadway Chatter

in good shape. Leaves for the dry lands of California to bask out under physician's advice. Guy who writes material for the Times and Sunday Panchangians must smoke plenty of hop. Gene Geiger has something up his sleeve for the summer. Won't tell yet, he says. Jackie Gorman a snorting success, chewing the rag outside the Palace and telephoning agents. Charlie Chanel of the O' Cedar mob is turning out to be quite the ad libber. Arthur Brown back from the Colony club, Palm Beach, and going back to a short. Norma Taylor has quieted down and looking swell. Irene Bordani sails for Paris after the Palace next week. Dooly Twins picking out new costumes to return to vaude. All John Barrymore's ex-wives live in Washington, D. C. Al Wolman, C. C. Richman, Harry Richman blew. David Belasco reading scripts from 9 a. m. until— Hallett's Practices preparing to go to Coletta and the savages. Max Hoffman checked the overcoat for a sport sweater. John Hutchings gives regular Sunday afternoon parties. Vazulka Petrova happy to get female lead in "Dear Love." Bill La Hiff's accident in a dentist's chair. Dixie Castello on her feet so excitedly now. Even Ben Bernie staying out late these a m's. Everett MacGowan, hockey star, for vaude. Mrs. Jack Curtiss back from abroad. Soummy Burke can't wait for Saratoga season. Al Tucker skipping to Havre de Grace to guess on the dogs. Fred Astaire on the night club belt. Frances Norton has joined the cast of "Sons O' Guns." Big show's big problem—keeping clean on the stage. Doyle and Donnelly have gone to work at last. Much pasta faziole extending that Ben Zipman bumper again. Matty Rosen-Bert Lawrence night club closed for summer. Irving Tishman driving aimlessly in the west to forget the market. Sam Brons now leasing his accent to his own dialect comics. Arthur Horwitz reported pretty ill. Patricia Lynne nursed mother back to health and returning to B'way from St. Louis. Mary Duncan suffered relapse in Atlantic City, while bivouacked at the Ritz. 47th street boys have their baseball pools all lined up, now that the season is on. Naomi Johnson working hard on her new production to lesp out of showgirling. June Castleton, formerly the wife of the late Dan Caswell, at the Fox theater. Broadway from 53d up being operated on for gall stones or something. Annual Butterfly Ball at the Ritz will be April 22. Strictly society—no Broadway Butterflies admitted. Ruth Kane, eyeful from the coast, is steadily improving around the studios. Joe Frisco, Leo Donnelly and Sid Gary made another short at Warner. Frisco got \$7,000 for this one. June Blossom, society debbie, will be in a Broadway production if John Krimski's plans materialize. Call for girls at the Chanté theatre for Carroll's forthcoming "Vanities" for Monday. Another colored show—legit attraction—gunshoeing to Broadway next month. Helen Suster arranging for a monthly prize for the best wisecrack of the smart sputterers. Eileen Wenzel has booked herself sold for the bride path in Central Park for Monday. Jack McGowan back on B'way, with location Pars' L. Studios at Astoria. Ki watched circus for three hours, then wanted to know if it was intermission. Phil Dunning virtually recovered from injuries sustained in fall, visiting Broadway. William A. Brady operated on for appendicitis. Due out of hospital end of week. Agnes Laughlin don't know it, but she'll see herself painted in a forthcoming Broadway production. Francis X. Donnegan back from Saranac for a short visit, looking

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Joan CRAWFORD in "MONTANA MOON" A Metro-Goldwyn-Mayer Talking Picture. Staged by Show Beauty Davis. Bunchik, Orchestra. CAPITOL THEATRE, 34th St. Eves. 8:30. Mat. Wed. & Sat. 2:30

ROXY JOSEPH SCHILDKRAUT in "COCK O' the WALK" Farwell Appearance of Players from Japan—Royal Symphony Orchestra—Soloist Chorus—Midnight Pictures. ROXY THEATRE, 50th St. & 7th Ave. Eves. 8:30. Mat. Wed. & Sat. 2:30

WARNER BROS. & VITAPHONE PICTURES JOHN BARRYMORE IN "THE MAN FROM BLANKLEY'S" CENTRAL THEATRE: Daily 2:45, 8:45 Eves. & 4th St. 10th St. Eves. 8:45

AI JOLSON in "MAMMY" WARNER BROS. THEATRE: Daily 2:45, 8:45 Eves. & 52d St. (Sun. 2, 8, 8:45) Specialty equipped seats for the Hard of Hearing. Tickets in advance.

"UNDER A TEXAS MOON" (in Technicolor) WINTER GARDEN BROADWAY & 50th St. and 7th Ave. & 50th St. POPULAR PRICES. Continuous Performances. Midnight Shows Every Night.

RKO THEATRES LET'S GO KEITH'S PALACE Eves. & 47th St. 4300 GUS EDWARDS AND HIS BROTHERS BEN BLUE THE OSWAGOS LEAVITT AND LEONARD IRENE DORDONI

R-K-O PROCTORS 58th ST. NEAR CORLEX AVE. Wednesday to Friday, April 16 to 18 CORINNE GRIFFITH in "LILIES OF THE FIELD" Solly Ward-John McWilliams TOMMY MOHRAN & CO-EDS

R-K-O PROCTORS 86th ST. NEAR CORLEX AVE. Wednesday to Friday, April 16 to 18 CORINNE GRIFFITH in "LILIES OF THE FIELD" RKO's Popular Radio Star PETER HIGGINS WHITE & MANNING—Others

(Continued on page 84)

(Continued on page 84)

VARIETY

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15 YEARS AGO

(From Variety and Clippet)

Keith interests in a belated effort to get film supplies made an offer to Vitagraph for block booking of a new feature, holding out 750 playing days, but demanding a cut in price of 33-1/3%. Deal didn't go through.

Charley Chaplin had lately gone from Keystone to Essanay. Now the Keystone people found that gyps were buying Chaplin prints in England, paying about \$20 a reel, and remporting them for American but rosa release at \$7.50 a day.

Open air picture places, called airroads, had so increased in the Bronx and Brooklyn that exchanges opened special branch offices to handle the trade.

Marie Dressler signed her first film contract with Lubin of Philadelphia.

J. M. Barrie had written the London revue, "Rosy Rapture," which was netting \$4,000 a week in London, but the author regarded the piece with distaste and had never collected royalties from Charles Frohman. Baby Delys was starred.

Picture industry was prospering mightily. Wall street was swarming with gyps in blue sky producing projects, who made impossible promises to lure chumps.

Charles Frohman company and David Belasco joined hands in a revival of "A Celebrated Case," employing this brilliant cast: Nat Goodwin, Otis Skinner, Helen Ward, Ann Murdock, Florence Reed and Robert Warwick.

50 YEARS AGO

(From Clippet)

Sportsing event of the week was six-day go-as-you-please walking match for the American title held at Madison Square Garden. Telephone was used for the first time as an aid in scoring. Record number of contestants, who could go either way on the track at will, by serving notice on the scorer one lap in advance. Two-way going made formal traffic rules necessary. Left-to-right movers had to use the outside of the track.

Lent was over and the theatres of the city were crowded. Tony Pastor reported a week of turn-aways. Also Niblo's, newly under management of J. H. Newby, and a model of bright display. First house to put out illuminated signs in crystal letters lighted by gas.

Daly's theatre threw open a smoking room "exclusively for the use of gentlemen."

William Gillette was playing "The Professor" in Chicago, where Manager J. H. McVickers had just won a discharge in bankruptcy.

So important a star as Fanny Davenport found it profitable to play a week stand in Albany.

Harrigan and Hart, in accordance with custom, were to close their successful Broadway season in early May in order to get in a three-week tour through New England, making towns that now are not on the legit theatre map.

Spring race track meeting opened in New Orleans.

Inside Stuff—Pictures

(Continued from page 31)

dustry's first days in talk. At least, that's what the producers tell the indie.

Novel method of utilizing a foreign screen artist imperfect in English is being used by Warners in production of "Come Easy," featuring Lotti Lodder, a recent Hungarian importation. Miss Lodder is introduced in the story as a Hungarian cabaret girl singing her native songs. As the story progresses, it shows the trouble she has mastering the English language, where ultimately she sings the same songs in English. Mitchell-Gottler and Meyer wrote both versions of the songs used in this picture.

U is not going to actonize its newsreel with sound and dialog news clips after all, company finding Broadway houses will take it without that necessity. Only chance necessary was the making of the U Talking Newsreel on the film as well as on the disc. Graham McNamee, under contract as the "reporter" replacing the titles in the otherwise silent reel, is declared by U officials to be a big enough drawing power in himself to avoid the necessity of shooting the news matter in actual sound.

Instead of waiting interminably for a player to come to the studio gallery for portrait mugging, Hubert Voight at the First National studios has conceived a portable photographic background which is rolled on the set for portraits of players without interfering with their work.

Portable background similar to the revolving scenes employed by slapstick comedy producers for traveling shots. It carries 12 different backgrounds.

Metro, wanting a violin spot for "March of Time," tried to get Zimbalist, but was turned down on an offer of \$5,000. Looking around, the studio picked a minor light in the violin field, a former vaude performer, getting him at considerable less than five grand.

Miss 10 mistakes with the violinist the director decided to cut out the scene altogether. Studio in the meantime had spent a small fortune on sets and other apparatus for this particular scene.

Credited author of Sono-Art's "Cock o' the Walk" current at the Roxy, New York, is Arturo S. Mon, picture editor of "La Nacion," registrar of the most powerful agency in Buenos Aires, Argentina. This is said to be the first application of an old Hollywood custom in dealing with the press to a foreign source on behalf of Spanish versions. Sono-Art has actively engaged in Spanish dialog features one of its stars, Jose Bohr, solely speaking Spanish.

With every fan letter coming into the "Voice of Hollywood" office the writer gets a membership in the "Voice of Hollywood Club." Membership card is supposed to be signed by the "Board of Governors." Governors include, Betty Compton, Lupe Velez, Bebe Daniels, Ruth Roland and John Boles. Fans are writing just to get the signatures of the celebs.

Lads around the Goldwyn studio on the Coast claim there were 67 tests made for the Ingenue part in "Whoopie" before Eleanor Hunt was selected. Girl dropped into it out of a clear sky, coming on from the east, being submitted and checked.

Miss Hunt had been playing secondary leads in legit musical road tours.

Permission to use the title "Reno" was given Sono-Art by M.G. without charge or strings attached. Picture was originally produced by M.G. in 1924 from a Rupert Hughes story and starred Lew Cody.

Sono-Art's version, now in production with Ruth Roland starring, parallels the M-G story in no way except the title. It is an original based on the Cornelius Vanderbilt expose series.

M. Van Praag, recently resigned sales manager of U, who dealt with both Columbia and Radio for a spot in those organizations, is reported vacationing down in Mexico. Inside on Van Praag's resignation from U it is asked Kar Laemle for more complete authority in U and less interference, saying he would resign unless his request was granted. Resignation followed.

With 40% of the electricians out of work, union is making a checkup of neighborhood picture houses in Chicago, condemning them wiring to get some of the men off the streets.

Campaign is not confined to picture houses. Regular commercial spots also getting the strict once-over.

In its drive against abuse of season passes, West Coast has discontinued issuing passes which permit entrance to all their theatres. New passes are valid only in the theatre nearest to the holder's residence.

Only exceptions to this are newspaper representatives, whose passes admit them to the theatres advertising in their paper.

The AMPA has found what may be a permanent rendezvous for Thursday luncheons, at the Blue Ribbon, 146 West 44th street, one flight upstairs in a private dining room.

Dave Bader has been pinch-hitting for Martin J. Starr as secretary, the latter having been away from Broadway for several weeks.

To insure authenticity of settings, vernacular and atmosphere for the prison scenes in William Powell's current starring picture, Paramount is using a former convict as technical advisor on the Coast.

Man has served time in Leavenworth and Atlanta.

Demand for local news shots in France has Fox Movietone's French newsreel about 50% local stuff. One week it was 100% French. Pathé-Natan's soundnews stresses the local appeal wholly and is Fox's biggest competitor.

Reginald Denny's one-year contract with Sono-Art and four-years with M-G run concurrently throughout this year. Contracts interlock, with Denny alternating between studios.

He finished "What a Man" for Sono, is now finishing "Mme. Satan" at M-G, then returns to Sono for one.

New attempt of the picture houses in Chicago to use the 2,000-ft. reel, has again been defeated by the operators' union, which insists on the 1,000-ft. reel. Big reel is used, however, in all other cities in the midwest.

Sudden inrush of independent pictures at Roxy is explained by the studio having 12 open weeks in which it can select any picture. Other 40 weeks of the year the theatre is obligated to play Fox pictures.

Screen actors who stuck close to the published American parlor diction are now trying to acquire a western twang. Cycle of western pictures is the reason.

Registrations in the fifth and sixth sections of the Motion Picture Academy's school in south fundamentals on the Coast now total 340, which is 20 more than the original limit set for the course.

Inside Stuff—Vaudeville

Though behind the bars Alexander Pantages continues to make money. He is known to have purchased a block of highly rated stock before the recent upward trend in the market and to date his holdings have risen 70 points. Recently his race horse, named after him, ran second in the rich Agua Caliente handicap. The purchase for second place was \$3,500. The thoroughbred was quoted 20-1 in the winter books, the showman having \$1,000 across the board at that price which returned him 10-1 for the place alone.

But Pan couldn't make any money playing cards in the jail with other prisoners. Wouldn't let him play. Said Pan always after an edge.

A name vaude artist, speaking of the R-K-O vaude booking office and one of its chief bookers, said:

"He seems to have inherited all the annoying methods and ideas of the Albee day."

Disappointed stool pigeons are not an unpleasant sight. There seems to have been three or four or more after the E. F. Albee will come out in print.

Those boys who had stood the contempt of vaudeville for years still hoped against everything that their loyalty as stools would be remembered and recognized. It's doubtful if they were even remembered, for likely no one bore greater disgust toward a squealer or stool pigeon than Albee himself. He knew a lot about fixing and what stooling means.

So the boys lost out.

Tough.

R-K-O is scouring the field for possible star single women. Class is a necessary requisite. Circuit's opinion is that the ranks of star feminine singles—with class—are nearly completely shot, with few of the old timers still retaining their pull. Also that this type is as badly needed as comedy acts just now.

Meanwhile the booking office is still blushing over the messy Anna Seymour affair. Through a booker's bad judgment, Miss Seymour, one of the best prospects to appear in a long while, was rushed in too early and set back so far that it may take her a season to recoup.

"Audience acts" are gradually passing out. Big capacity theatres of today are not suited to acts that mingle with the customers, consequently the vaude circuits, with large houses now in the majority, are shying from audience mixers as much as possible. Trend is to keep the show on the stage.

Notwithstanding the audience stuff now merely makes use of the orchestra as an entrance channel for stoooges, with the stoooges staying on the rostrum when once getting there.

Many high priced acts are now doing all of their biz through attorneys, W. C. Fields, Moran and Mack, Helen Morgan, Ted Lewis and others, have turned everything over to legal mouthpieces and have cut out their own former direct contact with agents and bookers. Doesn't denote they're getting ritzy so much as it shows that actors, notoriously poor business people, are recognizing the fact and talking means to bolster their business acumen with legal help.

When Mona LaMar, wife of Ed. Milne, former New York Pantages representative, went west last fall, she engaged airplane passage from Columbus, O., to Los Angeles. She took to the air Oct. 24 and while passing over the continent dropped her writs from one of the windows, in one compartment was \$125 in bills while another small purse contained \$800.

Mrs. Milne was greatly surprised April 8 when she received a package from Richmond, Ind., with the pocketbook enclosed and the smaller locked purse with the \$125. Children raking a residential backyard found the purse buried in leaves.

It's the Milnes' belief that the other money in the other purse either dropped as the book fell and lit elsewhere or was raked up and burned with the leaves, unnoticed by the children.

Ed. Milne still in New York closing up a few affairs for Pantages but yet undecided what he will do in show biz.

An offer of \$5,000 to sing six songs at a private party given by Clarence Mackay was turned down by Marjorie Chevalier because it involved payment of 10% commission to an agent.

Chevalier stated he never paid commission and that any figure he quotes is net to himself. Chevalier did not appear.

Inside Stuff—Legit

Agents who place actors in legit productions and would not sign Equity's regulations for agents representing Equity members, are now saying that they (the agents) are largely in part responsible for the great drop in Equity's active membership, and the placement of legit actors in pictures. In other words, these independent agents state, they have kept income away from Equity. Besides making a drive on the actors for talkers, the agents say they have been responsible for any number of authors who have gone talker.

Agents who have not signed with Equity appear more affluent and Equity because his actors' organization, they who have. The outside agents declare their business has never been better, that they are now working for the producers, with their money practically guaranteed and that they are causing Equity undue annoyance, through dissatisfied Equity actors who are purposely made discontented by the independent agents. This latter occurs either through refusing to secure their engagements if Equity interferes, or by cutting salary for the benefit of the producers, the agents say.

It's an odd situation, created wholly by Equity, and apparently by Equity because his actors' organization thought it could open its own booking office in time, thereby controlling the legit casting business. Whoever thought out that scheme in Equity displayed a woful lack of knowledge of legit agents, legit actors and the legit casting situation.

Ted Gibson, known best for his work in "Able's Irish Rose," but recently working in sketches for the National Broadcasting System, was found dead in front of his home at 216 Mansfield Place, Brooklyn, early in the morning of April 5 as reported last week. The police declared death was due to a fractured skull caused by a fall. Assistant Medical Examiner Gehms performed an autopsy and stated his opinion Gibson had died from a blow apparently from a blackjack. He was also certain the compound fracture could not have been caused by a fall. Dr. Baum, the attending physician of Brooklyn, sent the organs to the city toxicologist for analysis. This report is expected this week.

Gibson was 35 years of age. His real name was Edward Whitener Morgan. On the radio he had been appearing in the Empire Builders programs. It was reported that he had written an Irish play which Fiske O'Hara had under consideration.

Reconsideration of the plan whereby the Shubert amusement advertising in the dailies be switched away from the Hutchart-Curry agency is reported after opposition by the trustees. Later in the form of a committee representing newspapers to whom the agency is indebted

(Continued on page 11)

3 New War-Motive London Plays, With One Magnificently Brutal

London, April 15.
Three new plays are all based on the war motif.

One deals with the struggle from the viewpoint of the enlisted man instead of the officer, and might have been another "Journey's End" if it had arrived first. All three reflect some propagandist purpose, either pacifist or commercial success.

"The Man I Killed" is an adaptation of Maurice Rostand's French play, here at the Strandham Hill as a try-out before coming to the West End. Theme stresses the futility of war hatreds.

It deals with a conscientious-objection young Frenchman after the war, seeking out the German parents of a boy he killed in action. Piece suffers from a good deal of repetition in its translation by Reginald Berkeley and the action is slow.

Three offers received for American rights.

Another "Journey's End" "Suspense," at the Duke of York's, is almost a paraphrase of "Journey's End," except that the war is here seen through the eyes of privates instead of those of officers in the trenches. It's a magnificent piece of brutality. If it had seen the light first instead of the Sheriff piece, it might have proved equally successful. Splendidly acted and produced and looks like a success.

Naval Play at Globe
"B-I-I" is a remarkably staged and well cast drama of the war at sea and has no women characters.

The second act showing the bridge of a cruiser during the Battle of Jutland is one of the most vivid pieces of staging and dramatic illusion ever produced. Play is a thinly veiled plea for international commercial relations. Strong appeal for the serious-minded, but its success with the general public doubtful.

CO-OPERATIVE SCHEME NOT SO HOT IN LONDON

London, April 15.
Mr. Queen Pope, manager of the Duke of York's, has assembled a group of 12 actor-managers under the designation of the Famous Players Guild. It is proposed to revive the actor-manager system.

Another angle of the project is to organize all the stars into a combine that will pool production risks. "Pope is enthusiastic on the idea, but London showmen shake their head at the prospect of one star with a success dividing profits with two or three other associates who have failures.

EGYPT'S THEATRICAL INSTITUTE—SUBSIDY OFF

Cairo, April 15.
Direct government subsidy of the theatre has been discontinued. In place of financial support, it is now proposed to establish a theatrical institute.

Zaki Tuleimat has been nominated as director, working with a group of experts of the theatre on both the artistic and dramatic sides. That new group is pledged to the aim of improving the Egyptian theatre.

First effort will be toward a re-creation of the theatre which hamper advancement in the theatre's artistic progress.

Belasco's Vienna Buy

Vienna, April 15.
David Belasco has "Princess and Gigolo" for American production. It's a current success here.

Cooper Comedy Delayed

London, April 15.
The new comedy for Gladys Cooper and Gerald DuMaurier by Gilbert Wakefield, first scheduled for the Playhouse, has been postponed.

In all probability the time will be taken up by Fay Compton in "The Dishonored Lady."

Must Quit England

London, April 15.
After 13 years in this country for 20 years, most of that time engaged in night club work, Elvess Hedges received notice from the Home Office a few days ago to leave England within a fortnight.

Some time ago the night club with which he was connected was raided and Hedges was fined \$800. He originally was of the variety trio of Hedges Bros. and Jacobson.

ONE NEW FRENCH PLAY SUITABLE FOR SCREEN

Paris, April 15.
There are possibilities for pictures in "Bobard," new at the Theatre Antoine, although the ending would have to be changed. "L'acheteuse de la maison" by Maurice Maeterlinck, holds out little screen prospect.

First named is a comedy by Jean Sermet, who plays the lead himself, supported by his wife, Marguerite Valmond. An impudic gentleman earns a living by frequenting cabarets and attracting customers by his good natured capers. They nickname him "Bobard," signifying Joker.

In pursuit of his vocation he prevents a rich patron from abusing a girl in love with a ruined cousin and in so doing loses his job. The pair fall in love and marry, going to live in the country where problems pile up. They consider a separation, but the money man's wife makes that impossible and we leave them facing a dreary future of drudgery.

"Lady Buyer"
"L'acheteuse" ("The Lady Buyer"), comedy by Steve Passeur, is presented by Faulette Pax in a first rate production.

Elizabeth, elderly provincial spinster, is in love with a ruined cousin and pays a large sum to prevent his arrest. They are married, but the cousin makes up his mind to elope with a former mistress, Elizabeth prevents the elopement, declaring she has "bought" her husband and threatens to kill both the elopers. They continue to live together, leading a wretched existence, until the cousin saves enough money to pay back his obligation to his wife, buying back his freedom. Thereupon Elizabeth commits suicide. Miss Simone plays Elizabeth and makes it a triumph of the player's art. Jean Max does but fairly with the difficult role of the husband.

TURKISH PRIMA DONNA HIT IN BELGRADE

Belgrade, April 15.
First Turkish prima donna ever to appear in Belgrade is Fatma Tohmeli. Her debut here in "Carmen" was something of a triumph for the singer, and for all Oriental women freed from the harem seclusion.

She is scheduled to make a visit to the States later, exploited as an art freak attraction.

ENGLISH "FORD" CAR

This William Morris With a Sir Handle, in Auto Trade

London, April 15.
Apropos of a bid for the Palace theatre site by Montgomery-Ward, American mail order house, and the prospect of British business being spurred to auto production in the Henry Ford manner by the American invasion, news is just out that England is to have its own "Ford" auto.

It has just been revealed that Sir William Morris, English counterpart of the Detroit motor magnate, is building England's first low priced six-cylinder car, to be offered at a price about half that of any previous English-built six.

Leon Abbey Denies

London, April 15.
Leon Abbey, colored, American band leader who employs all British musicians, mostly from the West Indies, makes denial that he is being deported to the States. He says that instead of being ordered to leave the country, he has just obtained an extension of permission to remain from the office of the Home Secretary.

Publix Clamor Held Good Grounds For Play Contract Violation

Always Business

In a Bavarian beer cafe:
Singing waiter finishes operatic aria and without both-dering to bow, turns to his customer and says:
"Will you have apple strudel or cheese-cake?"

ACTS IN FRANCE IN SAD PLIGHT

Paris, April 15.
Talkers are killing off vaudeville and cabarets on this side so rapidly managers of floor shows and specialty theatres are demanding that agents cut salary quotations on acts that are already underpaid. Managers say they can't afford to pay even the low salaries current. Grief of the situation is that the acts can do nothing but accept whatever salaries are offered. Specialty performers are already suffering from unemployment, since so many presentation and variety theatres have gone all-sound, dispensing with stage shows altogether.

Melbourne House Goes All Sound and Shorts

Sydney, April 15.
Fuller's Roxy, Melbourne, opens April 19, with a new policy, playing all talker programs, including talking shorts. Shorts take the place of vaudeville on a weekly change basis. They are figured to effect a big saving over stage performers imported from the States or from England.

New "Emperor" Light

Berlin, April 15.
"The Emperor Requests Your Presence" is light but satisfactory at the Komische theatre here, founded on a play by Rudolph Lothar with book by Rideamus and music by Walter Kollo. Scene is laid on the island of Elba during the imprisonment of Napoleon. Emperor takes a fancy to the wife of a general and orders the husband to his room. Purpose of the month is frustrated by development of his plan to escape. Capital production by Zickel and the smart playing of Camilla Spira and Fritz Schulz put the piece over in a light way.

Reunited Team Not Wanted

London, April 15.
Gwen Farrar will have to fill the Palladium date next week with a current partner, Billy Mayoral. Miss Farrar had returned to her old teaming with Norah Blancy, but the Palladium insisted upon the other combination.

Oscar Strauss' Hit

Zurich, April 15.
Oscar Strauss' new musical comedy, "Marietta," is a sensational success here. The Viennese composer has a big and enthusiastic following in Switzerland.

Stadler-Rose Doubling
London, April 15.
Stadler and Rose have been added to the Coventry at the Pavilion. Team doubles at Cochran's Trocadero cabaret during the engagement, for 12 weeks with an option.

Twenty Years as Leader
London, April 15.
After 20 years' continuous service as leader at the Victoria Palace, John Weaver was released April 12, owing to the house changing policy. Historic old theatre will hereafter house revues.

Vienna, April 15.
A law point has just been settled here in a test case of international significance. It is that adverse public opinion may be held to be coercion and justifies a manager in refusing to produce a play contracted for.

Permanent arbitration board of the Viennese Managers and actors body denied \$800 damages to Walter Hasenclever, author of "Marriages Are Made in Heaven," against Max Reinhardt, who bought the Austrian rights to the German play. He refused to produce it, following protests from the newspapers and clergy and public threats against Reinhardt's contact theatres here, if the protests were ignored.

Ground of public feeling was that the play treated the Deity with levity. The author used to invalidate the Reinhardt contract, but the arbitrators held that no impresario should be compelled by contract to refuse the Austrian rights to his theatre under circumstances of public excitement. Otherwise validity of the agreement was sustained.

"DESERT SONG" IN PARIS GOOD, BUT NOT N. Y.'S

Paris, April 15.
"Desert Song" is tastefully produced and well sung at the Mogador, where it supplants "Rose Marie," which ran three consecutive seasons.

Robert Cousinou and Marcelle Denys, both formerly Paris opera songbirds, are in the roles made familiar up and down Broadway by Robert Halliday and Vivienne Segal. George Buty, tenor, is no William O'Neil, and D'Orville's comedy compares poorly with the fun-making of Eddie Ezzell on the New York stage.

Production is bound to draw when the comedians have been brightened up and the show opened.

Thelma Edwards, who first had the part created by Pearl Regay on Broadway, here does the role in which Miss Edwards, Irving Apolloni, dancing beautifully and handling French remarkably well.

Roger Ferrel and Saint Granier adapted the Bombing opera for Isolde Broca, as they did its predecessor, "Rose Marie."

COCHRANE AND BROWNE ON CONTINENTAL SHOWS

London, April 15.
Charles B. Cochrane and Maurice Browne have entered into a combination with the object of presenting an international season here featuring Continental stars starting the week of May 1.

First will be Alexander Moissi, the German, in "Hamlet" and "Redemption," with an all-German cast.

Browne is the original impresario of "Journey's End" in London. He has made a big fortune from it.

Butt's P. A. Leaves

London, April 15.
Douglas Hamilton, press representative for Sir Alfred Butt for 15 years, has retired.

Butt's withdrawal from his many theatre enterprises ends the usefulness of a publicity man, illustrating the completeness of Butt's retirement.

"Journey's End" Ends

London, April 15.
"Journey's End" is closing its 14-month run at the Prince of Wales on May 24.

"Calendar" Reopening

London, April 15.
Edgar Wallace's "The Calendar" forced out of W. Adams' after six months' run to make room for the same author's new play, "On the Spot," refuses to be squelched. It reopens April 19 at the Lyceum at popular prices.

Royalty Payments to Authors Are Disclosed at Copyright Hearing

Washington, April 15.—It was too good to be true this general approval of the general revision of the copyright law. Hearings of two weeks ago found witness after witness informing the House patents committee what a great bill it was. Then, on Friday Woods, and the fireworks started. To these three was thrown the support of Dr. William L. Strovich, D. N. Y., a new member of the committee.

At one time during the hearing, which ran through the entire day, way past the usual adjournment time, everybody was talking at once. The stenographer has yet to find out what it's all about.

To make it perfectly good the picture representatives, Arthur W. Weil and Louis M. Swarts, former for Hays, latter for Paramount and Hays got into it.

Things started off serenely enough with the testimony of witnesses sponsored by the Authors' Guild. Then came the Shubert-Woods combination.

This group doesn't want to give the authors and composers any further protection principally because getting too small to be of any benefit to them. They desire their rights in a divisibility law it will mean the end of the spoken stage play.

"We go to work and produce a play. We hire directors, play fixers, scenic artists and stagehands. A lot of by-products and if we cannot keep them for ourselves we will be put out of business." This was the argument of the Shubert-Woods.

Jos. P. Bickerton, attorney, tried to get the committee (and before he got through he didn't get it all now. That contracts took care of the various rights and that would rather have the law define those rights, as the Vestab bill does, and be able to go into court on his own right, which is the author's right law doesn't permit him to do than to go on further in the present chaotic state.

Argument that the "writers are daily getting smarter and smarter," backed up by the fact that royalty payments had to the Congressmen of the committee with eyes and mouths wide open.

Royalty

Winthrop Ames paid \$79,760 in royalties and \$24,862 for author's share in picture rights in "Beggar on Horseback," it was stated.

A. H. Woods paid Bayard White on "Trial of Mary Dugan," \$21,650 and \$62,500 as author's share of picture rights.

On the "Shanghai Gesture" Woods paid John Cohn \$13,000 and "The Green Hat" Michael Arlen \$236,411. Further Woods paid Glass and Goodman \$60,000 on "Potash and Perlmutter," and to Samuel Shipman \$232,331 for "Friendly Enemies," which on picture rights paid Woods.

Wm. A. Brady paid Elmer Rice "Street Scene" \$100,813 plus \$6,000 for directing play. This for March 29, 1930.

Giblet Miller's royalty payments in the picture rights on "Journey's End" to date, \$141,000; Somerset Maugham, \$122,226 on "Constant Wife," \$120,000 on "The Admirer," \$68,489 in royalties on "Play is Thing"; Duval and adaptor, Wygant, of "Cardboard Lover," net \$42,722; Adouard Bourdet "A Hornbill" received \$34,093 from Miller on picture rights. He is the present "Berkley Square" has paid John L. Balderston \$38,111 to date.

To April 5, last, Connolly and Swanson had paid authors and composers of "Sons o' Guns" \$101,649.

Brady and Wiman paid \$133,316 in royalties on "Road to Rome," while R. E. Sherwood got \$150,000 for his share in picture rights. "Little Show" had 12 authors and the composers' billings, \$40,313 from this same firm. "Command to Love" was worth \$86,676 in royalties. (Continued on page 74)

ST. PAUL'S STRAW VOTE ON PLAY'S POPULARITY

St. Paul, April 15.—"Save Our Stage" subscription campaign by the St. Paul Association, business and civic group, is being taken so seriously 5,000 letters were sent out Monday asking support for a 20-week season next year.

Accompanying plea for support are lists of 30 plays with check mark requested on those wanted. Most are current Broadway successes.

William A. Brady started idea with promise of Gracie George in "The Cruise." This week he would agree to buy seats during week of play. Minnie Madden Flisk in repertory will also come on same basis.

SPOT FOR DONAGHEY

Chi. Gen. P. A. for Shuberts or Head Drama League.

Chicago, April 15.—General report is that Frederick Donaghey, lately drama critic of the "Tribune," will go with the Shuberts here as general press representative, or possibly as director of the Dramatic League of Chicago.

Rather position does not seem plausible, as the post was filled the current season by May Dowling, whose work with the league made the Shuberts happy. Miss Dowling was offered the job for next season, but refused because of the taxing duties, and was asked to reconsider. She is now vacationing, and will reach a decision when returning next month.

Edna Hibbard Heads Melo In Third Time Out

"Sisters of the Chorus," backstage melo by Thomas Burtis and Martin Mooney, is being ready for another try, its third. Ray Pavton, producer. Edna Hibbard will head the new cast.

Arbitration Awards

Ernest Pollack, who staged "Philadelphia" (later called "Legal Practice") was awarded \$200 in arbitration of his claim of damage due. The award was against Dr. I. Altman, principal backer of the melier in which a number of people had "pieces."

Actors in "Take My Advice" which played the Belmont briefly about two years ago were awarded claims against William Caryl. He had agreed to take a 20% cut in salary provided the show continued after a specific date. It closed instead. Several members of the cast withdrew claims and did not figure in the award.

Informal Show Biz

Stonington, Conn., April 15.—Representatives of the Miniature Circus, en route from Bangor, Me., to Newark, were arrested here when it was learned that the trucks carried no meters and the drivers were without operators' licenses.

Edward Kabese of New York city, owner of the outfit, and his drivers were each fined \$25. The outfit had no cash on hand and would have been forced to serve out the fines in the New London jail, but for John B. Findlay, manager of the United Theatre at Westbury, R. I. Findlay made arrangements to sell one of the trucks and pay the court with the proceeds.

Fay's Albee Stock

Providence, April 15.—Report in the dailies that Edward M. Fay, local theatre man, had bought the Albee Stock Co. devoted for this summer at least by R-K-O, owner of Albee theatre here, has brought announcement from Joseph Plunkett, that R-K-O intended to resume stock in Providence in 1931. His concern had sold the Albee Stock Company or given permission to Fay to use name of Albee stock, Plunkett stated.

Fay opens the stock season April 23, at Carlton, dark for two years.



Karl B. Krug, Pittsburgh "Press," said: "Roscoe Alle, principal comedian in "The New Moon" operetta, is the jester who intrigues me; his talents are many. There is humor in his wistful baby face, sadness as he plays a scene portraying a shy reserved boy. His performance stands up as the best comedy creations of the season."

ROSCOE AILS

Featured Comedian with Schwab & Mandel's "New Moon" Co. enroute. Direction LOUIS SHURR

CARROLL STARTS ON NEW AMSTERDAM SHOW

With a contract for the New Amsterdam, San soon for his new "Vanities" as well as ready, Earl Carroll, Monday, ordered rehearsals to start April 21. This week he has been looking for male-comics and high salaried show girls.

If the Amsterdam (Erlanger) receives another attraction meantime, it will have to vacate for Carroll's show.

In about a week demolition of the Carroll theatre at 7th avenue and 50th street, will commence. In its place around next New Year's will stand an all-new house seating perhaps 3,000 and at least 2,800. Its scale of \$3 top will give the new Carroll a possible gross of \$10,000 weekly, without Sunday night vaude. Sunday night at \$2 top in a 2,800-house should reap a gross of around \$4,500.

"The old theatre had a seating capacity of only 900.

Dave Warfield Very Ill

Dave Warfield has been at the Post-Graduate Hospital, West 203d Street, New York, for two weeks, seriously ill.

The former "Music Master" underwent an operation for fistula. It failed to properly heal, obliging him to return to the hospital.

Illness Hits "Decency"

Los Angeles, April 15.—Due to the sickness of Mary Duncan, Franklin Warner's "Decency" will not open at the Curran, Fiscal, May 20, as announced.

Plan is to open the piece in Santa Barbara in June.

Wayburn's Daniel Ned Wayburn denies report he's financially interested in Joseph E. Howard's musical revivals in Chicago.

Also that he is directing Howard's production, "The Time, the Place and the Girl."

Union Stock Solicits All Denver By Phone, Getting 80% Returns

Denver, April 15.—The members of the new Denham stock company arrived in Denver Saturday and started rehearsals Monday, directed by O. D. Woodward and his assistant, Ralph Lee. Opening date will be Sunday, April 20, with a matinee.

Advance ticket sale proves that Denver has been without a stock company just about long enough. Every private phone in the city will be solicited before the opener. Out of 350 called the first day over 80% made reservations.

Music will be one of the features. Twenty-five musicians, probably the

Whining Actors of Today Give Reminiscent Oldtimers a Pain

ANDY WRIGHT'S FLOP AND UNPAID CAST

Los Angeles, April 15.—Andy Wright, from New York, has a bust and Equity claims for salaries on his hands. "Philadelphia" folds Saturday after three hectic weeks at the Vine Street.

Second week's salary checks bounced. Wright left town for five days and returned with a brand new idea that San Francisco is the place to go after the show had laid off two weeks.

Dudley Ayres' production of "Among the Married," with Robert Fraser and Alma Tell, comes to the Vine Street April 20. Show was in town for eight weeks last summer.

COMSTOCK'S SUIT SETTLE

Asked Shuberts for Accounting of "Student Prince"

Suit of F. Ray Comstock against the Shuberts asking for an accounting of the profits from the musical "Student Prince in Heidelberg," which started in 1924, has been settled out of court.

No figure given. Comstock brought the action in the N. Y. Supreme Court on the grounds that the musical was adapted from "Heidelberg" drama. Latter was produced by the Shuberts and Comstock in 1902. Comstock's interest was 27.5%. Evidence was held by Sam and Lee Shubert.

Shuberts' defense was that since that time they have incorporated and that firm is different now.

Chicago Treasurers Get Am. Fed. Charter Back

Chicago, April 15.—Legit box-office men have won the fight for return of their union charter, which had been held by a so-called racketeering union of ushers and ticket-takers known as the UTS.

This gives the box-office men, who have a separate organization of 80 known as the Theatre Treasurers' association, control of the choice jobs, all legit houses, race tracks, prize fights and circuses.

Treasurers lost their charter by being sold out, according to Pete Stroth, president. Matter finally taken to William Green, president of the A. F. of L., at Washington for settlement. Return of the charter ends a minor reign of terror which included beatings and threats to regular treasurers.

Actors Took the Slip
There were people in the business then, not actors, who made a business of this fake showmanship. And sometimes they got into trouble. They would get a man together with a lot of leftover billings to go on and take them to Staten Island, Flushing or Port Jervis, where they would display the billings and striping off the star's name. Then, when lunched upon their money production, which might be anything from "Ten Nights in a Barroom" to two scraps of a book, the man arrested for misrepresentation, and the poor actors in the company, many of whom might be amateurs, would find themselves in a predicament similar to the Mae West case.

TODD-GUY ENGAGEMENT

Pittsburgh, April 15.—Eula Guy, stage manager for "Strange Interlude" here, waited until she got home to announce that she would soon marry W. James Todd, assistant stage manager, who also plays a small part in the last act of the play.

Miss Guy is a native Pittsburgher and attended the Carnegie Tech drama school from which she graduated in 1919.

Her brother is a prominent physician here.

largest orchestra ever used with stock, will be in the pit.

It has been unnecessary to sell stock as the unions interested have financed it out of their treasuries. The backing organization has been incorporated as the Denver Co-operative Amusement company by George W. Brayfield, Jerry Berger and Frank Spies. They are renting the theatre from C. C. Spicer, whose lease has two years to run.

The opening play will be "The Green Gables," comedy drama, by Owen Davis. Cast includes Diana Esmond and Selmar Jackson, leads; Barbara Josephine Allen, Billy Phelps, Duane Thompson, Al Price, Amy Goodrich, John Lynde and Billy Ford.

Disabled Vets' Net
Los Angeles, April 15.—Disabled American Veterans' Association will back Wallace Star's play, "Paths of Glory," at the Orange Grove theatre, opening May 20.

It is planned to make a national tour, with each local D. A. V. post giving the production a guarantee of proceeds of each show with one split between the national and local bodies.

Arlliss' New Play

Hollywood, April 15.—After completing "Old English" for Warners, George Arlliss will go to England to confer and collaborate with John Gielgud on a new play the latter is writing for Arlliss.

Probable that Arlliss will produce the play upon the stage, either in New York or Los Angeles, before making another picture.

Doctoring "Dreamer"
"The Dreamer," produced by Mayhew Productions, was fixed for repairs after two weeks out.

It will be done again later.

STAGE AND SCREEN

Grosses of Stage and Screen Hits Of "Journey's End"—Both on B'way

"Journey's End" as a talker and stage play are opposing each other on Broadway.

Picture started at the Gaiety last week, and although business at Henry's Miller's, where the play has been running for over a year, stage play claimed a general drop in legit trade during the week as the cause rather than the picture. This being Holy Week, the opposition of the talker to the play cannot be accurately gauged until next week.

The gross of the play last week was about \$4,500 as against \$10,400 the previous week. The pace of the play had dropped under last week's gross previously, but had come back with cut rates supplying about 25% of the takings. Last week in five days the picture did over \$16,000, at the rate of \$2,000 a week breaking the Gaiety's record with a film.

It is the aim to attain a total gross of \$2,000,000 with the stage play in this country. Up to March 23 the New York company had grossed \$951,614. The million mark for the Broadway run will be reached if the show continues through the summer as now planned. During the main period of the run the weekly takings bettered \$18,000. There were five companies of "Journey's End" running during the present season and the combined gross to March 1 was \$700,000. Two companies have been called in. There were also a dozen companies of the play in other countries. Total takings abroad are estimated at one-third of the American figures.

The talking picture version is predicted to gross at least \$2,000,000 in America, but while the world showing of the play has bettered that mark, it would be possible for the picture to draw that much within a period of 50 days when generally released without the foreign market figured.

Capacity audiences the first week for the picture have been largely masculine, but the stage version has been consistently drawn as many women as men.

Grosses

Difference in grosses between a play and a picture is that with a stage play, the gross is gross, and divided between two, show and theatre. After the show receives its shares, the overhead must be deducted from that amount before the show knows what net to be taking.

With a picture the gross is calculated as the total amount going direct to the picture distributor, to be divided with no one. The distributor's net is usually 35% cost of distribution. In this way the net to the picture on the same amounts of gross would be more than double that of the stage show.

EQUITY STOPS CHORUS GIRL FROM "WAIVING"

Chorus Equity has issued an edict prohibiting its members from either appearing on commonwealth basis or in musical productions where the boys is waived.

Equity's stand is that the \$35 weekly minimum as obtaining for choristers is little enough and when a producer cannot get in a boy for that amount he places himself upon record as a shoestringer.

Equity has no regulation for the theatre division since the latter is generally classified as either burlesque or vaude.

CAPITAL A 1-NIGHTER

Washington, April 15. Erlanger-Tyler revival of "The Rivals" relegates the capital of the U. S. to a one-night stand. Company comes in for a Sunday night performance only at the National May 11.

House has stock for over the summer months.

PLENTY INCOME FOR EQUITY, SAYS GILLMORE

New York, April 12.

Editor Variety: It certainly was a great surprise to me to read the article in this week's "Variety" entitled "Equity's Future and Dues."

It is misleading from start to finish, if you will assure you that there is little, if any chance, of us being obliged to "dig into our surplus for current operating overhead." Whoever estimated that at present there are not over two thousand legitimate actors in good standing with Equity knows little about the subject. At the present moment, there are over six thousand in good standing, which number will doubtless be increased by five hundred before the annual meeting.

Then again, you state that the annual dues of Equity are \$10. Surely it would have been easy to find out the correct amount. Any actor could tell you that the dues are \$15 a year and have been for the last five years.

Another source of income which your informant apparently forgot is "initiation fees" and the difference collected when the actor changes from Junior to Senior membership. Last year, these exceeded \$30,000, in addition to which there are "rentals" and "interest on investments."

These figures make a vast difference in the estimate, which was made in your columns, of our present and prospective income. As to our appealing to any other union for financial aid, the thought is absurd. To begin with there is no necessity for it, and in the second place we would not, even if there were.

Being in a position to know, I can state definitely and positively, that in spite of the bad theatrical season, the very worst on record, that we expect our operating income to be more than cover our operating expense. This does not, of course, include the "extraordinary" expense of last summer in Hollywood.

Frank Gillmore, President.

"Journey" Play Beats Picture to Pittsburgh

Pittsburgh, April 15. "Journey's End" will return to the Alvin Easter week to beat the picture version of the Merritt play into town by a single week. The Tiffany production has been booked into the Sheridan Square for a fortnight beginning April 26.

"Mina Ross" had been scheduled for Alvin next week, but holding it in Chicago made it necessary to make a quick booking. Although Merritt's "Eyes" played here for two weeks in February, his then was figured strong enough to warrant another week, but it was impossible because of previous bookings.

Eastern company will play it here this time. It was the Chicago company before.

"Manor" Stopped

"Greystone Manor" was halted in rehearsal this week by Equity when it found that Frank Merritt, for some reason or owing obligations, was directing for Lacey Productions, producing.

Cast had signed waivers for the show, but Equity's stand is that a defaulting manager could neither float nor direct its members in a production even on commonwealth until lifting his previous obligation to Equity.

Martens has a claim against him for salaries on "The Black Cockatoo," which had a brief run at the Comedy Club in Equity. The order by Equity when salaries were not paid.

"Greystone Manor" may resume again under another director.

FEW WITH PULL ON B'WAY OR ROAD

Good Actor in Bad Play No Longer Draws on Name—Same in Hinterland as in Big Key Cities

BADLY WHIPPED

Although hundreds of actors and actresses in legit get feature or star billing, hardly 15 star names have a positive box office drawing power at present. And of this number not more than a handful mean a nickel on the road.

Most of the stars with box office pull are seasoned veterans who have stood the test of time, but even the best succeed or flop with the quality of their play. Gone forever is the old phenomena of a good actor in a bad play making money on the actor's name and presence.

Listed alphabetically those who mean something in the badly whipped legit division are:

Ethel Barrymore. Rated good for four weeks in New York in anything and doubles or triples that in a good piece. Never smudged the road and a reliable grosser. Presence of family name attracts in towns where stage drama has been forgotten.

Irene Bordoin. French star commands Park avenue following and generally sure of good business for a time.

George M. Cohan. Institutionalized. Can step into anything and box office will jump. Has made more than one 50-so show important.

Katherine Cornell. Since "The Green Hat" established her as draw favorite particularly with college boys, young literati, etc., as player of sexy heroines. Hardly a road draw outside of bigger stands.

Frazer Green. About best of henpecked husbands. Has considerable personal popularity and fairly well known around the country.

Clara and McCullough. Hokum dispensers have their chief following in New York. Comparative

(Continued on page 75)

FIRST ORDER SENT TO AGENCIES BY LEAGUE

Immediately following the announcement Monday that former Governor Alfred E. Smith had agreed to act on the board of governors of the New York Theatre League, formed to eliminate alleged theatre ticket abuses, the League immediately sent out "order number one" to the ticket agencies, declaring there are to be no more ticket buys. The order against former ticket buyers is dated as of Monday. There are about 20 buys now running, most expiring by May 30.

The acceptance of Mr. Smith received front page mention in the daily Tuesday. A report that he will be the "czar" of the ticket situation was discounted because of Smith's other and more important business activities. Whether he will be the ticket problem solver, but the weight of his name to the League is undoubted. It is proposed to name an executive who is to have police powers over agency matters and who will command a salary estimated at \$25,000 or more annually. No other salaries paid.

Rules of the League call for a board of governors made up of persons representing theatre owners and lessees, producers, ticket brokers, Equity, Authors League of America and the public. Mr. Smith is the latter representative.

The general order sent out Monday stated that the League would actually start operations June 1, at which time no tickets are to be sold for more than 75 cents per person.

Cut-Rate Subscription Scheme For Okayed Plays by Women's Clubs

FUTURE OF N. Y. SUBWAY CIRCUIT IS IN DOUBT

The future of the Subway circuit, extending as far as Newark, is in doubt. That nearly all such houses will be forced to suspend is the belief of managers conducting the outlying theatres.

Despite the fact that attractions are offered in the neighborhood houses at low prices, the competition from nearby picture houses has developed to such a point that the subway spots are taking it on the chin. The vaudeville houses are offering at much lower admission prices. Shows which have cut rated too much during the Broadway engagements have fared particularly badly lately, and the legit season in the outlying houses has been away off all season.

Morris Schlessinger is reported closing the Shubert, Newark, and is ready to submit the Broad Street theatre to The Shuberts own the first-named theatre and also the ground upon which the Windsor, Bronx, is built. Latter house also reported ready to quit.

Werba's Flatbush appears to be one of the exceptions this season. But Werba's Brooklyn is shut because of dearth of bookings, while another ready to quit is the play of the Majestic, which was formerly a good money maker, but which is also reported on the market. The Riviera has been dark intermittently and is another neighborhood house problem.

Elman's Ziegfeld Suit Has Nine-Year Echo

On the ground that Florenz Ziegfeld has given the "runaround" for nine years to Mischa Elman, composer, Gene Buck lyricist, and August Thomas, librettist, of comic opera, "Soldiers of Fortune," counsel for Elman applied in the N. Y. Supreme Court yesterday to compel Ziegfeld to carry out terms of a settlement of the action made when it was about to be tried last spring.

Elman sued for \$100,000 of breach of an agreement by which Mr. Ziegfeld was to produce the work. He received \$10,000 in advance, of which a quarter was paid by T. B. Harms and another music house, which were to publish the music. He delivered the score to Mr. Ziegfeld but it never saw the stage. Settlement terms provided Elman was to keep the \$10,000 and the comic opera was to be returned to him, Buck, and Thomas.

M. Walter T. Kohn, counsel for Elman, said he has been trying ever since to get possession of the opera, but that Ziegfeld refused to turn it over.

Kohn stated he would be compelled to bring the court action, unless the settlement was carried out.

ANOTHER "MUSIC BOX"

Sam Harris and Irving Berlin Producing—Comedy Team Featured

Irving Berlin and Sam Harris will produce "Music Box Revue" next August, it is now tentatively arranged. Berlin and Harry Rosenthal have conferred over the latter finding a suitable partner.

Berlin left for the coast Friday (11), after opening a summer home in Great Neck. Mrs. Berlin did not accompany him. When returning he'll spend the summer swatting golf balls at Lakeville Country club.

Overman With Belasco

Lynn Overman goes under David Belasco's banner. Contract dates from next September.

Club women of New York and New Jersey attended a meeting in the Park Central hotel yesterday to endorse a plan proposed to help stimulate legit play production. The women listened to the complete workings of the plan insofar as it affects the producers.

All the prominent federated clubs, big and little, of the city, state, and New Jersey, have been approached by Mrs. Ediga C. Cecil Melledge, chairman of the radio department of the New York City Federation of Women's Clubs. Each has pledged support.

The women will have a play committee of 11 members to pass on the new plays. Their decision, if favorable, will meet the combined support of the clubs which as planned would mean its salvation on what would be a subscription ticket plan.

Where a new play is set, two of the club leaders familiar with things theatrical, would look over the play at the invitation of the management, then in turn advise the judging committee to see it, and then give its endorsement as a whole.

Mrs. Melledge and another woman designated by the committee will comprise the duo for the first visitation.

No Censoring

Mrs. Melledge says the plan is wholly constructive and not a censoring body in any sense; no criticism of any kind intended other than the anticipated support of the federated clubs behind the approved plays.

She stated that such a play would have at least an audience of 100,000 club women, and that such support could be pledged according to the enthusiasm shown by the different clubs.

Where the women get a break is the producer, when assured of the combined clubs' support, permitting them to have a subscription plan of tickets at \$2.20 instead of the former \$3.85 plan.

SHUBERTS BREAK NEWS TO THEIR HOME TOWN

Syracuse, N. Y., April 15.

The Shuberts are ready to kiss their home town good-bye, dramatically speaking.

Shubert, when speaking for the firm, broke the news in a telegram to "The Herald," which had asked what the boys intended to do for their natal city when their lease of the Writting expired next August.

Wired Lee:

"Unless someone in Syracuse will build a first class theatre to house legitimate productions, Syracuse, with its though first class attractions will have to forego playing Syracuse." And this after the Shuberts had been hinting at a new house for years.

After being dark for months, the Writting reopens on Thursday night with "The Rivals," while the last gasp of the touring drama will be "Theatrical Guild's "Strange Interlude," which moves in next Monday for a week.

Both attractions have a heavy advance, with the entire up-state show-hungry. Reservations for "Strange Interlude" have come from across the Pennsylvania state line.

2d Ave. Grand Opera

Royal Grand Opera Company, traveling troupe from Rome, Italy, will attempt a grand opera season at \$2.50 top in Gabel's Public theatre on 2d Avenue. Company opens April 21 with "Il Trovatore."

Antonio Ferraro and Enrico Oldenro are impresarios. About 10 operas are included in the repertoire. Performances will be given Sunday nights also. Italian and French will be sung.

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 by the overhead. Also the size of cast, with consequent difference in necessary gross of profit. Variance in business necessary for musical attraction as against dramatic play is also considered. Classification of attraction, house capacity and top prices of the admission scale given below. Key to classification: O (operetta), D (drama); R (revue); M (musical comedy); F (farce); G (operetta).

Admission list applies on tickets over \$3

"Aron Strings," 49th St. (19th week) (C-369-\$4.00). Business slipped considerably in some cases last week with approach of Holy Week; Saturday not good because of Jewish Passover. "Strings" moved over from Cort.
"Berkeley Square," Lyceum (24th week) (C-377-\$4.40). Going along at slackened pace, but a money show from the start, eased to \$13,000 or a bit less last week.
"Big Hand," 49th St. (5th week) (CD-708-\$3.85). Well out in front; too English show costs little to operate; never less than \$10,000 a week in low run; \$10,000 to \$8,000.
"Brooklyn Shadows," Belmont; stopped Saturday; two weeks of ongoing trade.
"Death of England," Ritz; was taken off last Saturday; played three weeks; should have stayed in Chicago.
"Death Takes a Holiday," Barrymore (17th week) (D-1,990-\$4.40). Got fair trade until end of week, when matinee was dropped; gross around \$13,000 is considerably under pace here.
"Disheveled Lady," Empire (11th week) (C-377-\$4.40). Attendance drop slowed the pace to about \$12,500 last week; good until 30 hours.
"Fifty Million Frenchmen," Lyric (21st week) (M-4,408-\$4.40). Decline appears; good trade; material with leaders last week; this one eased over \$43,000.
"First Mrs. Frazar," Broadwayhouse (17th week) (C-873-\$3.85). Slipped, but apparently okay around \$10,000; house and show under same management and date indefinite.
"Flying High," Apollo (7th week) (M-1,168-\$4.40). Business recovering; comparatively new musical smash projected by advance sales and agency buy; \$46,000 last week.
"Hotel Universe," Beck (1st week) (CD-1,189-\$3). Final production by Theatre Guild; this season; written by Philip Barry, opened Monday.
"House Afire," Little; stopped Saturday; played two weeks; house dark; "Dora Moridge," next week.
"International Revue," Majestic (8th week) (R-1,776-\$6.50). Lively agency trade, but cut rates used; too; has been building up to better than \$30,000 a week; liked and should stick to trade.
"It Never Rains," Bayes; finally dropped out of the picture; after two weeks to generally low trade; closed last Saturday.
"Jonica," Craig (4th week) (M-1,300-\$4.40). Difference of opinion over this new musical, with business indications somewhat in doubt.
"Journey's End," Miller (1st week) (D-946-\$4.40). Business dropped from \$10,000 to about \$3,600 but no sign of continuance in summer despite film.
"June Moon," Broadway (28th week) (C-1,118-\$3). Expectation is of running out in May and may last longer, though eased off to \$10,000 last week.
"Lady Clara," Beck (1st week) (C-708-\$3). Presented by the Shuberts; written by Almie and Philip Sueda; will call "Meet Lady Clara"; opens Thursday.
"Love, Honor and Belvoir," Eltinge (6th week) (C-829-\$3.85). Last week here; many good houses; trade not good between \$5,000 and \$6,000; "Little Orchid Annie" due in May.
"Live and Learn," Wallack's; opened middle of last week and was taken off last week.
"Mendel, Inc.," Cohan (21st week) (C-1,371-\$3). Slipped under \$7,500 last week, but will probably remain through May.
"Month in the Country," Guild (5th week) (C-1,371-\$3). Subscriptions have been held for the past week; \$18,000 mark; one of three current Guild attractions.
"Nancy's Private Life," Longacre (14th week) (CD-1,015-\$3). Has been averaging a bit more than \$7,000 weekly; moved here from 4th Street; due in May.
"Penal Law 210," Biltmore (1st week) (D-1,000-\$3). Independently presented; due in May; opened Gerry and Augusta Greeley; opens Friday (April 18).
"Rebound," Plymouth (11th week) (C-1,042-\$3.85). Business about same last week with the gross around the \$13,000 mark; should finish out the season.
"Simple Simon," Ziegfeld (9th week) (M-1,622-\$5.40). While not capacity all performance, getting at least out of anything in town; claimed over \$46,000.

Shows in Rehearsal

"Courtisan" (Irving Davis), President.
"The Traitor" (A. S. Brown), Erlanger's.
"The Conquering Melod" (Arch Selwyn), Times Sq.
"Dr. Love" (Shuberts), National.
"Whisper in Rome" (John Golden), Golden.
"Romeo and Juliet" (Civic Rep), Broadway.
"The Solid South" (Alex. McKalg), Little.
"Bare Facts" (K. Kirkwood), Triangle.

Five Shows Going Out

Sudden closings featured the week-end, five attractions suddenly dropping off Broadway's list.
"Death Old England," an independent attraction, stopped at the Ritz; played three weeks. Less than \$6,000.
"DEATH OLD ENGLAND." Opened March 25. "A miable oddity," said Altkerton (Times). "Mary O'Neil" found it "distastefully laborious," to which Garland (Telegram) added: "Suffer from impossible line of action and uncertainty of mood." Variety (Ibex) said: "Limited variety."

LIVE AND LEARN

Opened April 9. Took easy business from critics. "Squashy flat and terrible," said "The New York Times" and "Darton (Eve, World) echoed: "A play as trite as its title." Lockridge (Sun) said: "Drugs its way from impossible line to improbable situation."

BROADWAY SHADOWS

Opened March 31. Second stringers belittled it. Variety (Ibex): "Very, very bad." "House Afire," also independent, stopped at the Little after a mild two weeks.

HOUSE AFIRE

Opened March 31. Garland (Telegram) reported: "One of season's feeblest." Gabriel (American) concluded with "Disimally, maulingly, immodestly bad." Ruhl (Herald Tribune) stated: "Drugs its way from impossible line to other of those things."

MET'S OPERA CLACQUE

(Continued from page 1)
ing that the applause had been by the audience. The next time he appeared, he wore an air of triumph and the performance fell flat. Volpi always paid thereafter. It is believed that Mary Garden is the only woman singer who ever resisted the claque. She usually pays for her standing room but it is believed that the management sometimes Annie Oakley's gang.
Far from resenting the activities of the claque, opera stars are grateful for it. They realize that subscribers applaud apathetically and that the synthetic enthusiasm is necessary to stimulate their performances.

AHEAD AND BACK

Joseph Phillips, who had been exploiting "House Afire," has resigned to become general representative for J. J. Leventhal.
TWO NOVELS, ONE PLAY
Joseph Moncre March, whose free verse book, "The Wild Party," was protected from the censors by being privately printed by Coville-Friede, is now appearing in a play. Another book, "The Set-Up," printed later, will be combined with it.

Royalty Payments

(Continued from page 72)
ties and \$12,500 in picture rights to Gies and Lotter.
Hammerstein, the producer, split \$42,000 with Hammerstein-Harbach and Kern, the authors and composers of "Sweet Adeline." "Little Jesse James" paid \$118,067 while "Let Us Be Gay" brought Rachel Carson \$153,000. Royalty payments came from Lawrence Weber.
Getting to Arons and Freedley they next gave royalties on "Hold Everything" of approximately \$136,000 to McGowan, DeSjiva, Brown and Henderson; "Oklahoma" between \$175,000 and \$200,000 to Bolton and Thompson; "Funny Face" \$135,000 to Smith-Thompson and Geranwin; "Tip Toes" \$120,000 to Thompson-Gershwin. On "Fifty Million Frenchmen," in 21 weeks, \$4,974.
By "Shawwal" and "Mandel," the following was paid, according to the quotations:
"Title" Royalty, \$572,500 for "Desert Song"; \$217,135.66; \$30,000; "New Moon"; \$40,211.11; \$6,561. "Follow Thru"; \$21,187.12; \$4,317. Sam Harris is stated to have paid \$100,700 to Arons and Geranwin and \$114,922 on "The Spider."
Shubert Payments
For the Shuberts these royalty figures:
"Mary Garden," \$56,818 to Broadway Play Co., \$61,815 to Dorothy Donnelly and \$61,815 to Sigmond Rosenberg.
"Bliss" (Time), Donnelly, \$107,036; Karczag, \$409,977; Romberg, \$72,146 and picture right \$11,000.
"Student Prince," Donnelly and Rosenberg, \$100,000; picture rights, William Meyer Forster got \$72,000.
Figures also disclose that Miss Donnelly received \$3,000 for the picture rights in "Student Prince," sold for \$50,000.
"Countess Maritza," Kalman, \$56,628 and Smith, \$16,150.
"Red Robe," American Play Co., \$100,000; picture rights, William Meyer Smith and Wood to split, \$5,268.
"Circus Princess," Kalman, \$24,573; Smith, \$7,021; Kalman (extra) \$100,000; picture rights were listed in this musical at \$3,500.

NO HIT MUSIC IN ANY L. A. LEGIT

Los Angeles, April 16. Henry Dukey will discontinue orchestras and organists in all his Coast stock houses. Move is being made to cut down the overhead. L. A.'s legit houses are now all without music.

Future Plays

"Faraway to Arms," novel by Ernest Hemingway, is being dramatized for production by A. H. Woods. Laurence Stallings is making the adaptation.
Alexander McKalg has the American rights of "One Cannot Marry a Poor Girl," by Stephen Lagon, Hungarian playwright. Bertram Block will make the adaptation.
"Reckless Daughters" is in rehearsal, Jayclay Productions behind. Cast includes Leona Buellet, Thomas Shear, William Keatney, Eugene Grant, Jack Davis, and others.
A new edition of "Bare Facts" is being readied for the Triangle, Greenwich Village to supplant the current edition next week. Current edition has been running over a year at the downtown cellorette theatre.

"Tompkins Square," mystery melo by Arthur Branher, has gone into rehearsal and will reach production next month via Arthur Bell Productions, Inc. Cast includes Eileen Hanley, Bertram Mayer, Louise Clark, Evelyn Cronin, Eugene Shear, William Keatney, Eugene Grant, Jack Davis, and others.
A new edition of "Bare Facts" is being readied for the Triangle, Greenwich Village to supplant the current edition next week. Current edition has been running over a year at the downtown cellorette theatre.

Robert Wilder, manager and press agent for "Many a Slip" in Chicago, will reach production next month via Arthur Bell Productions, Inc. Cast includes Eileen Hanley, Bertram Mayer, Louise Clark, Evelyn Cronin, Eugene Shear, William Keatney, Eugene Grant, Jack Davis, and others.
A new edition of "Bare Facts" is being readied for the Triangle, Greenwich Village to supplant the current edition next week. Current edition has been running over a year at the downtown cellorette theatre.

These were submitted to prove to the committee that the "poor air" of the Shubert theatre was no more protection.
And then said Mr. Bickerton: "The authors were paid such a steep price for the play that we must understand that we producers made quite a bit more than that." This raises the Shubert side up in the air.

Charge of monopoly, a pet proposition of the anti-congressional hearing, was charged against the Dramatists' Guild, William H. Osborne, answered that one in his name for the play by the Guild in legal collective bargaining had been okayed by every court in the U. S.

HARLEM'S BEST RACKET

(Continued from page 1)
rich. (At least two individuals stand out among the blacks of the nation. They are Mme. Co. Walker (deceased), whose daughter, Mme. A'Leila Walker, inherited her riches and is carrying on the take-the-kink-out system, and Anthony Overton, whose Hygiene Products landed him at the head of the Douglas National Bank (colored) in Chicago and president of the Victor Life Insurance Co.
The anti-life epidemic has also caught the attention of Theo. too, have been using powders and cream on the quiet. But their patience doesn't last, and they soon get into in disgust. The women stick.

SAWDUST SMELL

(Continued from page 1)
leaving the circus, which he had been watching until this act began. "It is the most dangerous thing in the world. They are risking their lives and for what? This act of two weeks at \$200 a week.
Circus people think they work hard for a living and don't get too much money or glory does them. Heavy applause they don't get a word of that in America, all agree. The freaks are about the only contented creatures in the circus. The Ubangi savages think they are good, and they are the only ones featured in the Ringling-Barnum show this season.

Season's Slide Last Week With B'way's Legits—Lent's Only Dent

After moving upward steadily for nearly a month, Broadway's business slipped last week. Approach of Holy Week (current), which is the only time that Lent actually affects box offices in New York, is one explanation. The new season, falling on Saturday, also a deterrent, and trade on that evening was considerably under normal conditions.

Some of the leaders were able to hold up, and grossers for them were virtually the same. Among the dramas the drop was from \$1,000 to \$750, while two musicals slipped from \$4,000 to \$3,000, the others (there were only nine last week) eased off about \$1,500.

Several shows that won't again a poor lot. "Jonika," musical farce at the Craig, may have a chance. "Live and Learn," at Wallace's, opened and closed within four days. "The Never Grow Up" drew scant attention at the Masque and does not figure to last.

Musical Leaders There are four musical leaders—"Simple Simon," "Sons of Gunga," "High Hich," all around, and "Fifty Million Frenchmen," \$43,000; "Strike Up the Band," about \$30,000; "Intimate," \$27,000; and over \$30,000; "Sketch Book," off to \$21,000; "Wake Up and Dream" \$19,000 under \$19,000; "The Merry Girls," which opened the Shubert Monday, was well regarded.

In and Out While there are no scheduled closings for this week, five attractions suddenly pulled down last Saturday: "Dear Old England," Ritz; "Live and Learn," Wallack's; "Broadway Showdown," Belmont; "House Alone," Little; "It Never Rains," Bayes.

Incoming Easter card next week: "Starry Starry Night" (10th week); "Little Orphan Annie," Eltinge ("Love, Honor and Betray" move, out of town in the Corbett, Mobbidge, Little); "The Courtisan," President; "Romeo and Juliet" (4th Street); "The Room" (two possibilities) for the coming week are: "Mixed Marriage," "Reckless Daughters," "Uncle Sam," "Stepping Stones," "Room on the Stairs" and "Marching Men."

Stock Spots Now Wired, Subscription Idea Cold Fewer spots available for summer stock this season than for most of the houses formerly going for stock policies, either self operated, or on rental have since wired and will string along with talker policy. A few reservations to be heard sounded on the subscription stock tie-up, but so far the subscription idea has been a bust.

Proposed dramatic stock for the month of Englewood, N. Y., has been called off by the board, continuing its current vaudeville policy.

House did well with stock last summer and had announced policy for next month, then vetoed the change.

Royle Named Shepherd Edwin Milton Royle was appointed by the board of directors to act as Shepherd, succeeding the late Fritz Williams for the unexpired term. Usually the Boyliss is the best in the subscription class, such as Williams, but Arthur Byron, who would have automatically become Shepherd will be out New York until late in the summer.

The selection of Royle was promptly determined upon because of the impending public Gamble at the end of April. R. H. Burnside will again direct the show.

TAVERN DOES \$16,000 IN BAD BOSTON WEEK

Boston, April 15. Week when grosses went down generally. There were no serious slumps, but enough to indicate that the leanest week of the season is at hand.

Things look good for the opening of the Fred Stone show, "Ripples," which comes into the Colonial Easter Monday night, opening that there after several weeks, darkening. There will be an advance sale of between \$30,000 and \$35,000.

New Moon" at the Shubert, was \$5,000 below its opening week, and "Little Accident" also felt the effect of the long run and the advent of Holy Week.

Cohan's "Tavern" at the Tremont is a big hit, with the gross opening week \$16,000, between this attraction and the matinees of "Gambling." Last night didn't add much to the total. It is about washed up.

In four performances at the Hollis Mass. Fiske and her company in an all-star revival of "The Private" grossed \$8,000.

Last Week's Estimates "The Merry Girls" (8th week). Grossed \$20,000, down \$5,000 from previous week and the poorest far yet for the evening performance.

"The Tavern" and "Gambling" (Tremont) (24 week of "Tavern"). \$11,000; "The Merry Girls" (8th week) \$11,000; "The Private" (Hollis Mass. Fiske) \$8,000; "Candle Light," Wilbur (2d week). Dropped in at a bad time. \$11,000.

Stars Through

(Continued from page 73) strangers as legit stars in many big stands.

Jack Donaghy. Stuck pretty close to Broadway. Most popularity close to Broadway.

Frisco Grosses

San Francisco, April 15. "June Moon" at the Geary continues to top the office grosses among the legitimate theatres, grossing better than \$13,000. Nearest competitor is "The Girl from Erianger's Columbia," also in its second week, about \$7,500.

At the Curran "Rope's End" continues to lead with \$12,000. Trifling better than first but not even far off \$5,500.

Day got good takings at both his houses. Alcazar had Violet Hemling in "Let Us Be Gay," copping around \$10,000 and at his Grand "The Blue Ghost" intrigued with wild hook to the tune of \$6,000.

PHILADELPHIA LA'S PRIZE BUST

Los Angeles, April 15. Dull legit week, with near-summer weather and Lent co-operating to keep local away from big shows.

"The Merry Girls" (8th week). Grossed \$20,000, down \$5,000 from previous week and the poorest far yet for the evening performance.

"The Tavern" and "Gambling" (Tremont) (24 week of "Tavern"). \$11,000; "The Merry Girls" (8th week) \$11,000; "The Private" (Hollis Mass. Fiske) \$8,000; "Candle Light," Wilbur (2d week). Dropped in at a bad time. \$11,000.

Woods' Success Judgment

A default judgment for \$2,017 was filed by the estate of J. C. Woods against the A. H. Woods Extravaganza Company by Ansel J. Brower, on a lease of the property at 537-541 West 24th street for the storage of theatrical scenery.

3 DARK HOUSES IN PHILLY EASTER WEEK

Philadelphia, April 15. Plenty of reverses were the word in Philly's legit houses last week. "Bird in Hand" held up in 2d week, but lost \$12,000.

Next (Easter) week Walnut, Keith's and Forrest will be dark with only two openings listed, "John Ford," and "The Merry Girls" at the Garrick, and "Holiday" at the Sharp stock as its first at the Adelphi, with Dorothy Fish as star.

Estimates for Last Week LeGallier's "Rope's End" (2d week). Very good in first week, although well under last season's trade.

"Bird in Hand" (Lyric, 3d week). English comedy held up neatly with \$12,000 last week.

"The Merry Girls" (8th week). Grossed \$20,000, down \$5,000 from previous week and the poorest far yet for the evening performance.

Tryouts at Ebb, Casters

See Lent Months Ahead Legit casting agents, both in and out of Equity are bewailing lack of activity among producers of standing and fewer spring and summer tryouts listed than in previous years.

CHI. GOES FOR LAN-FANG BIG

Chicago, April 15. Met Lan-Fang dug his chopsticks into holy gold in a sensational week of Chinese theatre at the Princess. Backed by tremendous publicity and public relations just got to see during Lent, breaking all house records.

"Scandals" led all in a fair week, finishing a four-week run at the Grand, going to Cincinnati. House receipts for the Ebbert opera, "Wonderful Night," Shubert musical.

Estimates for Last Week LeGallier's "Rope's End" (2d week). Very good in first week, although well under last season's trade.

"Bird in Hand" (Lyric, 3d week). English comedy held up neatly with \$12,000 last week.

"The Merry Girls" (8th week). Grossed \$20,000, down \$5,000 from previous week and the poorest far yet for the evening performance.

Two Wagner Plays

Two plays of the life of Richard Wagner are destined for production. One by Eva Barany. Another is founded upon letters which Wagner's widow had hidden in London.

Coast's Light Opera

Los Angeles, April 15. Light opera season of 17 weeks will be ticked off in Los Angeles, starting June 8. Ferris Hartman is promoting the venture on a subscription basis.

STOCK INCREASE

Hollywood, April 15. Increase in dramatic stock companies and William Herzog and Ford list showing 3 titles playing last week.

Dinehart Buys Comedy

Chicago, April 15. Harry Segal, author of "Mrs. Crane," which had a short New York run, has sold a new comedy, "Wedding's Husband," to Allan Dinehart.

Burkhardt "Rah, Bah" Stage

Through one's own opening night's program the name of Addison Burkhardt did not appear in "Variety's" review of "Rah, Bah, Day."

"Dreyfus" by Miller

"The Dreyfus Affair" will be produced in New York by Gilbert Miller during the fall.

"Rosa" Staying Out

"Nina Rosa" hurried to fold out of the week, will stay out indefinitely.

Literati

Swaff, English, After All
A story, but recently related in New York, brings out that Hannan Swaffer, despite his postings and his writings, is just English after all.

On a boat, London bought the new Yorker met up with an Englishman and they became boat-chummy. One day, the American said to the Englishman:

You have a more acute sense of fun than I usually associate with an Englishman, so I want to tell you a story. It was told to me 20 years ago by Al Smith, and new then, but rather old now, although I'm sure you have not heard it!

The New Yorker proceeded with the story, 20 years old, as he said: "A couple of fellows feeling pretty good thought, they would pull off a heavy joke on a saloon keeping friend of theirs. They got a body from the morgue, braced it up with a stick down the back, and walked in with the saloon keeping friend before the bar. Beer was ordered, with either of the men drinking the extra glass each time. The two men then left the saloon and went outside to tell how they would do. The dead man remained standing against the bar.

"McCauley, the saloon owner, seeing the other men did not return, said to the man against the bar, '90 cents, please.' No answer, and McCauley waited a few minutes. 'You're waiting here for those drinks,' he repeated, and no answer. Another few moments and McCauley picked up a bungster, saying, 'Are you going to pay that 90 cents or not?'

Once more no answer and McCauley, whanging the man over the head with the bungster, snorted: 'You're waiting here for those drinks.' As the man fell to the floor of the saloon, the two other fellows rushed in and one felt his pulse. 'My God, Joe,' said he to McCauley, 'you've killed him.'

"Self defense," McCauley replied. "He pulled a knife on me." Looking at the Englishman, the New Yorker saw not a smile, only a shake of his head.

"That couldn't have happened in England," the Englishman said, "over there you can't take a body God of a mortuary morgue!"

In London and at dinner with Swaffer one evening, the New Yorker said: "I'm convinced about Englishmen and their sense of humor. You're excepted, but it goes for all of the rest of you. Listen to this." The New Yorker related the entire story with the Englishman's reply.

"The Englishman was absolutely right. You can't remove a body from a mortuary over here." Few Imported Books Imported books, especially those from France and Germany, are about washed up. At one time anything but the foreign novel got a break but in the last few years no more titles have had only headchairs out of them.

Of all the French translations only Maurios's biographies go over. Most books are translated in advance and read by the speakers from a typed copy. The informal interview formula for the radio sounds better to the broadcasting company than the straight talk.

In charge of the NBC's entire interviewing is William (Skeets) Burke Miller, ex-reporter and winner of the Pulitzer journalism prize for his reporting in the Floyd Collins affair. Miller engineered the welcoming broadcast from the "Euzoa" at quarantine, and he wrote Frank Hawks, the cross-country glider, at an NBC studio mike four hours after he landed.

Daily for Aviation Reported around the printing crafts center that about June will see a new daily sheet devoted to aviation. Understanding that Edey MacMacdonald will be the publisher is without confirmation. Some say also that William Randolph Hearst is behind the venture.

If the aviation daily becomes a fact—and rumor is its certain—it is another indication of progressive trade paper publishing. New York now has a number of trade papers covering the auto, radio, automobiles, women's wear, leather, etc. They are money makers. Notably is "Women's Wear Daily," most important of the Fairchild chain of trade papers that has a revenue with the standard dailies.

Hollywood's Reading
(Consensus of best-sellers at Hollywood book stores, Satyr book shop, Eame Ward, and Pat Hunt shops.)
Fiction
1. "Woman and the Andros," Thornton Wilder
2. "Clarnon," Edna Ferber
3. "42d Parallel," John Dos Passos
4. "Ex-Mistress," Don Ryan
5. "Roman Holiday," Don Ryan
6. "Coronet," Manuel Kroeft
Non-Fiction
1. "Byron," Andre Maurois
2. "Year In, You're Out," Samuel Hoffenstein
3. "Mata Hari," Major Thos. Coulson
Two of the Hollywood Book Store's best sellers are "Oz and Anna," both the novel and the play, by Leonhart Frank; also novelization of "Journey's End," by R. C. Sheriff and Vernon Bartlett; the "Wine-Street Sector 'Ago for Love' makes the Satyr's best six, with Ernest Pascal, now a "Paranormal writer, couple of E. C. Wright, Florence R. Emerson and Colin Clements, figure in Pat Hunt's list with "Seven Suspects."

Broun's Jobs Drive Heywood Broun tells of having received a story back from Liberty with a rejection slip. He read over the script and found he had not written it. In his column last week he made this comment: "I wish my ghost would sign my name to stories I know nothing about."

Broun's job campaign in aid of his "Give a Job" campaign was held at the Imperial Saturday at midnight. The take was given at \$5,000. In addition to the troupe of poets and musicians, donated their services.

In advance of the show, Broun opened a free employment agency, which has 300 of what is being donated which left him \$500 personally in the red. "However," he explained, "I'm even—I made that much at the last two poker sessions." The free agency has obtained work for about 250 men. Plan is to take six out of the bread line daily and get jobs for them.

"Interviews" on Air Interviewing celebs in the newspaper is being tried by the National Broadcasting Company as a step away from the conventional 15-minute interview in advance and read by the speakers from a typed copy. The informal interview formula for the radio sounds better to the broadcasting company than the straight talk.

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Woolworth's 5c Mag Woolworth's line of 10c monthly magazines has gone over with such a smash that the five-and-tensers have decided to crash the weekly field with a tinny paper magazine of its debut in May. Idea is to compete with such mags as "Liberty" and "Collier's."

Questions for "Collier's" A short story writer, who's works have been consistently turned down by "Collier's," sent a questionnaire to the mag's chief reader containing the following questions for consideration: "Must a story always have an ending?" "Is it best to start a story at the beginning?"

Of the hero of a story inadvertently dies before the tale is completed. It is permissible to fill out the story with jokes? "Need a story have a happy ending or may the hero and heroine make a good marriage?" "Will 'Collier's' exchange 10 rejection slips for one acceptance slip?" No reply.

Col's 15 Cents Novels Columbia (pictures) is getting out a 15 cent novelization of "Wall Street and Hurricane" which is being handled by story stores throughout the country. Copies have been sent all Col. exchanges with a view to display and use in conjunction with product exploitation. Salesmen are being instructed to use the cheap paper-cover novelizations in selling pictures.

New York "Star" Bi-monthly Roland Burke Stokes, 20-year-old weekly folk, New York "Star," will hereafter, for a while, appear every other week. Coincidentally E. F. Albee lately died.

At one time Mrs. Samson Raphaelson was hooked up with the defunct "Vaudeville News," the Albee personal organ of the N. Y. A. In 2 years with his paper backed every week in every way by the Keith circuit per Albee, Hennessy never introduced an origination. The only new thing he ever put in "The Star" was "The Star" finally folds.

Show Girls' First Novel Dorothy Wegman's first novel will make its debut about at the same time as her second baby, Miss Wegman's first name is Mrs. Samson Raphaelson. She is a former show girl.

Brentano will publish the initial literary effort, which is entitled to data, that went out in May to those who have read the manuscript rating it among the best novels to have appeared in the past year, or two.

Miss Wegman was in several Ziegfeld attractions and undertook matrimony while in "Rio Rita."

Long-Short Stories Funny thing about that "Scribner's Magazine" contest of a \$5,000 prize for the best story of between 15,000 and 35,000 submitted before next September is that Robert Bridges, whose idea it is, thinks that size of story unusual.

Says Bridges: "The long-short story, a distinct genre, which includes many of the masterpieces of every literature, is now practically excluded from publication by commercial considerations, to the detriment of some of the best American writers."

As editor of "Scribner's" Bridges wouldn't, of course, read the wood-pulp paper mags, but if doing so, he would find a novelette or from

15,000 to 30,000 words in every issue of any. Any wood-pulp paper mag editor will tell you, in contradiction of what you often hear, that a novelette, or novelette, has excellent commercial possibilities, because the average author is usually given to short stories or full-length novels, and doesn't think that \$5,000 is a lot of money for a long-short story.

Useless Press Staff Picture p. a.'s are beginning to lament the squawks starting to come in from newspapers and publishers' associations, who claim they are being literally deluged with material they cannot use. Resentment against too much picture copy is beginning to be felt, it is admitted.

One newspaper wrote the producer-distributors to take it off the mailing list. This paper wrote: "If you will look over this material, for the preparation and mailing of which you have paid considerable money, you will find it is largely new, and therefore is valuable to newspapers. We cannot afford to give away our valuable space any more than you can afford to give away yours."

"Please have us taken off your mailing list for this kind of publicity and save yourself money to be spent for legitimate advertising at regular rates."

Another and rather detailed squawk came from the Pennsylvania Newspaper Publishers' Association. This association is returning a large bulk of publicity copy sent its newspaper members with memorandums that the material is not acceptable as news material.

The association informs the picture p. a.'s that at a convention this winter it voted to adopt this plan of impressing upon manufacturers and editors the need of spending so much money for publicity material that only went into the wastepaper basket.

One of our members with a medium-sized newspaper, says the association, "reports that in one week his office received stories, mats, pictures, etc., that would have taken a total of 72 eight-column pages."

There are 224 newspapers in the P. N. P. A.

The Pseudo-Scientific Current trend in magazine fiction is toward the pseudo-scientific type of story, with most every mag publishing house devoting or planning to devote, a new mag exclusively to this type of story. In addition, many of the wood-pulp mags with a general content are using more and more stories of this type in their new issues.

Its vindication for Hugo Gernsbach, whose "Amazing Stories" was the first to go in exclusively for the pseudo-scientific fiction. Gernsbach's life in this time, for his "Amazing Stories" forced him into banquetry and is now published by another. But Gernsbach, still believing in it, came back with "Air Wonder Stories," pseudo-scientific-air affair.

Now Clayton has "Astounding Stories," which, according to Wright has "Weird Tales," and Good Story Magazine Company and Dell Publishing Co. are plotting mags of a similar order.

As yet, pseudo-scientific story goes back to Jules Verne, who wrote "Twenty thousand Leagues Under the Sea," "Around the World in Eighty Days," and "The Steam-Locomotive." Latterly popularized by H. G. Wells and the late Sir Rider Haggard.

They require vivid imaginations, like Broadway columnists' "Over Production In a letter to the "Publisher's Weekly," Charles A. Burkhardt, of Newark, N. J., writes in a plain reason why book sales are in the doldrums.

Burkhardt, in the business for 60 years, used to be one of the best versed persons in retail bookelling in the country, maintains the spring list of 3,200 new books is over-production. He points out that there is a surplus of more than 1,000 new titles at a time, with the result that the balance go into the chain drug and cigar stores at cut prices.

His suggestion is that publishers reduce production at least forty per cent.

The Type

At least three magazine publishing houses are held up largely by their "true story" mags. Bernard Macdonald's "True Story Magazine" has been his biggest money-maker ever since the mag was established. Dell Publishing Co. has maintained "Confessions," and has maintained

adopted and rejected numerous mags since. "But 'Confessions' is still that house's leader. Same goes for Capt. Bill Fawcett's "True Confessions."

Despite fluctuating appeals of Western, detective, air and war stories, demand for "true stories" continues even.

Many Nom de Plumes Author employing most nom de plumes believed to be Jack Woodford writes in Chicago, where he has a long list of names. Woodford prolific his nothing for three and even four of his stories to appear in a single issue of a mag. As a result, all but one of his tales bear nom de plumes.

Odd part is that Woodford never selects his nom de plumes himself. His editors do that for him. His stories might carry a feminine name or a masculine name, according to the tale. Woodford only finds out about it when he reads his story in print.

Names of Authors George A. Birmingham is James Owen Hannay, Mary Borden and Siget MacGinley are Mrs. Edward Lewis Speer, Lillian Marie Dix is Mrs. G. H. Flebbe, Maxym Gorik is Alexei Maximovich Peshkof, Billy Whiskers is Lurline Bowles Mayo, and Helen M. Blum is Helen M. Blum, and Mme. Giresol, who tells the past, present and future as the author of "The Fortune Telling Book," is George Edmund Platt.

Infringement Penalties

New Vestal copyright bill sets \$5,000 maximum and \$250 as the minimum on statutory infringements of copyrights. Magazine publishers are being told to pay \$10, principally to protect such magazines as "Life," which pays on an average of \$5 per gag.

Restal's bill, as it stands, would require a payment on an infringed \$35.

3 Writing Spitzer Sisters

Besides Marlon Spitzer, who is active as a novelist and short story writer, there are two other writing women in the Spitzer clan. Antonette Spitzer, recently of the New York "American," is finishing her first novel, while Jane Spitzer, Marlon's sister, is starting a book on physics for public schools.

Concentration

Another indication that Doubleday, Doran is planning to confine itself to book publishing only is the sale its Sun Dial Library to the Modern Library. Starting with the sale of the Double day to Stewart Collins, Doubleday, Doran has been relinquishing its miscellaneous publishing properties to concentrate on book publishing.

Circulation Gap

"Green Secrets," a Fawcett journal of gossiping, is inaugurating a series of publications featuring answers to not more than five letters addressed by fans to screen stars. Only obligation on the writers' part is that they become a paid subscriber to the magazine.

Teas Missed

There have been no literary teas in N. Y. during the past two weeks. First time the draught is on since early fall. Boys and girls who depend on teas for fodder and literary gossip are getting lean and worried, Publishers say teas do no one any good but the teasers.

Real Names of Authors

Lewis Carroll was Charles Lutwidge Dodgson, Edgar Allan Poe was Abraham Tarnolinsky; Owen Fox Jerome is Oscar Jerome Friend; Susan Gaskell is Mrs. Norman Matson; Fannie Hurst is Mrs. Jacques S. Dethlefsen; and George Sand was Mme. Dudevant.

A co-incidence is that England and America each has a Donald Stewart who is trying to distinguish himself from his English contemporary, the American Stewart calls himself Donald Ogden Stewart. Another way to tell them apart is that the American Stewart is funny.

Prize Contests

Many beginners find that prize contests get started in the literary thing. The Blue Book Magazine offers, monthly, a century note for a story of true experience. It takes five a month, 2,000 words the best, in N. E. Boston, and \$50 for the best annual verse submitted before May 15, '30. Poems must be longer than 32 lines, to be used (Continued on page 77)

Inside Stuff—Legit

(Continued from page 69)

for about \$90,000. J. P. Muller is acting in a managerial capacity as a courtesy to the papers involved. It was estimated it would take 10 years to liquidate the Capehart-Carey indebtedness to the dailies. When it was pointed out that if the Shubert copy was taken away the agency would be virtually denuded of business. The Shuberts are said to have postponed indefinitely their plan of switching to the Blaine, Thompson agency which handles the Warners advertising account.

Judgment recorded this week in New York City against Renie Belasco-Gest for \$43,000 is through Mrs. Gest endorsing a note for her husband, Morris Gest, recently declared a bankrupt. Judgment obtained by the bank discounting the paper. It is said that one or two other of her husband's discounted notes may bear Mrs. Gest's endorsement. Mrs. Gest is reported in receipt of an annual income from her mother's (Mrs. David Belasco) estate.

Retired attorney lined up a Cohan show that uses one set and six people, figuring he could load it on a truck and play one-night stands along the West Coast. Before sinking anything in production he spent around \$200 seeing if houses were available. His scout covered the territory from Los Angeles to Sacramento and reported it wouldn't work. In many spots houses were being kept dark by a film chain.

New York's theatrical clubs all are having their financial worries, with the growing number of delinquent members in the matter of dues and other items. The Players is believed to be in somewhat better shape than the others, there being no mortgage on its club house. The Lambs property is valuable, the club having an equity of about \$60,000. It was proposed to move two block westward which was voted down. Club may be forced to reconsider that idea.

The Chevalier engagement at \$440 at the Fulton, New York, for two weeks has been the most surprising legit theatrical event on Broadway in years. The Frenchman asked \$100 a house at every performance, with women flocking to see him, even at the high scale. An experiment with Chevalier, his first legit stage appearance over here, since previously he had appeared only in a nite club's floor show (Ziegfeld's).

Victor Leighton, former booker for the Erlanger exchange, is teamed with George Morely of the Apollo in conducting a summer hotel in Stamford, Conn. Called the Stamford Arms, Leighton is in charge. Report he might retire, but has a sale pending against the Erlanger enterprises for a share in the booking office profits. Due for hearing soon.

McBride's ticket agency and all its branches including hotel stands were closed Sunday and Monday out of respect to Thomas McBride, the 84-year-old founder of the agency, who died last Thursday. A complete return of all tickets for Monday performances was made to the theatres Saturday morning.

Upon the death of Frits Williams, shepherd of the Lambs, Arthur Byron, boy, next in line of office, became the presiding officer. But as Byron is on the West Coast, Edwin Milton Royle, corresponding secretary, has been named as main club official.

LITERATI

(Continued from page 76) In connection with a national "Be Kind to Animals" Anniversary. Scribner's offers \$5,000 for a long short story to be submitted before Sept. 20, 30. Manuscripts suitable for publication will be accepted for immediate publication. They will be bought outright, subject to adjustment if the tale gets the prize.

Elections in Washington White House correspondents in Washington have elected their new set of officers. Lewis Wood, "New York Times," gets the presidency over O. B. Lerche, "Wall Street Journal." Wood succeeds Wilbur Forest, New York "Herald Tribune." Thomas J. Healy, Philadelphia "Public Ledger," vice-president without opposition, succeeding Carlisle Barger, of Washington "Post."

George L. Tarry, "Wall Street Journal," elected secretary-treasurer, defeating Leo Sacks, Scripps-Howard. Tom Edmunds, "U. S. Daily," and Robert Allen, "Christian Science Monitor," elected to the executive committee.

Rewards of Industry Gene Fowler, off to a running start as a novelist with his "Trumpet in the Dust" already in its third printing, is at work on his second book tentatively called "The Iron Apple." He has received an offer to write dialog for Warners on the coast, through the William Morris office. Not decided on the picture matter as yet.

"St. Nicholas" Sold "St. Nicholas," most famous of juvenile mags, in which Mark Twain's "Tom Sawyer Abroad" appeared, as well as "Little Lord Fauntleroy," has been sold by the Century Company, which published it since 1881. Purchased by Scholastic Publishing Company of Pittsburgh, Maurice R. Robinson president.

Ben Hecht's Reminiscences Ben Hecht, sometimes Charles McArthur's plighting boy friend, is writing a novel with a professional wrestler as the central character. It goes back to Hecht's

newspaper days in Chicago, when he thought Hackenschmidt was the world's main event. Night Frank Gotch tossed the German with a toe hold, Hecht nearly lost his job. He sat at the ringside and instead of flashing the result to his paper he stared in a daze.

Mayor Thompson Biography John Bright, Chicago newspaperman, who came to Hollywood to polish up his biography, "Hiszonen Bill Thompson," has dabbed in films to the extent of work on "Very Practical Joke" and "Fatal Wedding" (Fox). Mayor Thompson's blog comes out April 21.

Congress at Budapest International Congress of Dramatic Authors will take place in Budapest at the end of May. This is a big event. Budapest is by way of becoming a congress center and is doing a lot to promote foreign travel directed that country.

Educational Note Heron Press will publish a limited edition of 1,000 copies only of a book as yet untitled and to be written by Louis Sobol, Evening Graphic columnist. The book will be a compilation of famous romances of the Main Stem.

Where Good Chicagoans Go Chicago newspapermen of New York threw their annual fest together evening at Villa Vallee Tuesday night. There are more than 300 from the windy burg engaged in Journalism in the metropolises and most of them attended.

Koenigsberg's Mishap M. Koenigsberg back from Denver has been confined to his home with his face in bandages as a result of a taxi smashup. Glass splinters caused numerous cuts about the head.

Dorfman on Specials Nat N. Dorfman, who goes to Hollywood in June to write for the talkers, will be there as a special Hollywood correspondent for the New York "Herald Tribune."

Reviewer Goes Fox Richard Rochement, of the "Eve-

French Can't Forget

Quincy, Ill., April 15. Samuel French agency in New York through its attorney, Stanley K. Olden, is attempting to collect \$100 annual royalty on a play produced in 1928 by the Drama League of Burlington, Ia. Organization is now extinct and the legal efforts are directed against former members. "Why Smith Left Home" was given twice under an arrangement to pay \$50 per performance.

Sun" staff, who covered the Palace vaude reviews for the paper every opening bill day, has quit the paper to join Fox news reel staff. Rochement also covered the Embassy news reel each week.

Editor-Dramatist Wayne Welshar, former Des Moines (Ia.) dramatic critic, now with New York Herald Tribune, has written a new play, "Let's Pretend." It will receive a stock test in the Frances Dale President Players in Des Moines.

Alienation Verdict Mrs. Carl Patton, Lima, O., awarded \$20,000 by jury in common pleas court in that city in alienation of affection action against Mrs. Lee Edson, former wife of the late James Oliver Curwood, novelist and explorer.

Mrs. Metcalfe's L'il Girl Rosalind Metcalfe, whose mother was dramatic editor of "Vanity Fair," has returned from France, and will go to work for a book publisher in New York as translator.

H. C. Cupti Dies Herbert C. Cupti, 64, publishers representative, whose name particularly among Pacific Coast newspapers, died in San Francisco recently. He was at one time publisher of the Baltimore "Sun."

Circulation Variety's tabulation of the circulation of the New York dailies, as reported to the New York P. O. April 1, hardly is a true line at this season when sales of all periodicals are on.

The \$1 Book Things The cut rate cheating volume supposed to contain humor doesn't appear to be a hit with the story makers. They say it is merely educating a resistant public to squawk against the \$2 or more standard book.

Don Clarke's 4th Don Clarke of the Metro press department and a novelist (in spare time), who has already budded, is working on his fourth book. His last was "Louise Beretti, Gangster," being filmed by Fox.

New Coast Mags Two new publications appearing on the Coast. "International Film Reporter," weekly news sheet, is edited by Desider Pek. "Filmland," fan monthly, is put out by George Sarge, who has previously been a fan club organ.

Whitbeck on Publicity Director Frank Whitbeck, publicity director for Fox West Coast, is writing a book on amusement advertising. He's making it a handbook on all amusement publicity from gilly to grand opera.

First co-operative magazine is contemplated by E. M. Goldberg, the public editor. He will call it "Political Science." Idea is to have contributors and other workers help on a mutual sharing basis.

Not a Bad Scheme Harry Stephen Keeler, who pays \$6 a story for material for his "10 Story Book Magazine," places his own stories elsewhere, where he can get better payment.

Model for "Young Man" It's generally conceded by now that Dick Vidmer, of the sports staff of the "Herald Tribune," served as the model for the hero of Katherine Brush's "Young Man of Manhattan."

John Held, Jr., the illustrator, has turned author. First novel is "Grin Youth."

London as It Looks

By Hannen Swaffer

London, April 16.

Sir Nigel Playfair, who has just published an autobiography called "Hammersmith Hoy," talks in it very modestly of his own achievements although, of course, Mr. Baldwin recently gave him a knighthood for his services to theatrical art.

I never knew quite why Sir Nigel was knighted because, although he is a most estimable man who has run the Lyric theatre, Hammersmith very intelligently, I should not have signalled him out for distinction myself.

I do not seek to disparage him when I say this, because "Hammersmith Hoy" proves him to be a most modest, kindly man who errs of himself that he is proud that he has just managed to earn his living for 30 years and that his salary would cause laughter if it were compared with that of a musical comedy star.

Plain Words About Irving

Sir Nigel's opinion of Irving will encourage those of us who, seeing Irving when we were young, thought him rotten. Irving and Ellen Terry once went down to Harrow, when young Nigel Playfair was there, and gave a reading of "Macbeth."

"He strutted and mouthed," thought the boy Playfair, "and I suppose there was no one brave enough to correct his obvious faults. I listened with respect to those who thought and said otherwise, but could not help thinking that they belonged to the great company of those people prepared at any time to fall down and worship the Emperor's new clothes. As he read "Macbeth," I thought that the Scotsmen must have elected a very eccentric king with an exceedingly peculiar method of expressing his thoughts."

Sir Nigel in New York

It was Playfair's production of "The Beggar's Opera" that made him fame, but even about that he speaks very nicely, and he says that when he took it to New York, "I remember that I stepped ashore into that vast shed which is the common entrance to America, Stephen Thomas received me with these affecting words, 'I say, I don't think it's our place.' It certainly wasn't."

"I had received many tips from my friends who had visited America before me as to how I was to deal with the cohorting reporters who would meet me, pencil in hand. They were unnecessary."

"I had the unique experience of setting foot in America and returning to my own country without seeing as much as one of them."

The Stricken Manager

I had one of those difficult tasks, the other night, which sometimes fall to the lot of the dramatic critic. Robert Courtneidge, the veteran manager, who is over 70, was producing "The Rose" which, I think, is a very pretty little play about Chopin's music. He had staged it on tour, and everyone said how old-fashioned and stodgy it was. Then he fell ill, and was near death's door, and, for weeks, he lay battling for life, babbling, in his delirium, about the rehearsals which he could not attend.

I feared to write the truth about the show, if it was what it was described to me. Courtneidge's oldest friends were in the house, when the curtain went up, and the theatre was full of sympathy.

An Affecting Letter

"Then a piece of luck came my way. I discovered, on the call board, a most affecting letter from Courtneidge to his company, saying that neither distance nor death would keep him away from the theatre that night. He would be with them in spirit, holding their hands, watching every cue, joining in their work."

I printed this most dramatic letter, and thus was able to save myself from having to comment too much upon what proved to be a very crude and old-fashioned production.

"The Damask Rose," of course, is just the silly sort of play that Joe Collins used to act in about 10 years ago. We liked them, in those days. But, now! It is like "Catherine" and "Our Nell," which was about Nell Gwynn, in which George Treloar tried to wear a crown, because of all this Americanization of musical comedy in the last 10 years, "The Damask Rose" seems woefully old-fashioned.

Chopin's music, adapted by G. H. Clutsam, annoyed the highbrow music critics. I found it entrancing. But, oh, the humor, and oh, the plot and oh, the hearing of it all.

Philip Page called it "Clutsam and Jetsam."

Worries of a New Manager

I had lunch with Maurice Browne, who is starting in the management of two theatres, earned with the profits of "Journeys' End."

I am beginning to feel sorry for him. He seems overwhelmed with work by which I mean that his fine intelligent face looks strained and tense.

Everyone is sending him plays, every actor and actress in London still calls, and few of his staff see eye to eye, they tell me.

Paul Robeson has started his rehearsals of "Othello" but, before its production, he is going to do two performances of "The Emperor Jones" in Berlin.

Browne ought to have started with his own play, "Wings Over Europe" which you saw first.

The Miracle of George Robey

George Robey is certainly a wonder. I know he failed in New York at a trial show a quarter of a century ago, when he went there, but, at the Palladium, when he is back this week at \$2,500 a week, after having been absent only three weeks, he is again crowding the place, using jokes, of course, that no one else would dare to use, getting away with it, fighting the audience for laughter and getting it all the time.

I have known George for 30 years, during which we have quarrelled and made friends, over and over again.

"You look like a priest," he said to me, the other night, looking at my black tie and Belasco-like collar.

"We were talking of you last night, George," I said, stalling.

"Where, at the Oratory?" he asked.

The Worst Sighting of All

Oh, by the way, "The Show of Shows," at the Tivoli, had had a worse showing than about any talking film in England.

They talk of its stars almost with derision, and they tell me that if old Charlie Coburn, who is nearly 80, had gone on the stage at any time and sung "The Man Who Broke the Bank at Monte Carlo," it would have torn the house down.

I really think that America has got to take its European market more seriously. The public will not long stand all this nonsense that is being sent over.

I am not speaking at talkers. I am merely criticizing muck which would shame the meanest schoolboy.

I do not know how many of you may have seen these so-called stars, but I seriously advise you to shoot him of them.

HOTEL UNIVERSE

Drama, full length, but minus intermission... Drama, full length, but minus intermission... Drama, full length, but minus intermission...

There are moments in "Hotel Universe" where the players brise through lines or comment that imparted inklings of what it was about... There are moments in "Hotel Universe" where the players brise through lines or comment that imparted inklings of what it was about...

couple of shows in the 200-seater. One, "Everything's Jack," was moved to the Blou, lasting only a few weeks there... couple of shows in the 200-seater. One, "Everything's Jack," was moved to the Blou, lasting only a few weeks there...

With the aid of Hawley, his chauffeur, he scoots off to the ranch, going over the border for a drink and dash of poker in Mexico... With the aid of Hawley, his chauffeur, he scoots off to the ranch, going over the border for a drink and dash of poker in Mexico...

Out-of-Town Reviews

Folies Bergere Revue "L'OU COU DE FOLIE" (PARIS)

New Folies Bergere revue at the Folies Paris, April 4... New Folies Bergere revue at the Folies Paris, April 4... New Folies Bergere revue at the Folies Paris, April 4...

As ever before, it's not who's in a Folies Bergere extravaganza, but what is in it... As ever before, it's not who's in a Folies Bergere extravaganza, but what is in it... As ever before, it's not who's in a Folies Bergere extravaganza, but what is in it...

They Never Grow Up

Fare-comedy in three acts presented at the Masque April 7 by the New York Theatre Assembly... Fare-comedy in three acts presented at the Masque April 7 by the New York Theatre Assembly... Fare-comedy in three acts presented at the Masque April 7 by the New York Theatre Assembly...

A comedy along farcical lines. There are any number of plays as worthy of production as this was... A comedy along farcical lines. There are any number of plays as worthy of production as this was... A comedy along farcical lines. There are any number of plays as worthy of production as this was...

ously - contemplating the hotly harem wiggle... ously - contemplating the hotly harem wiggle... ously - contemplating the hotly harem wiggle...

For intermission finale, the crack dancer under the name of Hermite's baton (Hermite is also one of the composers)... For intermission finale, the crack dancer under the name of Hermite's baton (Hermite is also one of the composers)...

It's the second stanza that develops the most interesting character opening with the caption, "A Nu Paris" (Paris With Her Clothes Off)... It's the second stanza that develops the most interesting character opening with the caption, "A Nu Paris" (Paris With Her Clothes Off)...

of, Paris" showing the tourist the City of Joy, the Drunken Charm of Paris, Paris' Luxury, Paris' Voluptu...

There's the usual historical pageantry, quite an imitation with the Folies series... There's the usual historical pageantry, quite an imitation with the Folies series... There's the usual historical pageantry, quite an imitation with the Folies series...

Andre Randall's two-part sketch, "An Englishman in Paris" and "A Frenchman in London" is characteristic of this bi-lingual Franco-English comedian... Andre Randall's two-part sketch, "An Englishman in Paris" and "A Frenchman in London" is characteristic of this bi-lingual Franco-English comedian...

There's more of a Broadway air to the house than any other theatre in Paris... There's more of a Broadway air to the house than any other theatre in Paris... There's more of a Broadway air to the house than any other theatre in Paris...

A money show, a swell entertainment for the summer... A money show, a swell entertainment for the summer... A money show, a swell entertainment for the summer...

KOLPAK MUST DANCE

Chicago, April 8... Chicago, April 8... Chicago, April 8...

Drama in four acts by Hellmuth Unger, translated by Derek Will... Drama in four acts by Hellmuth Unger, translated by Derek Will... Drama in four acts by Hellmuth Unger, translated by Derek Will...

The final kicker is Benga, the colored dancer, as the plunger or peeler-diver, in an aquatic evolution... The final kicker is Benga, the colored dancer, as the plunger or peeler-diver, in an aquatic evolution... The final kicker is Benga, the colored dancer, as the plunger or peeler-diver, in an aquatic evolution...

This scene will be the talk of the new Folies Bergere... This scene will be the talk of the new Folies Bergere... This scene will be the talk of the new Folies Bergere...

PAUL WHITEMAN

Booking Exclusively Through His Own Office... 1560 Broadway New York City... Booking Exclusively Through His Own Office... 1560 Broadway New York City... Booking Exclusively Through His Own Office... 1560 Broadway New York City...

whose kindly philosophy ultimately sends him to prison.

Despite shiftings and a carnival scene, the play doesn't travel a foot, is poor philosophy and hopeless theatre for America... Despite shiftings and a carnival scene, the play doesn't travel a foot, is poor philosophy and hopeless theatre for America... Despite shiftings and a carnival scene, the play doesn't travel a foot, is poor philosophy and hopeless theatre for America...

There is the usual sex angle in an affair between Farrell and a wanton equestrienne, the wife of a consumptive acrobat... There is the usual sex angle in an affair between Farrell and a wanton equestrienne, the wife of a consumptive acrobat... There is the usual sex angle in an affair between Farrell and a wanton equestrienne, the wife of a consumptive acrobat...

Minneapolis Phanton: Bid for Attractions

Minneapolis, April 15... Minneapolis, April 15... Minneapolis, April 15...

The Minneapolis Civic and Commerce Association, the town's leading civic organization, believes that all Minneapolis residents have to do to bring the leading road attractions here is to make the gesture... The Minneapolis Civic and Commerce Association, the town's leading civic organization, believes that all Minneapolis residents have to do to bring the leading road attractions here is to make the gesture... The Minneapolis Civic and Commerce Association, the town's leading civic organization, believes that all Minneapolis residents have to do to bring the leading road attractions here is to make the gesture...

There have been two feet legit bookings here since the first of the year, "Street Scene," "Journey's End" and Genevieve Hamper... There have been two feet legit bookings here since the first of the year, "Street Scene," "Journey's End" and Genevieve Hamper... There have been two feet legit bookings here since the first of the year, "Street Scene," "Journey's End" and Genevieve Hamper...

JOHN J. KEMP

Specialist in All Lines of INSURANCE... 551 Fifth Ave. N. Y. City... Specialist in All Lines of INSURANCE... 551 Fifth Ave. N. Y. City... Specialist in All Lines of INSURANCE... 551 Fifth Ave. N. Y. City...

PAUL WHITEMAN

Booking Exclusively Through His Own Office... 1560 Broadway New York City... Booking Exclusively Through His Own Office... 1560 Broadway New York City... Booking Exclusively Through His Own Office... 1560 Broadway New York City...

Personal Managers—STANLEY RAYBURN and JERRY CARGILL, 1560 BROADWAY, N. Y.

The Air Line

By Mark Vance

Lack of showmanship unquestionably hurting all the systems. This takes in NBC, Columbia and WOR as well as the lower waded stations, but there is an abbi for the latter as they are able to offer the costly talent that hits the other programs weekly.

There is the lame duck excuse that some of the commercials are on set schedules and at certain hours, and that irrespective of what is suddenly scheduled for broadcast the original layouts must be followed per letter. But how about the new accounts coming on the air, spending plenty and having no competition that is readily acknowledged as bound to take away a certain per cent of the list?

Best proof of this was last week. Atwater Kent period (WJZ) and RCA Victor Hour (WEAF) both on same night. Rosa Pontile, RCA's stand-out, and no offset on the other station. Easy to conjecture how hard it was for Atwater to make any leeway with the dials. Why that those who wanted to get hours with him were not to be faulted. Of all the divas picked from grand opera, Miss Ponselle just about outclasses them all.

Miss Ponselle showed the real showmanship in the songs she sang. Diversified and all of the simple type that was easily comprehended by the masses. And of range sufficient to display her marvellous voice at its best. Her songs were "The Night Wind," "Lullaby," "Swiss Echo Song" and "The Rose" were her best.

Columbia via WABC made a feeble attempt to offset the Ponselle lure on WEAF and Atwater Kent on WJZ with its own program at the same hour. WOR even ran a week fourth same time with its Red Lancers program. It was, however, entertaining in a way but hopelessly outclassed by the other stations.

Copying

Throat cutting apparent in stations' desire to have similar programs, especially those considered having any following. WOR and WJZ doing it with their cowboy programs the same time, and being dangerously close to each other in time. WOR had been offering "Lone Star" Rangers, featuring John White, the singing star, brooding cowboy. White was anted up by a better offer and bobbed up with "Cowboy Days." WOR had dropped many points by losing White.

Rudy Vallee Plote

They may like Rudy Vallee and they may not. But just the same he is one of the preciously few of the featured artists who give the professional other a little note and then. During the Fleischmann period (WEAF) never was a more gracious tribute paid than he sent over the mike for Marion Harris, "guest artist." Said he had been looking forward to the broadcast for some time. Repeated the esteem in which he held in a reference to his book, saying he had been one of his inspirations. And Miss Harris sounded mighty good in that repeat broadcast of her own music. And she sure handled "I Ain't Got Nobody."

Sounded strange to hear Vallee do the fast gallop of "Kaw-Kaw" at city Kitty." Not afraid to step away from his slow tempo.

All-Technikowsky

Eugene Ormandy and his Jack Frost Melody Band were strictly away from the topical stuff and offered an all-Technikowsky program on WEAF. It was a program that and Mr. Ormandy will be set. Used the noodle in arranging a program that demanded more than passing notice. His violin work was unusual.

Organs All Over Dial

Pipe organs are flooding the air. Featured programs on Sunday are Leaf (WABC), Lew White with Lucky Strike (WEAF) and Emil and the WOB. Some of the organs were digging them from Loew theatres in New York and N. J. The lot of Lew White is going in for some novelty. Some change for diversity during the Leaf programs is a singer easing in some choruses. Singers just so-so.

Nite Club Out-Modo

Village Grove Nite Club (WJCA) has long since worn out its novelty

and a lot of it seems completely wasted. An attempt to lift it up from its mislay way was made in the travesty on programs and announcers. As a whole this phase was different from that usual hook stuff which, for the want of a comedy kick is growing monotonous. Voting in members sure blah. Even Lou Dolgett's hero work to inject humor handicapped by the rut the routine has fallen in of late.

Circus Program Flops

Unquestionably the prize broadcast flop last week was that of the Ringling-Bros. circus from Madison Square Garden via WJCA, with A. L. Alexander, the studio's chief announcer in charge of the mike. It was dull, uninteresting and a complete fizzle as far as etherizing any entertainment was concerned. If the broadcast did the circus any b. o. good it must have been a miracle. Extremely doubtful if fans stood by during all that verbal speling by Alexander.

Some of the out-and-out radio circus band playing its usual performance accompaniment, which did not permit a full recording nor enable the announcer to specify the particular numbers played. Alexander's plug might have been one of old Toddy Hamilton's press notices. It was that flowery. Even yanking George Filman, the demon hockey speler, in for a description of a hip-podrome boxing bout, didn't lift the broadcast. It was too much for the imagination.

Leviathan Cabaret

Ben Bernie did a "personal appearance" during the broadcast from the nite club on the Leviathan prior to its departure from its west 42d street, New York, via WEAF. It was a Bernie unit, directed by Jack Pettis, with Bernie doing the announcing. The broadcast as a whole wasn't so hot, and even Bernie's familiar remarks failed to make it stand out. Transmitting the program from the boat may have worked a handicap, but Bernie's music did sound fancy. Straight dancing umpty-umpty umph, and that let it out. Bernie's music did sound fancy. Straight dancing umpty-umpty umph, and that let it out. Bernie's music did sound fancy. Straight dancing umpty-umpty umph, and that let it out.

Lyons & Lyons

Lyons & Lyons on for another of their weekly broadcasts. A mixture of talent was offered, but again not arranged for the best results. Showmanship would help. Tolson's talk was entirely too early for the masses. Lyons & Lyons permit too much by the same artist. Tolson's talk would increase the speed and give others a better break. Charles Althoff was a most reliable here with his character and fiddlin'. Hope Vernon's voice on "I'll Always Dream of You" came over effectively.

Static Still Around

Bizness of talking into dead miles of late. A few nights ago a broadcast on WJZ, featuring Amos 'n' Andy, had the New York and eastern fans getting only a portion of the customary Fresh Air Taxi partners' talk. Will Rogers, on for his second squib to produce broadcast Sunday night via WABC, hit the same dead mike thing. Entire opening of his talk was lost completely with the break in the Columbia system's N. Y. station doubling until the transmission from Hollywood, Cal., was clarified.

SHOE HOUR REPLACING OLD GOLD ON WABC

Starting May 6 Fred Rich's orchestra and the Douglas Shoe Hour will be assigned the WABC period formerly held by Paul Whiteman's Old Gold Hour.

Crawford's Half Hour

Jesse Crawford will do a series of weekly programs over C.B.S. every Monday for 30 minutes beginning May 12.

Crawford, until recently, was etherizing his console work over C.B.S. with the Paramount-Public house.

ETHER CONTROL AS NEW STRATEGY

Petrillo, Chicago President, Jockeys for Ascendancy Over Broadcasters—Organize Four Centres

CHI. VS N. Y. ARTS

Chicago, April 15. By sanction Joseph Weber, president of the A. F. of M., James C. Petrillo, president of the Chicago musicians' local, will undertake the work of safeguarding the interests of the fast-growing number of musicians employed by radio stations. Petrillo will leave for the coast this week to survey the Los Angeles and San Francisco situations.

Report is that the Interstate Commerce holds that in case of a radio musicians' strike in any city, musicians in other cities could not walk out in sympathy because of interference with interstate commerce code.

Petrillo will aim at uniform expiration dates for the radio musicians' contracts in the four principal national broadcasting spots: Chicago, New York, Los Angeles, and San Francisco. Petrillo explained, "it will mean that in the event of a New York strike, Chicago union men would play the New York role, and vice versa. The contracts will be played back to New York and re-broadcast. The broadcasters would then have public sympathy on their side and the musicians would be at their mercy."

With simultaneous expiration of the contracts, the three other centers could walk out, nor contracts would strike sympathetically without legal injunction in the event of dispute at the four center.

Chicago president also will seek a uniform scale for New York and Chicago to minimize the switching of chain programs from city to city by underbidding. Under present agreements, Chicago scale of \$17 for any part of a two-hour unit is higher than New York's scale of \$11 an hour plus \$6 an hour for rehearsals.

In cases of half-hour programs New York musicians could rehearse and play within the one-hour broadcasting period, thus receiving only Chicago's scale. The same scale work Chicago's men receive \$17. For half-hour programs, New York thus can underbid Chicago.

Radio as Salvation

Weber and Petrillo look upon radio as the salvation for those musicians forced out of theatre work by the talkers. In Chicago conditions are 75% normal, with nearly 300 former picture house musicians now employed by broadcasting companies at a scale higher than top theatre scale.

Having succeeded in forcing the broadcasters to employ "pancake turners," at \$15 a week, Petrillo's next move will be to force the 10 principal radio houses to employ union men to regulate the sound volume of music programs. Although this is work done by technical engineers, Petrillo has construed that artistic determination of proper volume of instruments calls for a trained musician's assistance. This will mean an additional three men at each station at the "pancake" scale, \$15 a week.

"CUB" REPORTER SKIT WITH SUE CAROL, LEAD

Hollywood, April 15. Sue Carol has been engaged as lead in a series of "Cub Reporter" broadcasts over KPCC.

Sketches are being prepared by Edward Stodol, assistant dramatic editor of the Los Angeles "Herald," and will incorporate interviews with screen personalities as well as cover theatre openings and current events.

Economical Mutual Tie-up on NBC Hook-up for Del Monte and Film Cos.

The Hatless Reisman

Leo Reisman engaged by the Knox hat people for broadcasting, never wears a hat. When Reisman went to meet the Knox execs his agent lent him a hat.

After looking at the hat, the Knox head man said, "I must give you a hat."

When Reisman left he asked his agent: "Will that guy fire me if I forget to wear it?"

No Premature Theatre Dates For NBC Acts

N. B. C. artists will not be booked to play vaude or picture theatres until they have been heavily exploited by N. B. C. By building artists first via ether and creating a demand for them N. B. C. figures they can secure much more money for them when playing theatres later.

Acting along these lines, N. B. C. will not book Baby Rose Marie, the child star signed to them for 52 weeks, to play theatres until about another six months have been used in building up the name of Baby Rose Marie. The child is already well-known, but N. B. C. intends to create a much larger demand for her and then cash in on her popularity.

Young Wm. Lynch Dies; Radio Industry Mourns

National Broadcasting Company considers the radio industry to have lost one of its most promising youths when William Lynch, assistant eastern program director for the network, died April 13 in New York. Complications followed an operation for appendicitis.

Wm. Lynch was 23 years old. Born in Chicago, he had been in the radio business since 18. In the NBC organization Lynch was known as the "flying announcer," due to his adroitness at broadcasting from an airplane. He died April 13 in New York. Mrs. Lynch and a two-year-old child survive.

L. I. Station Applies For Television License

Application for a television broadcasting license for the construction of a station for sound and television transmission has been filed with the Federal Radio Commission by Radio Pictures, Inc. The company is not connected with the film producers, R-K-O.

The company now operates a television station W2XIB on Long Island where experiments have been going on for nearly a year in television. John V. L. Hogan, radio engineer, is head of the corporation. New station asked for is for 100 watts and 137 meters, with 1,070 kilocycles. Hogan says that present station does not include sound, reason for asking for another license. At present it's all experimental work.

Mme. Alda's \$18,000

Mme. Frances Alda's contract for radio work with RCA-Victor calls for a net of \$18,000 for the six appearances arranged. This is claimed the record for operatic stars.

Los Angeles, April 15. Through a tie-up with the Radio, M-G-M and First National studios, in which it will freely exploit the players and pictures without cost to the film companies, the Del Monte food products and canning concern seems to have put over one of the most economical national radio exploitation campaigns on record.

After looking at the hat, the Knox head man said, "I must give you a hat." When Reisman left he asked his agent: "Will that guy fire me if I forget to wear it?"

Deal with the studios entails the broadcast of condensed versions of screen musicals, played usually on the air by the original picture cast members. Talkers are booked down and highlighted for the ether, with music and singing the most part.

First of the programs went over the NBC system April 5. "Rio Rita" was the picture, Bebe Daniels participating as the singer. Scheduled to follow are "Hit the Deck," "Show Girl in Hollywood," "Hold Everything," "Song of Flame," "Sally," "Desert Song," "Golden Dawn," "Bride of Regiment," "Viennese Nights," "Mile Modiste" and "Show Girl in Hollywood." These are from Radio, Metro, Warners and First National.

Jack Oakie and Polly Walker will be booked by Del Monte for the "Hit the Deck" broadcast, and Metro has promised Lawrence Tibbett.

R-K-O CUTTING DOWN RADIO HOUR TO 30 MINS.

R-K-O is reported considering cutting down its regular Tuesday night radio (WEAF) hour to 30 minutes.

It also may discontinue the Thursday afternoon radioing.

Cuts will save the theatre chain around \$150,000 a year.

Radio Commish Has 200 Permit Pleas—Hopeless

Washington, April 15. Radio commission has again started something, but part of it started and then called the balance off.

Recently announcement was made that 26 stations were going to have their radio hours cut down around New York and Chicago were to bear the brunt of it. Attorneys immediately got on the case—now changes except in few minor instances. Meanwhile the applications for new stations continue to pile up. Commission now has 200 such on file, but as a chance of any of them going through.

Marx's Limited Time

Sam Marx's contract as writer for Metro is for eight weeks, beginning Monday, June 17, and ending August 1. Marx, now p. a. for WMCA, starts driving to the Coast May 10.

After his work with Metro is completed, he will return to WMCA.

Chi. Songwriters' Hour

Chicago, April 15. Radio station KYW is using a weekly program each Sunday entitled "Chi's Composer's Hour," giving local music men personal plugs. Dorothy Deere, staff writer, handling program, tells all personal life histories, hobbies, etc. Results excellent.

"STEIN SONG" IS 20-YEAR OLD SENSATION

New York, April 13. Sheet music sales took a turn for the better during March. They are not what the publishers desire and feel they should be, but in comparison with February, during which month the music trade was pulling its hair, March showed a decided improvement. Quashing of bootleg lyric sheets may have had something to do with it, but notwithstanding what the authorities can do, or have done they are still being peddled.

One of the surprises among the best sellers is the manner in which the "Stein Song," 20 years old and the campus song of the University of Maine, caught the fancy and moved into the hit class over night. "Should I" (Robbins) rated No. 1 in this survey, was fifth for February. Several led for a week or so. "Happy Days" (Ager, Yellen & Bornstein), fourth in February, led the first two weeks of March, but slipped a few notches. Another example is "Cryin' for the Carolines" (Remicks), first in February, and fourth in March. Disc and sheet music sales have been sleeping in the same berth lately. When the sales record, ditto for Mechanicals report Mareli business showed a decided improvement over February.

Victor reports sale of the "Stein Song" disc, recorded by Vallee, phenomenal. This record, the sales of which are not as discussed since the war, taking in all types of recordings, over a similar period of selling time, says Victor. "Cryin' for the Carolines," which previously led, has been erased. The entire Victor list is new for March. Two separate readings by Al Johnson led the Brunswick list, "I'm Happy" and "Little Red Roses" first and second. "Puttin' on the Ritz" in February, slipped into third for March. Bottom three discs listed here to the Survey.

None of the Columbia discs listed for March appeared on the previous survey. Even "Under a Texas Moon" see spot for February, faded out during March. Majority of Columbia list are orchestral recordings. Only one vocal listed, by Ruth Etting, and that has the bottom notch.

Chicago

Chicago, April 13. Overflooded music market still keeping business at low. Lyric peddlers have been driven out of the streets by the police, but the move didn't pep up store sales much.

Among the sheets Robbins' "Should I" had a big edge over the rest. Ager, Yellen & Bornstein's "Happy Days" came up and up after long showing in Chicago, getting belows" nestled second, closely followed by De Sylva, Brown and Henderson's "Cottage for Sale," everywhere, and jumped sensationally last two weeks. "I'm Following You" bunched near "Cryin' for the Carolines," which, with No. 6, "I'm a Dreamer," good holdover from February.

In the disc realm Columbia's list unusual with two vocals in first half dozen first time in many months. Ford and Glenn's "Under a Texas Moon" in the Rockies, and "Molly," sung by Charlie Lawman, fifth and sixth. Guy Lombardo's "Lazy Louisiana Moon" sales again with a drowsy reputation of Donaldson's "Lazy Louisiana Moon," and "After You've Gone," whatever Ted Lewis does sells here, so "I'm a Dreamer" and "Blue as the Night" were third. Another unusual number, fourth, is "I'm a Dreamer" by Paul Tremaine's band, bill-body tune.

Reisman Song's Victor's leader. Reisman topped next two, "What Is This Thing Called Love" and "Happy Days." Joe Sander's latest song, "We Love Us," published by Feist, extremely popular as played by Coon-Saunders, and fourth. Vallee fifth and Feist's "Love Me a Gypsy" backed by "Beside an Open Fireplace." Sixth, a record with two vocalists, on the side, Witmark's "Hangin' on Garden Gate" on the other King's band and on the other King's band, "Sing, You Sinner," and "I'm Following You" on the other King's band, "Strike Up the Band," which ran a week.

MARCH MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING MARCH BY THE LEADING MUSIC JOBBERS AND DISK DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music

Reported by Leading Jobbers

Table with 3 columns: NEW YORK, CHICAGO, LOS ANGELES. Lists top 6 sheet music sellers for each territory.

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:

Table with 3 columns: BRUNSWICK, COLUMBIA, VICTOR. Lists top 6 phonograph records for each company.

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

Table with 3 columns: PUBLISHER, SONG NO. 1, SONG NO. 2, SONG NO. 3. Lists top 3 sheet music publishers and their best sellers.

organization had an unusual seller in "Oh, Doctor," a local put out by Milton Weil's house, and played by Funtio and his band.

Los Angeles, April 8. While the trade along the Pacific slope is complaining about over-production of songs, there doesn't seem to be any alarming shortage in total volume of sales. Only difference, according to the jobbers, is that the over-production requires a larger display counter for retailers. Present ratio of sales for individual hits in Los Angeles alone does not exceed 1,000 weekly as against the same hit probably selling in excess of 5,000 copies a year ago.

are quoted in order of their position on the sales chart for March: "I'm Following You," "Ride on Vaquero," "Hangin' on the Garden Gate," "Cryin' for the Carolines," "Beside an Open Fireplace," "With You," "Lucky Me—Lovable You," "When the Red Roses Get the Blues for You," "The Stein Song," "Cottage for Sale" and "Just Can't Be Bothered With Me."

actly Like You" and "Me and the Girl Next Door." Leo Feist has "The Stein Song," "Love You So," and "I Happened in Monterey." Robbins has two numbers in the best six for March, and three strong new numbers: "Woman in a Shoe," "Blue as the Night" and "Moon Is Low."

Double Tax on Music Likely for Canada

Ottawa, Can., April 15. When the Rinfret amendments to the Canadian Copyright Act becomes law, theatre proprietors of the Dominion will be called upon to pay double music taxes on an annual basis, one to the Performing Rights Society and the other to the Authors and Composers' Association in the United States, it is announced.

Forbstein Set

Hollywood, April 15. Leo Forbstein, musical director, stays with First National for another three years. Just completing his first year.

Along the Coast

By Bill Swigart

Hollywood, April 10. Battle for supremacy in night club attractions is now being waged by Los Angeles operators. It may pep up local night life by making it worth while for the patrons. Competition at this time is centered on the band attractions, apparently none so big as the seven orchestras. Engagement of Ben Bernie and his orchestra for the Montmartre is an example.

Clubs and Orchestras
There are 13 major clubs now in operation, with George Olsen planning to open his new club April 26. Among these are the Montmartre, taking the biggest end of the gate from their respective employers. Orchestras and clubs in order of their gross ratings are the Biltmore, with Earl Burnett, Roosevelt with Irving Aaronson, Ambassador with Johnny Hamp, Montmartre, Casino, with Gus Arnheim, who will soon be replaced by Ben Bernie, Max Fleisher's club and orchestra and Ray West club and his orchestra. Olsen has yet to prove what he can do with his own club.

Clubs featuring floor shows about their orchestras include Sebastian's Cotton Club, Fom Fom, Moscow Inn, Dawn, Grove, Universal, and the cafes—B. E. B., in Hollywood and Coffee Dan's in the downtown section.

Witmark Invading Schools
Local Witmark office is making a play to land its music in schools by pushing out a series of records in school heads in southern California asking for the names of their organization leaders. The plan is to place club managers. Office will submit professional copies, believing it worth while to the youngsters acquainted with the catalog.

Brunswick Busy
While the Brunswick recording laboratories here is far in advance of its recording program, the plant is being put to capacity in pressing records for other companies. Among new recordings made within the past two weeks are "Song of the Dawn," from Universal, "Captain of the Guard," by the Earl Burnett orchestra and Abe Lyman playing "You Will Come to Me" and "Worrying Over You."

Names
Washington-Madison and Cleary, until a few months ago under contract to Warner-First National, are just completing the recording of "Hi-There," stage musical to be produced by Alexander Lettwich in San Francisco. Benny Oscarson is back on the job after a brief illness, believed at first to be appendix trouble. The new Michigan representative is Davis, Coots & Engel. After conferring in New York with Jerome Kern and Otto Harlan, the new screen operetta for First National, Leighton K. Brill, associated with Seymour Romer and Oscar Hammerstein, is returning to the coast via the canal. He will report to the studio. Mitchell, Cleary and Meyer's first original screen musical is now being produced by Warners under the title of "Maybe You Will Come to Me" as "Encicous." William Wellman is directing.

VOGEL CAN'T COLLECT

New Suit Claims Conspiracy—To Hide Sheridan Assets

John Franklin Sheridan, publisher of "Marchita," and former head of the Frank Sheridan Co., are being sued by Jerry Vogel through O'Brien, Malevinsky and Driscoll, who recently got a \$24,985.77 verdict for Vogel against Sheridan, but the court tangled with the assets of Sheridan's property is in his wife's name and she in California.

Present suit is the aftermath on the settlement of Vogel's claim that when Sheridan sold his music firm he did so in a conspiracy to thwart Vogel's possible collecting from him. Edward J. Kordula, Herman Brinkman and the Kay and Kay Music company, are co-defendants.

Vogel now charges fraud. He affidavits that Sheridan sold out while the legal controversy between the two was pending.

The argument between Vogel and Sheridan grows out of the pair's litigation some years back when Sheridan was trying to put out "Marchita." All this time Vogel was \$5,000, so he sued for an accounting.

Vogel's lawyers stated that a receivership action against the music firm also began by Vogel, but an effort to collect on judgment. Their basis is the same as the present suit that the bill of sales which Sheridan made out to Kay and Kay are illegal and perfected by fraud.

'Big Boy' Music Warners'

Hollywood, April 15. All numbers in "Big Boy," Al Jolson's final picture for Warners, will be published by a Warner music house. This disposition of Jolson's former method of spotting the songs for publication with various firms.

Jolson is now in Palm Springs with Sid Silvers working on the new story.

ULTIMATE WILL BE SENT N. B. C. BY WARNERS

Withdrawal of the privilege to use any of their copyrighted music, which they estimate now comprises 85% of the current pop numbers, is now contemplated by the Warners in their resistance of their partiality against National Broadcasting Corp.

Admittedly stung by what they describe as a perfunctory reply from Aylesworth, NBC head, Warner music executives bluntly attribute the cutting of programs of air artists to E. C. Mills, head of the radio industry music end.

"Mills is making a killing and we refuse to be the goat. They will either use our songs and discontinue this prevailing practice of forced substitution or else they will be unable to use any of our music."

So worded is the ultimatum which one high Warnerite said will be delivered to NBC "any day now."

Meantime Warners have an "in" which is checking on all "edited programs."

So far Warners has restricted NBC from using five of its hits. The Warners claim that with only two shows now using music by composers under contract to them (the Warners) or tied up through their vast music interests, the chief substitute is being used without a recognized number next season.

MCA CANADIAN UNITS TO SOLVE DANCE BAN

Because American bands are not permitted to play dance engagements in Canada, M. C. A. is sending a number of Canadian orchestras to play dance engagements in their native territory.

Phil Baxter recently booked by M. C. A. Vancouver of the dance engagements was prohibited from doing so by the Vancouver authorities, who barred his band in the same manner as they prohibited Paul Whiteman from dance engagements.

Pit Orchestras Returning In Seattle and Portland?

Pit orchestras may be put back in the Seattle, Seattle, and the Portland, Portland, both Public theatres.

Boris Morros, head of the Public, who recently departed Saturday to look both theatres over and decide conclusively whether or not to put orchestras back in the theatres. Both theatres have been on an all-sound policy for the past year.

After looking over the theatres, Morros will go to Los Angeles. He will be gone about six weeks.

Composers in Act

Joe Schuster and Johnny Tucker, leaning in an act called "Believe Boys" for Love, are both songwriters under contract to Witmarks. They will return to Witmarks after the vaude tour is over.

With their first good popularity on the Witmark Hour over W.C.F.A.

Romborg-Hammerstein's 2d

Hollywood, April 10. Oscar Hammerstein, II, and Seymour Romborg are due here from New York May 10.

They start work on their second opera for First National.

Choozy Looters

Hollywood, April 15. Hollywood Legion has a 30-piece band of English and Finnish music grubs between bouts at the Friday night fights.

Wise mugs check on the number of bandmen going into the stadium, and if it's below 25 they scam for home.

RADIO MUSIC REPLIES TO "SHOUTOUT" CHARGE

Deny Discrimination Against Warners—All Firms Equal with N. B. C.

Radio Music Company asserts that Warner's is all wet in its claim that it is blue penning Warner songs from programs and inserting Radio Music tunes instead. Radio states that it can only do this with programs, and even then do not touch those songs as Warner's would have the trade believe. Radio admits pushing "Feist and Fisher" tunes over some of its studio programs and informing studio artists to sing or play them, but avers that this is only natural in view of the relationship of its charges of partiality against National Broadcasting Corp.

Radio asserts it is not in a position to take other firms' songs out of commercial programs and insert its own songs. It states that for the commercials it must go after plugs like any other publisher and as far as the rumor which was spread among the publishers to the effect that publishers other than Feist and Fisher were not admitted to go after plugs in the N. B. C. building, that is not true.

Radio Music claims its songs are heard almost as much over C. B. S. as over N. B. C.

RAPAPORT LOSES

Beaten by Universal in Suit for Orchestra's Salary

Mitchell Rapaport, band leader, lost his suit against Universal Pictures. He sued the film company and its distributor, for \$45,000 of the grounds of an alleged contract for work, in the N. Y. Supreme Court. Judgment was rendered against Rapaport, who was fined \$100 and \$100 costs.

Beitelstein was the agent. Action against the latter dismissed as no judgment was sought against him.

Rapaport's contract with Universal made in the fall of 1926 for eight weeks in the picture company's theatres in Denver and Kansas City that same year. Instead, the latter claims he and his Paramount Band were given air after three weeks. Universal's defense was that Rapaport was engaged on week-to-week basis and Beitelstein was not the company's exclusive agent or representative.

Rapaport's salary under the agreement was \$900 less 10%.

Vallee-Osborne Suit

Suit of Will Osborne against Rudy Vallee for \$500,000, alleging libel, is argued at the court today. Vallee was dismissed in the New York Supreme Court.

Only two defendants now were found in the San Antonio newspaper, was let out by agreement of both parties. This leaves only Vallee and E. P. Dutton, his publishers. Suit centers around certain things Vallee wrote in "Vaughn Dream Come True," his autobiography. It is Osborne is set down as a former pupil of Vallee's. To this Osborne objects. He claims original.

Bernie on Coast

Ben Bernie and his band are moving toward the Montmartre, Hollywood, to open April 28.

Several one-nighters will be played en route.

With Montmartre is operated the Embassy Club, the latter rather exclusive, by the same management.

Tony Pace, formerly with Morris Press, and with Davis, Coots and Engel Monday (14).

Petrillo Explains Error in Phone Interview With "Variety"

Press Leaving Par.

Morris Press, gen. mgr. of Paramount's music department and of Famous Music, Par's subsidiary, has resigned, leaving April 19. Reason for Press' departure is reported a diversity of opinion.

Abe Meyer, whom Press recently brought from the coast as his assistant, will step into Press' post, it is said.

Chicago, April 15.

Editor "Variety":
In this week's "Variety" appeared the following:
"James C. Petrillo, president of musicians' local, is reported being in gross error in appointing a successor to the post of international president."
"I will not even consider it as long as Mr. Weber remains in office," Petrillo declared.

"Weber at various times in the past has been reported anxious to retire because of his health, and these rumors have lately been revived. He is a close friend of Petrillo and openly favors the Chicagoan for the office."

The foregoing statement is not accurate, in fact is misleading.

Here are the facts: A few days ago a representative of "Variety" called me on the phone and said it was not even to be considered that I was slated to succeed Joe Weber as president of the American Federation of Musicians. I told him that I was not even to be considered for the position, and would not, as long as the present incumbent was alive and in his present state of excellent health.

"Variety" has always been eminently fair to the Federation of Musicians, and to me individually. I feel quite sure, therefore, that as far as the reporter to whom I spoke is concerned, the mistake made was entirely unintentional. It is just another illustration of the folly of submitting to an interview which is conducted over the phone, where there is no opportunity to check up on possible errors.

I therefore request that you publish the above corrected text as the article in question has placed me in a very embarrassing position.

James O. Petrillo,
President, Chicago Federation of Musicians, 1600 North Dearborn Street, American Federation of Musicians, J.C.P.-MR

Songwriters Are New York Bound Option—Ruined

Option time in Hollywood is seeing songwriters flock to New York at the rate of several a week. Most of the sharps-and-flatters are returning without hook-ups, leaving them free lancers meaning cents without a contract.

While the Hollywood bankrolls last the songwriters don't have to worry. Songwriters by disposition are light-hearted and don't anyhow.

What seems to concern some most is whether or not they dare show up around New York old links in the gay knickers and other rainbow haberdashery brought back from Hollywood.

FRISCO UNION WINS CONTRACT REVERSAL

Higher Court Sustains Pact With Theatres as Valid

San Francisco, April 15. Contract of the Musicians' Union of San Francisco with theatre owners and the Allied Amusement Industries is valid and enforceable by injunction, according to an important and sweeping decision of the California District Court of Appeals handed down April 10, reversing a decision rendered ten months ago by Superior Judge J. T. Bracco.

Higher court verdict concerns the action of the Musicians' Union against Nasser Brothers, theatre chain operators here who with the aid of the "oldies" damaged their orchestras as an unnecessary expense. Under its contract with the various San Francisco theatre operators the Musicians' Union sought in the courts to compel Nasser Brothers to reinstate the dismissed orchestras. Union contended that the dismissal constituted a violation of the agreement signed by the Union and the various managers. This action came to trial before Judge Trabucco ten months ago and that court held that the organized musicians had no enforceable contract.

Because of the decision of the District Court of Appeals the case will now be heard on its merits in the superior court. If the musicians win, the theatres must either put back the human orchestras or close their doors.

The higher court decision written by Judge John J. Tyler says: "The law does not have one rule for the employer and another for the employees. This contract was one of mutual collective bargaining. It is equally binding upon employers and employees alike, and enforceable by both parties. Courts should in the interest of public welfare give recognition to the laudable efforts of groups to improve industrial conditions and to prevent waste and idleness."

Attorney Schmulowitz, representing the theatre men, said he filed a rehearing before the District Court of Appeals and in the event it is denied will carry the issue to the State Supreme Court.

Theatre men have claimed that contract with Musicians' Union was merely an agreement on working conditions, but not a contract (worked) but not a guarantee to employ them.

Hungarian Band Leader Very Strong in Europe

The Hague, April 2. The Hungarian jazz king and fiddle leader, Bela, who has led his band from Hotel Adlon, Berlin, got a roaring reception on their arrival. Bela proved just as much a draw as his predecessors, Paul Whiteman and Jack Hylton. Public enthusiastic.

Touring Holland and a few provincial towns this week.

Paris, April 15.

Bela, making an infrequent tour, has been wildly acclaimed all over Judging from the various reports circulating into Variety's continental bureau from all European capitals.

His Odeon disks are terrific sellers in Europe and many are well known in America.

Piantadosi with Robbins

George Piantadosi, who severed his connection with Remicko, where he held a professional manager, goes with Robbins as general professional manager. Billy Chandler will remain with same firm as radio manager.

Little change in personnel of the music industry. Elmer White, resigned as professional manager of DeSylvia, Brown & Henderson and shifted to Davis Coots & Engel Monday (21) where he also will be professional manager. Dave Ringle, harmony man for DeSylvia, Brown & Henderson, also handed in his resignation into White's continental bureau in the same capacity for Shapiro-Bernstein.

Fifth Herbert Memorial

Friends of St. Patrick and the Gallie Society are planning fifth for Victor Herbert memorial week, for week of May 25.

They are planning having special program radioed to Ireland.

Greer and Klages Back

Jesse Greer and Ray Klages, songwriters recently working for Metro, returned from the coast last week. Both boys will remain in New York for a few months during free time work.

Disk Reviews

By Bob Landry

British Broadcasting Band
(Columbia 50213) Radio in John Bull's water-stopped, stronghold, is not what it is in this end of the long swim. Over there it's "wireless," government monopoly, and as a public diversion admittedly giving the public not what the public wants but what someone thinks they should have. Like the old-time big-time vaude bookers.
Here, therefore, preserved in wax, is a little bit of what the dial-two gets. From the viewpoint of many persons a strong argument against government monopoly. "Samson and Delilah," parts one and two, is heavy stuff if typical British radio fare.
Columbia has released a number of recordings by the Broadcasting Band. None has been successful, seemingly, due to some lack in the mechanical processes. Their other imported discs have a much better tone quality than the British output. Percy Pitti bated this particular one.

"America's Boy Friend"
(Columbia 2143) Charles "Buddy" Rogers makes his initial phonograph recording under the above billing and with an introductory verbal mention it's his first. Rogers has been doing a singing specialty in a number of Paramount pictures, also appearing on Public stages. That gives him vocal assurance.
Actually he has a pleasant, if undistinguished, tenor. His twist not precisely a list, but definitely a trademark.

He here introduces "Any Time's the Time to Fall in Love" and "Sweeping the Clouds," from the revue, "Paramount on Parade." Should sell well to the fans. That billing isn't so exaggerated. Dames are cuckoo over this married kid.
Introducing Carl Webster
(Okeh 41393) Carl Webster and his orchestra are currently completing their education at Yale, earning and playing on the side. They have an encouraging precedent for this method in Yale's own Rudy Vallee. It is understood upon graduation

this June the Websterians will take up music professionally.
This is their premiere on the discs. They play very well together, with sureness and no lack of musicalship. Using "Puttin' on the Ritz" and "With You," their fault, possibly a recording studio collaboration, for novelty, losing the melody values in the process.

Ted Wallace
(Columbia 52151) "Stein Song," best represented in the vocal work, reversed by a pleasing new Remick tune, "Telling it to Daisies," makes an attractive coast.

Paul Tremaine
(Columbia 2130) Tremaine band is on Broadway at a Chinese spot. Their ideas run to a wide-open heat valve and disdain for mutes. This technique when applied, as here, to "Keep Me Down My Walking Stick" and "She'll Be Coming Around the Mountain," is filtering high bitly through the yellow music.

Sir Dan Godfrey
(Columbia 50206) Another imported 12-inch. Flute and echo flute dominate melodious pair of semi-standards, "Echoes of Fall" and "Gavroches," may appeal to the old schoolers.

Tancreda Passero
(Columbia 50211) "Two Fair Children," the hauntingly beautiful basso aria from "Il Trovatore," can be recommended if disc shops thence, operatically inclined customers. "Norma" reverses.

Phasers has a pip of a deep bass.
The Knickerbockers
(Columbia 2129) Two from De Sylva, Brown, and Henderson. "Thank Your Father," great melody combined with one of the smartest lyrical routines that I've sprouted since "Echoes of Fall" and "Gavroches." "Good for You—Bad for Me," mate.

Ought to sell plenty.
Fred Rich
(Columbia 2132) Regarded as one of musicians' keenest arrangers, Rich confirms that estimate with two recordings, notably "Strike Up Band" and "Send for Me," from "Simple Simon," not hard to bear, either.

(Columbia 2144) He of the silver label uses for his latest, "Singing a Vagabond Song" and "On Sunny Side of Street," latter from "International Revue," stage.

Will probably please Lewis fans.
(Columbia 50212) Vernon Gail French disc. Exquisite soprano in "Paris" and "Paris" one of the more melodious, and therefore most popular, operas.

Eddie J. Walters
(Columbia 2137) Walters has excellent style, clear diction and vocal personality for comedy numbers such as "Me and Girl Next Door" and "Leven-Thirty Saturday Night." Both are lyrical ideas of considerable cleverness.

English Act Says Moss Withheld Promised Pay

Nesbit Brothers, an English act which arrived in the States eight months ago, are requesting a \$285 settlement from Joe Moss and the Hollywood Restaurant. E. Franklin Goldner, att'y for the act, notified Moss that unless the claim was made good they would start suit.
Nesbit Brothers allege that they worked for the Hollywood for eight weeks under a prior arrangement that after the first four weeks they would receive an increase in salary. Salary was not increased during the last four weeks of their engagement.

Joe Moss' Pelham Place

Operators of the Hollywood Restaurant, Joe Moss, Ben Ueberl and Jack Amaron, are erecting a new roadhouse on Pelham Road.
Construction on the roadhouse, which will be called the Hollywood Gardens, started Monday (14). Building will cost in the neighborhood of \$100,000.

It is intended to open the roadhouse the eve of Decoration Day. Jan Garber, now at the Hollywood Restaurant, will go into the Gardens for one month. Charles Dornberger will probably follow. Garber into the Hollywood restaurant.
Hollywood Gardens will be operated free of cover.

NBC Bands for Asbury

N.B.C. Artists' Bureau, through E.C. Scheuing, will supply all bands used at the Park Central Hotel, Park, this season. Casino, built at a cost of \$1,000,000, opened for the first time last week with Roy Ingraham's band.

Howard Phillips, band followed there in this week and Florence Richardson's aggregation goes in next week. Among the dunsation purveyors who Scheuing will book for the Casino are Rudy Vallee and B. A. Rolfe.

Each band will play at the Casino for either one or two weeks.

Bernie Damage Suit

Suit for personal injuries resulting from being struck by an automobile alleged to have belonged to Ben Bernie, is pending in the N. Y. Supreme Court, filed by Rose and Irving Hirsch.

Verona claims physical injuries suffered as a result of the accident which occurred while she was crossing 86th street, at Broadway, last November, and asks for \$50,000. Irving is her husband. He wants \$10,000 for loss of his wife's services.

Bernie has entered a denial through Attorney Harry Talbot.

HAMP STICKS WEST

Hollywood, April 15.
Johnny Hamp has called off his summer trip to Paris for an engagement at Les Ambassadeurs. He will linger here at the Ambassador Hotel.

This is Hamp's first summer away from the Westchester-Biltmore, New York, in a number of years.

Chatter in Paris

(Continued from page 66)
pling in two days' work in one day. They call it a day at four bells, just in time to get to the brokers' offices for the opening of the market. But such operations has 'em all cheerful here again.

Spring's officially in sight, Long-champs track open.
Isle of Corsica, where the new Hotel Napoleon Bonaparte opened April 1, being ballyhoosed as new tourist center. Nap's birthplace now holds a 150-room de luxe hotel, 18-hole golf course, beach, tennis and trimmings.

Charles Frank, in his early 20's, among the better known local picture and stage actors because of his beehemoth status, died suddenly. His heavy weight made him in demand for comedy roles, especially in pictures.

Harry Lawrenson now here editing the Fox Movietone newswheel. William G. O'Brien, former assistant general European director with Jack Connolly, continues with Fox here.

Lopez Testing Self
Vincent Lopez canvassing to ascertain just where he stands today on the New York scene. He is visiting the St. Regis WEAF period. Lopez hasn't changed a lot in style of programs of earlier days, in addition to his announcements he insists on singing. Just a habit. Lopez has plenty of liberty, but his type of band stuff is pretty familiar nowadays.

Inside Stuff—Music

Score Syndicates
Three firms will publish the songs used in Paul Whiteman's "King of Jazz" which is slated to go into the RKO. Agur, Yellin & Burnstein have four songs in the picture, Leo Feist have two and Shapiro-Bernstein, one.

Boy Who Made Good
The lyrics for all the songs in "Jonica," at the Craig, were written by Billy Moll, brought east from Madison, Wisconsin, by Shapiro-Bernstein last summer. Moll never saw the pan alley before S-B sent for him, after he made a few contributions to that publishing house. Besides writing the songs in the show, Moll did the song in "King of Jazz" which S-B will publish.

Young Menubin's 70%
Highest percentage player in the concert field is the 12-year-old violin prodigy, Yehudi Menubin. Boy is on a 70% arrangement of the gross wherever he plays, besides a flat guarantee.
Young Menubin, son of a poor Hebrew teacher in San Francisco, is being acclaimed the greatest living virtuoso of the violin, with a style recently new and different. Goldman, of Goldman-Sachs, the bankers, recently gave him a \$30,000 Strad as a gift.

BUYING PAVILION ROYALE? Atlantic City Resorts

Hollywood B'way Group Reported After It
Atlantic City, April 16.

Negotiations are reported underway for the Hollywood restaurant group on Broadway by John Osborne and Christio's Elvira, Roy's roadhouse, on the Merrick road at Valley Stream, L. I. Asking price reported at around \$300,000, including property surrounding the restaurant.

Hollywood group of Joe Moss, N. T. Grandlund and Benny Ueberl is the same operating the Hollywood restaurant. It has been cleaning up this winter, without a cover charge and 2,000 capacity for a naked floor show. Same kind of floor show will probably be installed at Pavilion if the deal goes through. Pavilion seats 800. John and Christio bought it some years ago from the late Paul Salvin.

Don Bigelow Steps Up
Don Bigelow's orchestra, now playing at the Park Central Hotel, dealing with Will Osborne's band, will be featured at that hotel when Osborne steps out. That will be April 26.

Schwartz at Abbey
Arkie Schwartz has taken over the management of the new Club Abbey on 64th street.
Some inside deal.

HERE AND THERE

Jack Lavin has left the Villa Moret office to become local manager for the Red Star Music Corp. in Chicago.

Jack Denny, for the past three years playing at the Mount Royal Hotel, Montreal, now with M. C. A. Later organization intends to bring him to the States about the middle of May.

Tom Gerun leaves the Coast to open at Lincoln Tavern, Chicago, May 15.

Lloyd Huntley's band to the Gibson Hotel, Cinn., May 1, and June back to the Broadmoor, Colorado Springs.

MCA booking Ben Bernie on single dates from New York to the Coast.

Willie Creager, musical director at the Columbia, New York, for burlesque policy, is now attached to the M.C. stock in New York doing special arranging of numbers for new commercial accounts.

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START FOR CARNIVALS

RINGLING CUTTING OFF ROBBINS' FROM EAST

Chicago, April 15. Ringling has openly announced war on the Robbins Bros. circus.

May Collier in Jam

Milwaukee, April 15. Mrs. May Collier, 42, former trapeze performer, was one of five arrested following the mysterious kidnapping of Gilbert Gohree, son of a wealthy West Allis grocer.

Fox Fair Dept.

Los Angeles, April 15. Fox West Coast has opened a fair booking department with E. H. Keefe in charge.

Circus' \$154 Opening

Uvalde, Tex. April 15. Cole Bros' circus, here grossed \$154, most disastrous opening of its outfit.

Cheap Radio Plug

Chicago, April 15. Cheapest radio buy by Sells-Floto here. Getting a nightguy out from nine stations for \$5 and \$25 tickets.

Al G. Barnes

Los Angeles, April 15. The Ringling touch is noticeable in the Barnes' layout this year.

CARNIVAL ON BEST LOT

Sells-Floto Couldn't Get in St. Louis -1st Opposition Stand

St. Louis, April 15. Sells-Floto has contracted the Market and Compton lot. Plot is located across town from the best location.

SPARKS SELLS AGAIN; GOING WITH RINGLING?

Washington, April 15. Charles Sparks has sold the Downey Bros. shows back again to Andrew Downey for the second time.

Park Without Band

No band or orchestra for Columbia Park, N. J., launching its regular season April 26.

OUTDOOR NOTES

The Addie Forepaugh Tent of Altona, Circus Fairs' Association of America, has been formed with ten charter members.

Sheldon Clark went out last week as head of the Chi Stallion.

George Meighan back to Chi to railroad the Robinson and Hagenbeck tricks.

Hand-painted business cards for Miss Kar! Knecht, educational director of Tom Mix.

Sparks Circus will open April 17 at Macon, Ga.

Christy Circus carrying eighteen men on advance car.

Cut rates will not be allowed on any Ringling circus this season.

Edward Arlington, now general agent, Downie Bros. Replaced Jerome Harriman.

John A. Driscoll, outdoors booker, ill, is back, but taking things very easy.

The recent death of Hans Jahns, outfitback with the Ringling-E. & B. show, will not force the act to be withdrawn for the season.

Palispades (N. J.) Amusement Park, opens April 26.

S-F EAST

John Ringling has decided to bring the Sells-Floto show east following its present western engagement.

LOWEST OPENING GROSSES EVER

South and Southwest Accepted as Forecast of Dismal Outdoor Season for Tricks—Big Shows Doing Little—Some Not Enough to Pay Transportation

CHISELED OVERHEAD

Extremely low grosses for carnivals in the South and Midwest have the industry worried.

At Anderson, Ind., always looked upon as a good spot, the Sol's Liberty Carnival took in \$112 in three days.

In Norfolk, Va., another spot usually pie, the Sheesley Show, April 7-9, got only \$311.

Other tricks, throughout the country have suffered, accordingly with the outlook that it will sink lower, if that's possible.

Low Overheads

Carnivals are operating this year under the cheapest setup they have ever had.

Dance Barge Disaster

Portland, Ore. April 15. Dance barge "Swan," cruising up Columbia river with a night party of 300 dancers, was struck by steel lumber freighter.

\$15,000 for 2 Shows

Chicago, April 15. Westinghouse is paying Sells-Floto \$15,000 for two evening performances at the Stadium week of April 14-15.

Sparks' paid the same price for a morning show for kids at the Coliseum a week earlier.

FLOTO'S MAY TERRITORY

Altona, April 15. The Sells-Floto circus will show in Altona on May 22.

San Antonio's Open-Air San Antonio, April 15. City has begun construction on first unit of open-air theatre in Breckenridge Park.

Completed project will cost \$50,000 and will incorporate several features of St. Louis amphitheatre. Stage will cost approximately \$10,000.

S-F OFF AT COL., CHI., BEST GROSS, \$7,000

Chicago, April 15. Sells-Floto Coliseum engagement ending Sunday 13, fell below last season's receipts.

"Duck-Lips" Manager

The contractual fight between Ringling-Barnum circus and Terry Turner over the rights to public exhibition of the Ubangi tribe of duck-lipped savages from Africa has been adjusted through Turner agreeing to let it play the show date under a sub-booking provision.

Hanaford's "Farm"

The Hanafords, back from abroad, are for the present at Lake George, N. Y.

Carnivals

For current week (April 14) when not otherwise indicated.

- Altona, Ind., Va. B. & E. Lynchburg, Va. Baker, Farmville, Va. Bely, Jackson, Mo. Bee, Russellville, Ky. Bernhart, Vicksburg, Miss. Bertrudi, G. Petersburg, Va. Birmingham, Ala. Bertier, Keokuk, Iowa. Buck's, Kamsale. Bullard, Morrist, Ala. Buns, Anderson, Va. C. Smith, Hopedale, Va. Carlo, St. Louis, Mo. Clark's, Darby, Pa. Cobb's, El Dorado, Ark. Davis, B. N. Y. C. Fairy, Springfield, Mo. Gibb's, Parsons, Kan. Galleja, Milroy, Pa. Happyland, Detroit, Mich. Hiderbrand, Selma, Ok. Henry, 21, Royal Oak, Mich. Hens, New York, N. C. Kauts, Portsmouth, Va. Lechman, West Chester, Va. Little, Charleston, W. Va. Little, Knoxville, Tenn. Loeble, St. New Iberia, La. Melville, Charlotte, N. C. Miller, Amite, La. Mimio, Graysonia, Ark. Monarch, Guttenberg, Va. Monarch, Blackwell, Okla. Murphy, St. Louis, Mo. Nally, Shreveport, La. O'Brien, La. Page, Corbin, Ky. Ringling's, Shelbyville, Tenn. Roubidoux, Shelbyville, Tenn. Roubidoux, Shelbyville, Tenn. Sams, Farmville, Va. Smith, Parkersburg, N. Y. Sells-Floto, Chicago, Ill. Shive, Owensboro, Ky. Show, Farmville, Va. Show, Farmville, Va. Wade, Detroit, Mich. Wash, Ok. New. Wade, H. Marianna, Ark. Work, Afion, Okla. Wortham's, St. Louis, Mo. Yellowstone, Dallas, Nev. Zarra's, Dulleton, N. J.

Circuses

Al G. Barnes, April 19, 1930. Tatt. Calif. 17, Porterville; 18, Yuba; 19, Fresno; 20, Truckee; 21, Santa Cruz; 22, Monterey; 23, San Jose; 24, San Francisco.

R-B'S FIRST WK. AT GARDEN DOES WELL

Ringling-Barnum circus got off to an unexpectedly strong start at the Garden. First week built to capacity by Thursday night.

Last season the big show started the Garden date Easter week. This season, two weeks ahead of a similar period, there was some doubt about attendance.

Circus Notes

Though running six big shows this season John Ringling is sticking to the R-B show.

Charlie Weber, 18-year-old clown with R-B, is a professional boxer.

Ubangi Make Talk

These big, lip women; the Ubangi savages, are the talk of the town.

Alfredo Codona is a marvel even to old circus executives.

A party from the circus visited Lou Graham, the former Ringling announcer, motoring to Middletown, N. Y., Sunday last week.

Arthur Dunn Clowning

Arthur Dunn, from Vaucluse, has joined the big top.

Dave Warner of the Bob Eugene troupe, bar act, who fell to the stage on the opening night at the Garden, is still out of the show.

Bill Conway, contract man with the Ringling show, has been sent to Chicago to assist Zoack Tell, manager of Sells-Floto.

Al Butler, back to outfit after a trip to St. Louis to square Sells-Floto date there.

Jake Newman Off 101

Chicago, April 15. J. D. (Jake) Newman is out of 101 coming to California for the summer.

Newman was engaged by Zack Miller to assist with the Tom Mix suit he has started. Newman was to be the keyman in the fight.

WANTED

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SINGLE ROOM WITHOUT BATH, \$1.25 AND \$1.50 PER DAY
SINGLE ROOM, BATH, \$2.00 PER DAY
DOUBLES, 11 ROOMS, \$1.50 WEEKLY
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- Jimney H J 'Josh' Mack Charlie
Castell Torri Marvin Roy
Cottolito Jose Fred Hall
Dove A Myers Miss

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PRACTICAL and ECONOMICAL
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Lanier Jack
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Lightfoot Peggy
Clitkins Jack
Malhard Bros
Edwards David
Robertson L E
Roy Philip
Ganole Peter
Sifford W C
Smith Rex
Hall & Esley Wuga Clarence E
Tulla Mrs

and Central, J. C. Branford, Ritz, Elizabeth, Clem Murphy now head entire production department. Changes of managers: Ben Weather from Hollywood, East Orange, to DeVitt, Bayonne; Jimmie Nash to Hollywood from Cranford, Cranford; Clayton Codum to Cranford, Bill Matthews from Tivoli to Royal Bloomingdale; Jules Laurent to Tivoli and supervision Central, Newark.

SEATTLE
By DAVE TREPP
Orpheum - "Little Johnny Jones"; vaude.
"Men Are Like That," vaude.
"Bill the Butcher," stage.
"Five," vaude.
Seattle - "Young Marie," vaude.
"Princess of Wales," vaude.
"Blue Moon - 'Till Texas Moon," vaude.
"Coliseum - 'Vengeance," vaude.

THE BERTHA APARTMENTS
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STEAM HEAT AND ELECTRIC LIGHT, \$15.00 UP Mrs. Jackson now in charge

BROOKLYN, N. Y.

By JO ABRAMSON
Flatbush - "Room 349," vaude.
Brooklyn - "Mixed Marriages," vaude.
"Stepping Sisters," vaude.
"Jamaica - 'Stepping Sisters," vaude.
"Jamaica - 'Stepping Sisters," vaude.
"Jamaica - 'Stepping Sisters," vaude.
"Jamaica - 'Stepping Sisters," vaude.

OTTAWA, CAN.

By WJ M. GLADISH
The "Amateur" Club of Canada has protested against the new Quebec law which provides for censorship of picture advertising in newspapers. Protest forward to Premier Taschereau.

A. C. Raleigh, Fox theatres manager in Olympia, Wash., here last week, reports little business here, causing slump in show going. Outlook bettering.

by Irene McAfee; aerial lion, by Matt Roy; tiger on elephant, Joe Metcalfe; lionesses, by Johnny Myers.
Not much in aerial stuff, with the sensational tricks of the "Gretomas" topped everything else. Compared to the Neiss troupe this outfit, although working the same routines on the high wire, are perched at an altitude of but 25 feet, where the others went to 45 feet. This due to the much lower top here. Combination flyers are Babe Letourneau, Bertha Cook, Raymond Behee, George Wiers and Wm. Letourneau. Of the equestrian acrobats the Mark Smith troupe look best, with the Matlock circus.

Miller and Lykes' show "Shuffle Along of 1930" trying out next week at the Flatbush.
"Bob West, formerly at Brooklyn Par and reported going to the Met in Boston, now at the Brooklyn Fox as organist."

MONTREAL

His Majesty's--Dark.
Palace--"Under a Texas Moon," vaude.
"Princess--"The Small," vaude.
Imperial--"The Golden Cat," vaude.
Strand--"Double bill," vaude.
"House in Order" (2d week), vaude.

AL G. BARNES

(Continued from page 83)
cars, it includes four tiger cages, four lion, one car each of bears, leopards and hyenas, 10 Liberty Steeds, six canaries and eight chickens. Besides other sundry animals and Tusko, the big pachy, named "Casper," who is a champion prize stock and are a feature. For a small size show, and for the money (75-150) there is enough under this tent to give the show a missing in real feature stuff for the most part, there are two outstanding acts. They are the Gretomas high wire troupe, and Mabel Starke, tiger trainer. Miss Starke was with the former, and she is a champion. In the solo spectacle, a fantasy, nothing out of the ordinary. Blossom Robinson is with Jack McAfee. Stella Syme and Albert Lee around her. Kinkhark's Midgets, Barnes stands for years and still doing the same "Wooden Soldiers" routine. "Lotus," blood sweating hippo, is a new attraction. It includes the "Tusko," giant elephant and a bad behavior. Animal kept under heavy chains but in ring and cage. One of Albert Wingers, galloped and horses, trot in thoroughbred style for a neat display. Mabel Starke, a champion prize stock, is the year with the tigers. Bert Nelson also absent in the lion cage, his work now done by the new show. Judges, Miss Starke as usual shows plenty showmanship. At the performance caught she had trouble but pulled through. Along with the other arena displays are a leopard and stallion presented by Lorraine Jones; lions atop horses,

CARNIVAL'S BAD START

(Continued from page 83)
Flash on many tricks is gone, with not enough draw to net money in good times.
A major outfit, such as the Rubin & Cherry shows, is operating on \$1,300 daily. This is computed on 12-week basis. It includes the cost of wintering and overhead. Johnny J. Jones, on the same basis, is spending \$1,350 daily, with Beckman-Garritt talling in with \$1,000. Morris & Castle, around \$1,150. Neiss \$1,500. Rubin & Cherry Model Shows \$759. Brundage Shows \$750, and D. D. Murphy, \$1,000. Figures are computed on 6-day-a-week basis, with one day allowed for traveling.
Smaller outfits, such as the Rodmar Shows, Bruce Greater Shows, Dodson's World Fair Shows, Pacific States-Kilne Shows, and others of this type are operating on less money than ever before. Investment in these tricks represents thousands, most of the money tied up by individuals who own the rides and shows. These, along with the name they operate under, are feeling the pinch and the let-down in business.
In some cases P. A.'s are only getting \$10 weekly. With others the cheapest class of labor has been engaged.
Situation is lowering still further the standards of these carnivals that were once America's apple pie. Now appears that few rebookings will result from this year, with more towns closing because of dropped standards.

MINNEAPOLIS

Metropolitan--Dark.
"R-K-O Friday" (2d week), vaude.
"R-K-O Saturday" (2d week), vaude.
"R-K-O Sunday" (2d week), vaude.
"R-K-O Monday" (2d week), vaude.
"R-K-O Tuesday" (2d week), vaude.
"R-K-O Wednesday" (2d week), vaude.
"R-K-O Thursday" (2d week), vaude.
"R-K-O Friday" (2d week), vaude.

NEWARK

By C. R. AUSTIN
"Marching Men," vaude.
"R-K-O Friday" (2d week), vaude.
"R-K-O Saturday" (2d week), vaude.
"R-K-O Sunday" (2d week), vaude.
"R-K-O Monday" (2d week), vaude.
"R-K-O Tuesday" (2d week), vaude.
"R-K-O Wednesday" (2d week), vaude.
"R-K-O Thursday" (2d week), vaude.
"R-K-O Friday" (2d week), vaude.

ROCHESTER, N. Y.

By DON REDICK
Lycenum--"Bachelor Father" (stock), vaude.
"R-K-O Palace" - "Murder Will Out," vaude.
"R-K-O Temple" - "Harmony at Home," vaude.
"R-K-O Broadway" - "Light of the Western Stage," vaude.
"R-K-O Grand" - "Phantom of the Opera," vaude.
"R-K-O Broadway" - "Dark," vaude.
"R-K-O Broadway" - "Dark," vaude.
"R-K-O Broadway" - "Dark," vaude.
"R-K-O Broadway" - "Dark," vaude.

NEWARK

By C. R. AUSTIN
"Marching Men," vaude.
"R-K-O Friday" (2d week), vaude.
"R-K-O Saturday" (2d week), vaude.
"R-K-O Sunday" (2d week), vaude.
"R-K-O Monday" (2d week), vaude.
"R-K-O Tuesday" (2d week), vaude.
"R-K-O Wednesday" (2d week), vaude.
"R-K-O Thursday" (2d week), vaude.
"R-K-O Friday" (2d week), vaude.

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"R-K-O Thursday" (2d week), vaude.
"R-K-O Friday" (2d week), vaude.

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"R-K-O Sunday" (2d week), vaude.
"R-K-O Monday" (2d week), vaude.
"R-K-O Tuesday" (2d week), vaude.
"R-K-O Wednesday" (2d week), vaude.
"R-K-O Thursday" (2d week), vaude.
"R-K-O Friday" (2d week), vaude.

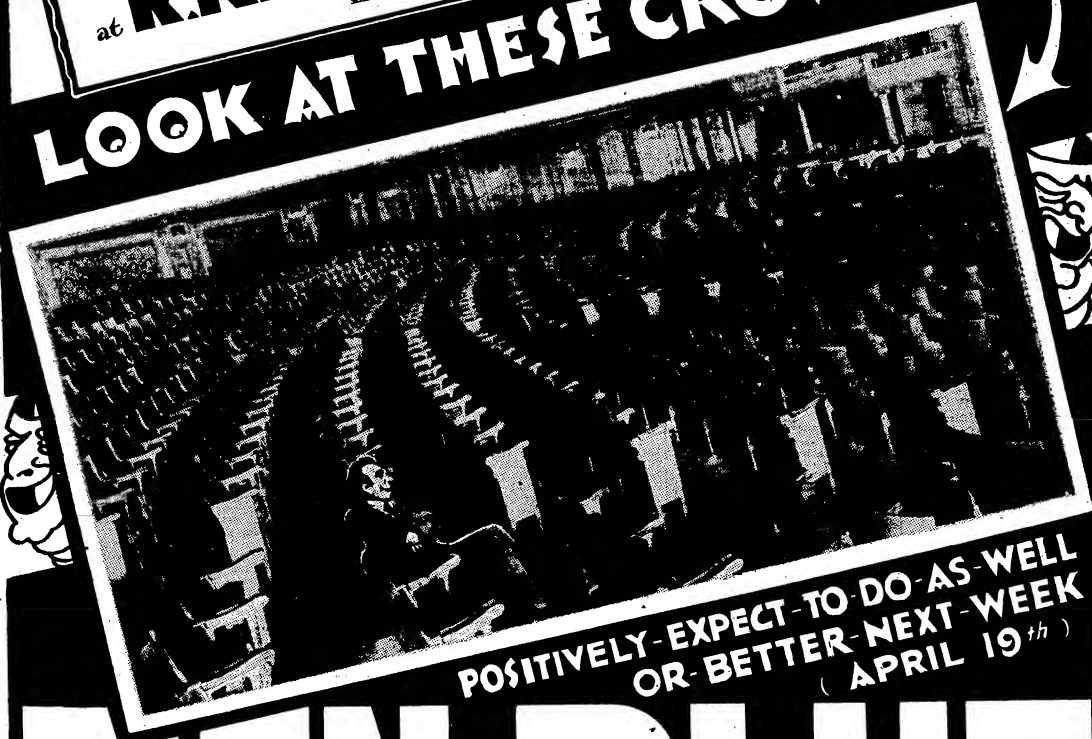
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PACKING 'EM IN
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POSITIVELY EXPECT TO DO AS WELL OR BETTER NEXT WEEK
(APRIL 19th)

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CHAS. MORRISON
MY BENEFACTOR
WILLIAM MORRIS

FLORIA VESTOFF,
JIMMY FRENCH-LEO ARTIGA,
JOE SELLY — CHARLES RUDY
HARRY FRAISER, *Drums*
CHAS. SAWYER, *Electrician*.

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NEW YORK, WEDNESDAY, APRIL 23, 1930

80 PAGES

NITE LIFE IN PARIS NOW

Minister of Modern Church 'Show' Gets \$1 Bills for 'Names' in Person

One of the foremost showmen in New York City is not a theatre man, but a minister, the Rev. Christian F. Relsner, pastor of the Chelsea M. E. Church, on Washington Heights. Every local theatre man admits as much, and Loew's knows as much.

The attractions at the Chelsea Church had as much to do with the elimination of the stage shows at Loew's recently-opened deluxe 175th street theatre, as the competition of nearby R-K-O and Fox houses.

Rev. Mr. Relsner competes with amusements with their own weapons—only he is able to offer bigger attractions at more advantageous terms.

Every Sunday night is "celebrity night" at the Chelsea Church, with a stage or screen star; Al Jolson, Eddie Cantor, Jane Cowl, Fred and (Continued on page 60)

MERE SCREEN TEST IN STUDIO UP TO \$500

Making screen and voice tests of legit actors in the New York studios has become something of a science. With each test averaging two hours in the making, the men in charge spend half that time calibrating down and soothing the actors, whose footlight assurance deserts them before the insidious microphone.

Idea is to stall on the actual take until the nervous tension has spent itself and the actors exhausted from strain, have a reaction, acting human again. Very often the first couple of times are not recorded at all, although the actor is not informed.

Each test costs from \$300 to \$500. It requires about 10 studio employees, cameramen, electricians, etc. Each test is put on the cost sheet of the particular picture for which the actors are being tested. News already narrows down to definite possibilities before the test is made. Very difficult to get a test nowadays, the receptive attitude by the studios of a year ago being altered materially.

Novelty for Nuns

Warner Bros. is giving a private showing of "Disraeli" at the new Hollywood theatre Thursday morning to the nuns of all orders in New York and Brooklyn. Motion Picture Board of the International Federation of Catholic Alumnae is acting as host.

Expected to be the strangest audience ever in a theatre, as nearly all have never entered a theatre since taking their vows.

Many, especially from foreign countries where the theatre is considered a place for the devout to shun, have seen little of theatres, even before entering a convent.

Wise Cab Driver

Shubert chorus boy rushing out of theatre hails a passing cab.

"Take me to one of the downtown ferries quick," he ordered.

"Anywhere in the Village o.k.?" piped the cab driver.

Talkers in Alaskan Town 1,800 Pop. with Daily And Two Theatres

Anchorage, Alaska, April 5. This, nearest town to the Arctic Circle, has been given talkers, Empress, only local picture house in the farthest-northern town having Western Electric equipment. Town has a population of only 1,800, yet supports two shows a day at the Empress, only concrete building in this frost-bitten town. It's nearly always night here, but lone two shows are from 6:30 to 10:30 p. m. Capt. Lathrop, owner of Empress, booked in Par's "Cocoanuts" and "Midnight Frolic" (short) for first bill. Through a tie-up with the local paper, Anchorage "Daily Times," nearly two full pages of merchant advertising was secured.

Despite small population, Empress has an organist and orchestra leader. He's Kenneth Laughlin, and on Sundays gives piano lessons.

One of the unusual policies of the Empress is the refusal, now that talkers are in, to seat anyone after 7, as it might disturb seated patrons.

GOV. OF OHIO ASKS FOR VAUDE IN DAYTON

Dayton, O., April 22. Gov. George Cox of Ohio has written to Hiram S. Brown, president of R-K-O, requesting that vaude be restored to the circuit's theatre in this city. Dayton hasn't seen a real live vaude actor since the start of this season when the Keith-Albee went straight pictures.

Besides the letter, Gov. Cox's newspaper, Dayton "Herald," has been waging an editorial campaign for restoration of vaude. James Muir, dramatic editor of the paper, is doing the editorializing, stating the time is ripe and vaude is wanted by the Dayton public.

"Abie" Lives Again

"Abie's Irish Rose" is again on the boards, having opened in Brooklyn Monday with other Subway circuit time to follow. George Fitchell, formerly booker for Anne Nichols, is offering the show by arrangement with Miss Nichols, who is resident on the coast.

GUIDE TO JOINTS, BARS AND PLACES

By Abel Green

Paris, April 12.

With minor variations, if any, the following low-down on the Paris nite life will be a satisfactory guide to all American tourists visiting Paris this summer.

Current nite life is divided into two divisions, Montmartre and Montparnasse. Referring to what is known as the Left Bank, i. e., the other side of the Seine, centered around the Boulevard Montparnasse. The Left Bank also holds the Quartier Latin or students' quarter. Sobonnettes are naturally limited on their b. r. for nite life; hence, inexpensive but oftentimes more interesting nocturnal diversions have sprung up in that vicinity.

Montmartre is that sector "on the hill" where rows on rows of cabarets, bars and creep-joints, not to mention other institutions, abound. For the "other institutions" the average tourist has no difficulty along those lines.

For the open-door entertainments the cabarets are legion.

Paris, with its abundance of Russian cab-drivers and ex-Romanoff nobility, is also reple with vodka cabarets, probably the gypsy types of 'em all, and nobody's wild about them. That goes even more so for the righteously indignant French who resent the Russian cabarets' "murderous" scales, knowing that they are the ones that give Paris the rep as a take town. Since these Russian joints are quite important, to dispose of them there's first, the Sheherazade, which boasts of an air-cooling system in the summer. Atmospheric and decorative. A class joint, but, like the Casanova, they're out to fill up your

(Continued on page 28)

INDOOR GOLF IS NEW USE FOR DARK HOUSE

San Francisco, April 22.

Found: new use for unprofitable and dark theatres.

Harold Sampson and Bob Gates, golf "pros" in Burlingame, suburb near here, have leased the Garden theatre there and transformed it into an indoor golf course. Stop curtain is hung back stage and in the orchestra pit is a sand trap. Terraces in the balcony have been transformed into a putting course. Sampson ballhoolis his venture by claiming it gives opportunity for exercise of woods and long irons that no other type of course offers.

Clacquers' System Disclosed By Paris' Chief Noise Maker

Paris, April 12.

The chief clacquer of the Casino de Paris is being interviewed.

With true pride in his art, he says:

"No, we don't believe it's wise to scatter the clacqus all over the house. You can't get good teamwork that way. Gotta have six on one side and six on the other side of the house. And by signal (demonstrating the various cues at this point) we can arrange how to create a good round of applause, an extraordinary salvo and, on occasion, an uproarious bravo."

"But we don't bravo under 500 francs a month. We don't get that dough you know; that's the leader's. Of course he pays the management 1,900 (\$40) for the clacquing privilege for a year."

Asked how a management as important as that of the Casino's would bother about a 49 buck annual deal, the clacquer was of the opinion that some secretary to the "direction" (as they call it here) (Continued on page 75)

The Breaks

London, April 12.

Some people get all the breaks in this world.

Sidney Fox, executed for murdering his mother, was cited to appear as co-respondent in a divorce suit day after his step-ol.

Experimenting with Television on Stage With 7-7 Ft. Screen

Schenectady, N. Y., April 22.

Every morning at Proctor's (R-K-O) local theatre, General Electric engineers are experimenting with Television.

At present a screen 7 x 7 feet is being used, with a screen 12 x 12 preparing to follow.

Theatre's stage hands observing the tests want to join the projection machine operators' union, fearing their stage services will not be required at some time in the future. They say that from what has been seen so far it won't be long, maybe, before a 12-act program taken in New York may be Televised to 2,000 or more theatres.

Chicago, April 22.

WMAQ, Chicago "Daily News" station, contemplates a Television studio by July.

It will broadcast groups of three images, showing figures to the knees.

WIBO's present daily half-hour Television broadcasts are confined to single head images.

ONE BIG TIME VAUDE HOUSE IN AMERICA

Chicago, April 22.

Palace, one of the remaining two straight vaude houses, is finally going vaudfilm. Changeover is set, awaiting Hiram Brown's final okay.

House goes for four shows a day, with vaude. Latter will cost about \$6,000 for a five-act bill, containing two headliners.

Prices will range from 25c to 75c on weekdays; 50c to 85c on Saturday, with Sunday 85c all day. Current places Palace on level with all loop picture houses, and a dime higher than the other R-K-O vaudfilm spots, Star-Lake will cost about \$5,000.

Palace, New York, is the other two-day all vaude theatre, the last big timer left in America.

Shelving It

Paramount has heard Garbo talk. It will plug its "Paradise on Parade" with the slogan: "Clara Slings."

BUY AT HOME IS LOCAL CAMPAIGN

Reading, Pa., April 22.

In York, Pa., Appeal theatres boosting a "Buy at Home" advertising campaign, without cost to merchants and businessmen. Posters put up at each theatre and cards urging the public to buy all merchandise at home instead of going to the larger cities within a few hours or a half day's journey, on screen.

Same posters and cards are used to urge the public to support home banking institutions.

FLYING TOO DANGEROUS

Eastern Parks Don't Want Stunters Over Crowded Fair Grounds

All aviation stunts for the fairs and parks this summer in the east so far are out.

In previous seasons some of the parks went in for the "flying circus" stuff so far the demand for this is nil.

The drawback against the stunt aviators is the risk the crowds run when the planes are zooming above them.

The flyers will have to restrict their stunts to the flying fields.

BROOKS

THE NAME YOU GO BY
WHEN YOU GO TO BUY

COSTUMES

GOWNS AND UNIFORMS

1427 B'WAY, N.Y. TEL. 5250 PENN.
ALSO 2300 COLUMBIA TO 121ST

GLEANINGS IN LOBBIES

Warners Acquire 7 Chains In Drive for 1,000 Theatres

Warner Bros. box-office expansion plan will have in operation 1,000 additional theatres before the end of the year, a Warner official states.

The brothers are after theatres owned by the chains, this official said, and there are plenty to be bought. Instead of tightening up, box-office by the bulk, is loosening, according to the Warner survey.

Warners' Theatres

Meanwhile Warners is acquiring theatres, mostly independents in Pennsylvania, Ohio and Virginia, at a terrific rate. During the past month deals have been closed in these territories for close to 140 theatres. Before the end of the year the brothers' president states 80 other theatres will be added. Under the Stanley deal and several other independent chains taken before the commencement of the latest drive Warners have 257 houses.

During the past few days Warners have effected closure with the Winner and Vincent circuit, representing 17 theatres. The same goes for Universal's Milwaukee circuit. Formal announcement of the acquisition of these two chains is being withheld, however, until next week. Between the two, Warners figure 40 theatres in all.

Yesterday the brothers released the list of 51 theatres in seven other independent circuits which they have acquired during the campaign and are now preparing to operate.

The Rovenor and Handic circuit, New Jersey, is one of these. The theatres and their locations include: Grand, Vineland; Levoy, Millville; Peoples, Millville; Westmont, Westmont; Collins, Collinswood; Clementon, Clementon; Lyric, Camden; Towers, Camden.

The 18 in the Harris circuit throughout Pennsylvania, Delaware and Ohio are:

Harris, Tarentum; Peoples, Tarentum; Harris, So. Hills, Dormont; Harris, Majestic, Johnston; Harris, Findlay, Sixth Street, Cochostown; (Continued on page 20)

Ted Lewis at Kit Cat

Ted Lewis has an engagement of 10 weeks at the Kit Cat cabaret, London, commencing May 2. He will probably double at the Palladium (vaude), as usual with the cabaret's high salaried floor attractions.

Lewis sails Saturday (26) on the "Leids." The Morris agency secured a release from Public for a couple of weeks on the end of his term with it to permit Lewis to make the London date on time. Morris booked both.

Eddie Foy's Salary Jump

Eddie Foy, Jr., has agreed to appear in "Present Arms," the Radio Pictures talker, at \$2,000 a week.

Young Foy has been with the Fred Stone show, "Ripples."

A brother, Dick Foy, has taken up the theatre's business end. He is asst. mgr. on the Public chain.

LOLA LANE, "FEMME"

Los Angeles, April 22.

Lola Lane plays her first star part in "The Femme."

James Cruze bought the story for her from Gene Town.

Mary Lawlor Moves

Hollywood, April 22.

Mary Lawlor leaves Metro at completion of "Good News."

She has been engaged to appear opposite Richard Dix on the Radio lot.

Picture untitled.

Edith Fitzgerald, Writer

Edith Fitzgerald, writer of "Many a Slip," financed by Metro through Sydney Phillips. Contract is for three months with options.

Miss Fitzgerald starts April 23 on the coast.

Clarke Speaking

Hollywood, April 22.

A phone talk by Harley L. Clarke in New York to one of the Fox men on the coast is being repeated for a smash hit around here.

Calling up from New York, Clarke said:

"This is H. L. Clarke speaking. I represent the people who are now in control of Fox. Hope you will pardon me for calling, but it is necessary," and so on, along a similar reserved line.

It utterly astonished the Fox employe at this end. He repeated the conversation of the new Fox president who took such modest pains to identify himself.

NO MERGING O.K., SAYS DEPT. OF J.

Washington, April 22.

See-sawing of statements concerning the likelihood of the physical merger of Fox and Loew, wherein the picture interests claim the action will be taken and that no interference is expected from the government, has gotten a rise out of the aforementioned government.

Again Department of Justice officials state that they "will not sanction" such a combination of interests. It was added that that also applied to the Warner-First National merger.

Those familiar with the workings of the department, particularly under the administration of Attorney General Mitchell, cannot see the department putting itself in such a position.

Mr. Mitchell reversed the previous Col. Donovan approval of the Fox-Loew deal. He proceeded slowly before filing with every indication the department believes it has a good case. To now back down and let the physical merger go through, states these observers, would be tempting an avianie from Congress.

Only way seen here, in view of that "will not sanction," is a consent decree entered in the courts.

"Norma" Nos. in "Lind"

Culver City, April 22.

"Jenny Lind" (M-G), going into production within two weeks, will have Grace Moore singing the same songs which the Swedish Nightingale sang on her tours.

Studio has obtained rights to music of the opera "Norma," numbers of which were among the outstanding of Jenny Lind's programs.

Tiff's 3d Dimension

Tiffany's third dimension has gotten to the printing machine stage.

An outfit is being assembled in Detroit. At present only test shots have been made and no regular release is yet scheduled for the process.

Protecting the Prince, Making Talker Silent

Ottawa, Can., April 22.

Because they did not like a rag about the Prince of Wales in the British number of "Sions" of Show, which appeared in Ottawa, last week, the censors deleted the dialog when the film became a silent—much to the disgust of patrons.

MERCHANDISE IN 'STORES' FREE

Inexpensive Tieups with Local Merchants Insure Theatre Patrons of Many Household Things Without Charge — "Country Store" Idea of Other Days Now Systematized

GOOD WILL STUFF

In the picture theatres today one can buy or—if one is lucky—win anything from food to eat to a pot to cook it in. The chains, in a great competitive effort to give 'em something besides a show, have resurrected the old time neighborhood exhibitor's once-monthly "Country Store Night" his habit, jazzed it up and placed it on a 365-day basis.

Instead of once a month as in the past, every night is "Country Store Night" in the picture houses. It's all a part of the new style theatre adverting. No longer are theatres publicizing in the staid old-fashioned way. Exploitation is the word that has displaced advertising and they're socking it over by word of mouth and throughout the news sections, instead of letting it lie unnoticed on the dramatic page.

The giveaway, raffle and lobby store means of dishng out our merchandise is merely the theatre way of commanding attention for pictures and stage shows. It is a new old ballyhoo that creates attention for one thing by getting it through something else.

General Merchandising

A list of the stuff handed out makes them sound more like general merchandising stores than theatres.

Public opened up the lobby store field with booths for sale of music sheets and discs. Machines that vend candy at a profit for the circuit as well as the candy manufacturers also there.

Other nose giving away and raffling off any article they can land through economical tie-ups.

Fox theatres are handing out shoe boxes containing about a dozen samples, ranging from pancake flour to aspirin and a patent medicine.

R-K-O houses giving candy to kids in the handout.

All the theatres are raffling off kitchen utensils, electrical appliances, even automobiles, with the numbers going on each admission ticket.

Season tickets for beauty shops, radio sets and exact replicas of dresses worn by the various pictures and stage stars are among the favorites of theatre raffles.

Hook-ups for merchandise with local tradesmen are cheap, mostly without cost to the theatre through exploitation given the tradesmen's goods. The giveaway is considered by the theatres as an attractive method of gaining attention for the shows. As well as strong buldler of good will.

Folies Magic Number

In the review of the new Paris Folies Bergere production in "Variety" last week, it was indicated that the original producers had lifted at least one number from the New York stage. It is said to be the magic number created by Seymour Felix and attracting attention in "Simple Simon."

If true, it is a reversal of the usual order of things. It is no secret that American producers have adapted plenty of material from other Folies reviews. The Parisian show a special group of girls is doing the magic number. In "Simple Simon" Felix picked his girls from the ensemble and trained them.

Injunction Dissolved on "Party Girl" by Judge—Saw Kids in House

A Studio Tip

Los Angeles, April 22.

New writer at one of the studios had the studio stool pigeon pointed out by an old hand.

"La. out for that guy," said the veteran. "He's the prophet who tells all."

FOX BOOK AUDIT FOR YEARS BACK

Fox-Locust Not Operated by Fox Theatres

Under the new administration of the Fox companies, an audit is proceeding over the books for a number of years.

Nothing so far is announced as having been revealed for publication through the examination. Just what goal is being striven for besides the balance sheet to date for the new regime to start under is not stated.

One item reported uncovered is that the Fox-Locust, Philadelphia, is owned jointly by William Fox and Alfred Greenfield, of Philadelphia. The audit discloses this theatre was never carried on the books of the Fox Theatre Co., and that it never has paid film rental to Fox Films Co. under a plea, it is said, that the Fox-Locust has been an exploitation house for Fox pictures.

Amount involved for Fox film service, unpaid, is reported at over \$800,000, since the Fox-Locust opened, during which time it has been operated by its owners, independent of the Fox company.

The Fox-Locust is a twice-daily run at \$1.50 top. It is now playing "Song of My Heart" (McCormack), (Fox).

Connolly Abroad, Likely To Resume for Movietone

Sailing on the "De de France" Friday from New York, Jack Connolly ostensibly returns to Paris to bring his family home. It is understood, however, that Connolly will resume his former position as European general director for Fox Movietone sound news.

It's a position Connolly occupied for three years, before his summary removal with Courtland Smith from the Fox organization at the order of William Fox before latter sold out. Connolly, with his portion of the foreign celebs brought before the Fox mike, partially shared with Smith in the unlimited glory resulting from putting over Fox news as the pioneer sound reel.

Connolly will likely remain on this side a few weeks after his next ocean trip west.

Mae Murray's 3 Weeks

Chicago, April 22.

Mae Murray is headlining at the R-K-O Palace 1 1/2 weeks. It's the first she has accepted in R-K-O houses. At the finish of the tour Miss Murray is due back in Hollywood.

Other two houses, in consecutive weeks, are Palace, Cleveland, and Palace, New York.

Gus Howard—Fox

Gus Howard, recently in "Sweet Adeline," goes with Fox on an optional contract. Booked through Lou Irwin.

Begins June 2.

Chicago, April 22.

Dissolution of the injunction restraining police from interfering with "Party Girl" in Chicago was brought about by the fault of the theatres themselves, according to the presiding judge, William B. Lindsay. Court said he had gone to see the film and in the theatre saw plenty of minors, contrary to the terms of the ruling, but explained that the picture was not immoral in his eyes.

Theatres playing the picture, Avaton, Granada and Marbro, had two hours in which to replace "Party Girl" with other pictures.

Avaton sent in "Melody Man" (Co.); while the Granadas and Marbro used "Cohens and Kellys" (U).

HAYS' MILLIKEN VERY FRANK BEFORE WOMEN

Reading, Pa., April 22.

Former Governor Carl E. Milliken, of Maine, secretary of the Will Hays organization, told the Woman's Club here, at an open meeting:

"The picture industry needs plenty of criticism, because there are still plenty of things wrong with it."

"But is not as hopelessly vulgar as some declare it is," he added. The secretary answered many questions from the floor.

"The view groups of representative women from the churches, women's clubs and patriotic societies have been a great factor," he said. "In improving the movies in recent years. Co-operation between the public and the industry is needed to make film entertainment clean and fit for children."

FRENCH TALENT HERE

Actors and Composer Coming Over — Metro Contracted

Paris, April 22.

Drift of American picture producers toward use of foreign talent in several fields is again noted in the departure of French players and a composer for engagements in the States.

Yves Mirande, playwright, sails on the "Paris" tomorrow (23) under contract to M-G.

Maurice Yvain will be aboard the "Levlathant" tomorrow (23) in company with Paul Fekete. Yvain is a composer under exclusive contract to Salabert, who Fekete is that firm's manager. The pair will tour the States and may seek a tie-up with Chevalier to plug French music.

Marcel Andre and Andre Berley, French actors, are booked for the "Olympic," April 30, under a Metro contract.

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\$22,000,000 in Stock Exchange For F. P.'s 280 Canada Theatres By Paramount—Deal Requested

Paramount has made a proposal to buy Famous Players-Canadian at the invitation of that company above...

Par has offered the Canadian interest 300,000 shares of Paramount stock. At around current figures it would bring the price in stock at around \$22,000,000.

Originally when active control by Adolph Zukor and associates was passed, the Canadian company felt that it was in an embarrassing position with American interest...

F. P.-Can. has 280 theatres in Canada. It dominates the Dominion completely in the theatre way. A large number of the theatres are in very small Canadian towns.

Toronto, April 22. Famous Players-Canadian shareholders are upset by the offer of Paramount to take over the company...

Arthur Roebuck, legal representative of minority F. P.-Can. shareholders, declares the whole thing is a case of trust abuse...

Shareholders are hearing all kinds of rumors. One of the strongest is that an offer was made to L. W. Kilborn...

"In view of the exceptionally generous nature of the offer, I feel sure the exchange of shares will go forward smoothly..."

1st Runs on Broadway

- (Subject to Change) Week of April 26 Capitol—"Ship from Shanghai" (Metro) Colony—"Double Crossroads" (Fox) Glob—"Cuckoo" (Radio)...

- Week May 2 Capitol—"Redemption" (Metro) Colony—"Clancy of Wall St." Roxy—"King of Jazz" (U)...

- Other Bookings April 26—"Western Front" (U) (Central) May 2—"Show Girl in Hollywood" (U) (Waner Garfield)...

be any changes in personnel or policy.

A. Cohen, managing director of the company, says Arthur Roebuck is wrong in his assumption that the controlling interest is going to be sold into the United States...

There is no opposition to the matter at all," he said. "It is entirely up to the shareholders. We are sending them a letter outlining the offer and they can do what they please...

200 Theatres F. P.-Can. controls 200 theatres throughout Canada, under practically all principal film houses. Mostly located in large cities. Have no houses in towns under \$10,000...

F. P.-Can. shareholders have had a tough time. Early last summer, when the stock was wavered around 50, they heard British Gaumont was offering \$75 a share for it...

Nathanson raised a row and resigned as M. E. Fox stock on a voting trustee. The F. P.-Can. stock stopped and ended up at \$38 a month after it had been selling at \$81.

N. Y. to L. A. (Clum Alvino, Lewis Warner, Edith Fitzgerald.)

L. A. to N. Y. Walter Camp, Jr. Al Lichtman, E. C. Jensen, Duke Allard, Carl Laemmle, Jr. Jack Rousso, Lynn St. Johns, John Barry, Carl Laemmle, Jr., Harlan Thompson, Marion Spitzer, R. A. Diegers, Sam Hark.



HAYS' HARD RAP AT INDIES WHO SELL STOCK

\$10 Per Share Asked For Stock in Company to Re-issue "Bar-Room"

Resurrecting "Ten Nights in a Bar-Room" from the silent vaults, a group of independents headed by H. M. Richey of Abram Myers' Allied indie staff...

"They say it can be a masterful combine of "Cook 'N' Woad," "Over the Hill" and "Sunny Side Up."

While informed of the move, which is termed there "one of the most audacious stock selling schemes made in the industry," the Hays office is not revealing what action it will take.

One Hayate comments: "Funds get low in some of these political exhibitor organizations. Myers is starting his trade paper and SI Steffes wants Publix to give him a theatre, so it looks like the Michigan lieutenant figures his best 'in' is to become a producer."

Except for the lining up of officers nothing so far has been accomplished. According to the printed matter, even DeLuxe Productions, Inc., is only proposed so far as the "In" goes. Printing and world rights to the theme are set.

Yonkers' Ladies' Kick Over Dog Spotlight Leaves No Impression

An "unnecessarily cruel" complaint from five lady members of the Yonkers S. P. C. A. over a short subject on the bill at the R-K-O Proctor's was disregarded by the management and the film reached the week in spite of protests.

Picture the ladies didn't like was "The Peline Fighter," Grantland Rice Sportlight. Scene objected to by five ladies was the film in which pictured a death struggle between a pack of dogs and a wildcat.

One ground for the objection, as offered by the anti-cruelty ladies, was that last week happened to be "Be Kind to Animals Week." In view of that, the picture was especially out of place, they stated. Manager George A. Roberts' answer was the film had been passed by the regular censorship boards...

Florida Looks Bad for Summer; Sparks Closing 20 or More Houses

Those Coast Lobbies

Hollywood, April 22. In the Roosevelt lobby: "....And I says to him, Tilly only make three pictures a year...."

"...30 grand...." "....I knew that lug back in New York and when. Now, his secretary tells me, he's in conference...."

"....40 grand...." "....There goes Ziggy...." "....So I says to him, 'If you don't grab it, Fox will....'"

"....Did you notice if Aaranson played my number yet?...." "....50 grand...." "....Look at that swell pair of gamas...."

"....Hollywood's the nuts...." "....That guy's serewey; what I said was...." "....60 grand...."

"....And that supervisor thinks he can tell me how to write, say...." "....They're trying to make an actor out of him, but he's still a hooper...."

"....Only a buck, and I'll pay you back...." "....I'm tellin' you, they killed it in the cuttin'...." "....75 grand...."

"....If that's fair, I'm...." "....Did you give attention to that guy, I'll tell you what to do...." "....That punk agent wants to see you for commission and I got the job made...."

PAR TAKING FRENCH FILM COLOR PROCESS

Paramount is threatening to be the first of the big Technicolor customers since color came in to swing away from that process in favor of one of their own. A deal may soon be closed with the Eastman Kodak interests for exclusive or non-exclusive rights, whatever arrangements can be made, for a French photographing and printing process given the American name of Kodacolor.

This is the Keller-Dorian process of the K. D. Company, Paris, and is explained as a three-color method of printing on single-coated film. It can also be projected both in natural colors as photographed, and, if desired, in plain black and white, this standing as one of its important features outside of its single emulsion film.

This new Eastman process is not to be confused with Kodachrome, contracted for by Fox and given the name of Foxcolor for that company's color product.

Under their contract, Par will still do some more pictures in Technicolor, reported at a half dozen.

Fox's First Big Special With New Pres. on Job

Fox, with Harley Clarke in his first lap as head of the organization, is out to top any super-special deal by Fox of any other producer in the business. These are Winnie Sheehan's ambitions for "Big Trail," to show the utilities what is of their own, Clarke, can get behind.

The picture, expected to get in the shooting stage within another week will feed 20,000 players at different times in the course of its camera work, which alone is anticipated to require the next three months. Color, wide film and standard width will be some of the technical attentions of this theme, which is being so blazing the Oregon path, will resolve.

Raoul Walsh, director, has selected an unknown, John Wayne, to play opposite Marguerite Churchill, who will be starred.

Jacksonville, April 22. Foreseeing a hard summer, all in Florida, E. J. Sparks, largest Florida operator of theatres, shortly will darken over 20 houses in the state.

Sparks says he is profiting by former experiences. Many houses open last summer will not reopen until business conditions improve appreciably. Sparks says he prefers the loss of fixed charges rather than add to the "red" through operation.

Theatres which did not open this winter season remain closed until January, 1931, because of heavy losses incurred while they ran. They include the Queen, Fort Lauderdale; Wallace and Rialto, Bradenton; Sarasota and Park, Sarasota; Omar, Fort Myers, and Temple, Ocala.

Houses open this winter and closing shortly are Orpheum, St. Augustine, 800-seat house; Princess, Sanford; 700; Ritz, Orlando; 700; Ritz, Clearwater; 700; Etta, Ocala; Lyric, Gainesville.

Gloomy Outlook Since Houses already closed this winter season include the Plaza (800), St. Petersburg; Arcade (1,200), Riverside (900), Republic (800), Temple (1,600), Jacksonville; Athens (800); DeLand; Arcade (600), only house in Kissimmee.

Four of the eight houses in dark, by Sparks in Jacksonville are in jeopardy with another house closing soon. Florida (Publix) and the Casino (Independent) are the only other white (people) houses in the town.

Publix has closed several houses down state, including the Victory, one of the first line houses in Tampa.

Florida conditions this summer look gloomy, even to the most optimistic, with the tourist crop large but lacking the spending urge. One of the state's leading financiers, Jacksonville banker, said this week that it will be a tough drag uphill to the next winter crop, eight months away. The races at St. Johns park, near here, took it on the chin, about \$50,000 to the bad and the fair lost \$7,500.

Eastman's Refund of \$2,000,000 From Income Tax Paid

Washington, April 22. Eastman Kodak Co. has been refunded over two million dollars in interest and profits taxes covering 1929, \$2,222,423.

Report from the Internal Revenue Bureau covers four pages of complicated legal phases. It involves erroneous assessments, employees' compensation, losses, reserve adjustments, invested capital, inventories, depreciation and miscellaneous items.

SHEEHAN'S SUIT MUST SOON BE ANSWERED

W. R. Sheehan's suit in the New York Supreme Court to recover \$450,000, alleged by Sheehan to be withheld from him by William Fox, is soon due for an answer. Fox's summons was served nearly three weeks ago. Fox has 20 days within which to file an answer to the allegations.

Griffith on "Birth"

Hollywood, April 22. When completing his present task of editing and cutting "Abraham Lincoln," D. W. Griffith will step out of United Artists. His next project will be the addition in dialog of a Civil War prolog, and a World War epilog to be added to "Birth of a Nation." Griffith started next week at the Metropolitan studio. A reorganized Triangle Film Company will handle the distribution of the re-made "Birth."

PERCENTAGE PROFESSIONALS

Commercial Talkers Halted by General Business Depression

Commercial production has been hampered by business conditions, the unemployment situation and contributing factors, with manufacturers, according to business picture editors, unwilling to try the talker advertising until present depression eases up.

Producers making the non-theatrical product are admittedly up against a struggle, with contracts more difficult to obtain than ever. This includes Par, whose subsidiary, Paramount Business Pictures, was recently organized to go after commercial business.

The one big deal arranged for a series of one-reelers through the Boston "Post," which in turn had negotiated a plan for distribution through the Public New England houses, has been called off, information reveals.

Big business organizations are claimed deeply interested in the use of talkers for advertising purposes, seeing this as a medium that may eventually lock horns in competition with radio, but at the present time are quoted as saying that business conditions forbid the large experiments.

7-REEL OPERATIC FILM ENTIRELY IN ITALIAN

Fortune Gallo in collaboration with Joseph W. Cerman has completed a seven-reel operatic "Faggiaccio." Cast is entirely operatic without previous screen appearance.

Fettiello was made without re-releasing arrangement with an eye on the Italian market. Being entirely in the Italian language it can get under the Mussolini barrier.

NEED SPARKS AT HOME

Talks Politics at St. Thomas, Canadian, and How!

London, Can., April 22. Ned Sparks, born Edward Sparkman, visiting his parents in St. Thomas, plunged into Canadian politics Friday night. He spoke in support of the local candidate, saying he had been in California for many years, but his heart is still in Canada and that he had not yet become an American citizen.

Coast Agents' Committee Increased by Producers

Los Angeles, April 22. Dave Thompson and Leo Morrison, alternates on the agents committee, have been added to the regular committee of five selected last week by the general meeting. The Producers' Association in an effort to better agency conditions, increase their group from five to seven, figuring that five out of 70 agents was not sufficient representation.

Useless French

Hollywood, April 22. Jack Holt burned the midnight oil to master a song in French for his next Columbia, "Heck! Instead!" He burned some more when discovering it was just a gag. The picture is longless.

Bway's Ex-Sleuth, Peabody, Author For Fox Talker

Capt. Frank Peabody, one of the best known detective chiefs of the New York police force, now retired, has been engaged by Winnie Sheehan as a scenario writer for Fox. The term is indefinite, with Peabody likely dipping up from his memory several stories based on actual experiences in his varied sleuthing work.

Peabody's first for Fox will be a tale of a sensational mystery of its kind in New York, with a society background. He is now in communication with John Ford, who will direct the Fox talker, Ford is in New York, living with Peabody while the story is being worked out.

Peabody in his police days was a buddy of Winnie Sheehan and Joe Schenck, both of whom were permanently in the metropolia at that time. Besides a skilled crime detector the captain was known to Broadway as a prize getting semi-professional in the dancing contests frequently held in the foremost dance places of years ago in New York.

Capt. Peabody has several cups won by him in the contests. He still looks upon them with longings for the good days when he was hoofing with gusto and speed.

While Peabody was strutting his stuff both ways, Sheehan aided the New York police commission as its secretary. It was through Sheehan's own recall of many incidents of his copper experience that went into Fox's best underworld film, "Pressed to Kill," and now Peabody Peabody can be converted into as good a talker author as he had been a detect and stepper.

Frances Dade Op. Maude

Hollywood, April 22. Frances Dade, legit ingenue, will be the femme lead in Cyril Maude's first for Paramount, "Grumpy." Miss Dade is under contract to First National Goldwyn. He engaged her as a possibility for "Raffles." She has not appeared in a Goldwyn picture as yet.

Laura Lee Injured

Hollywood, April 22. Laura Lee suffered a fractured rib and other bodily injuries Saturday night, when a microphone boom fell on her.

She was appearing at the time in First National's "Pop Speed." Newlyweds Sailing Hollywood, April 22. Following their recent marriage here Irene Mayer daughter of Louis B. Mayer, and Dave Seitznick will go abroad for a honeymoon. They sail May 7 on the "Olympic."

Marie Baumer Arrives Hollywood, April 22. Marie Baumer, playwright, arrived Monday under contract to Paramount. She authored "Penny Arcade," recently purchased by Warner.

MUST STOP OR QUIT BUSINESS

Chiseling on Grosses with Talkers Rented on Percentage to Theatres Causing Much Loss and Great Annoyance—Cannot Police Every Theatre

SERIOUS SITUATION Cheating exhibs, running from insignificant indies to those operating important first runs are giving the distributors more than a headache on percentage booking of talkers.

That isn't warranted any more than a return to silents, percentage booking being regarded now as an economic and essential upshot of the invasion of sound. It is freely conceded, however, that if a secret service system was to be set up that would keep a 24-hour watch over all accounts to see that money isn't stolen from the distrib, then the percentage producer-distrib companies, as far as prohibition and surrounded by some of the evils of that highly-controversial law. In general, producer-distrib companies, as far as prohibition and surrounded by some of the evils of that highly-controversial law.

One of the larger producers within the last year has discharged 50 of its checkers for bribery and other offenses, despite these men were taken from the film ranks and in most cases included salesmen who had been regarded as upright characters. A distrib leader throws up his hands at the thought of policing every theatre its company serves product on its percentage. If that was the only workable plan, but on the other hand is convinced the temptation to the checker to graft with exhibs is too great.

In a work agreement is that the checking system as now in vogue does not work. Despite the thousands claimed stolen from the distrib by the dishonest theatre owner, the distrib is holding back on a return to flat rentals on the theory that percentage selling is the great feasible and is also pointed out that the percentage plan has a more direct influence on production and playing of better pictures, low returns to both distrib and exhib on poor product having the effect of outlawing the weaker material.

Will Stick Until— "We will stick with percentage booking as long as we can and indefinitely unless the exhibs kill it themselves," one of the big distrib heads stated.

Of the larger companies more than 50% of the rentals is now on a percentage basis. Paramount runs highest with its flat rental reduced between 50 and 60%. Metro's percentage biz runs in the aggregate to between 50 and 60%. The industry on the whole favors percentage, although it was forced into that form of selling when sound came in and no one knew what rentals to charge as a safety to both sides.

With sound the percentage plan became an end, leaders feel that everything will be on that basis within a year or two if the proper safeguards against cheating can be formulated. The exhib and man who are cheating are manifold. The cheating exhibs, who the distrib claim will put themselves out of business eventually because of their dishonesty, are those who bribe company checkers with the bribe running into three figures, distrib leaders pointing to this as evidence of the amount of money that is being stolen from the exhib. One case (Continued on page 20)

Ill. Censors Upheld by Court; Bad Judgment in Two Houses Over Children and Advertising

Dimmed Flash

Los Angeles, April 22. T. A. T. could get more picture celebs as passengers for the trip from Hollywood to New York if the last lap of the trip, from Columbus to New York were made by plane instead of train. Celebs squawk that they Public no attention or publicity unless making a bonafide landing in New York.

PAR'S OWN MAG AT 10c AS PART OF LOBBY SALE

Par-Mag plans for their own fan magazine, for sale in the chain's houses at a low price, probably 10c, to meet competition from mag put out by Woolworth's 5-10 stores, would add a new line to the Par-Public merchandising system and be the first actual selling of an mag by a producer-distributor or chain.

For some time Par and Public have considered a fan mag. Recently thought of backing or publishing it has grown warmer with the company's houses marketing in lobbies sheet music, records, candies, etc., on a large scale and profitably. At the same time avoiding any public impression, it was merely an exploitation stunt for Par pictures and Public houses, the fan mag would print news of all leading producer companies, stars, etc., carefully selecting and editing the material.

Urban Will Design for Fox's Wide Film Talkers

First Fox pictures in color, with both under plan to be shot in both 35 and Grandeur width are "Connecticut Yankee in King Arthur's Court" and "The Man Who Came Back." Joseph Urban will design sets for both pictures. He is familiarizing himself with color for screen use.

The Foxcolor process on which the company has been conducting experiments for several months will be used. Sufficient camera and other equipment are expected in readiness by July 1, when "Connecticut Yankee" goes into production on the west coast with David Butler directing. Will Rogers will be starred.

Work is going ahead on the Foxcolor lab in the east so that sufficient printing facilities for these and other color talkers will be at the company's disposal.

Foxcolor is Fox's own color process, taken from Eastman and popularly called Kodachrome.

Grandeur versions of the picture will design will be in black and white, unless a wide film color camera is perfected in the meantime, color versions being in regulation or 35 mm.

POWELL'S 'IMPERSONATION'

Paramount has bought E. Phibes Oppenheim's "Great Impersonation," as a starring picture for William Powell. Demmon Cliff has been assigned to adapt it. No director yet.

Chicago, April 22. Illinois Supreme Court decision upholding the police ban on "Aish" (UA) has brought censorship matters to a head here.

Reports are that the censors will issue no more "pink" permits, meaning adults only, but will ban objectionable films outright, with indications of full support from the police. Attitude of cops and courts here has changed to the opposite side of the principle to certain occurrences with "pinked" pictures and those playing under restraining injunctions, as did "Aish!"

First was the dissolution of the injunction on "Party Girl" (TIM), by Judge William Lindsay after picture had played three weeks at the Woods and was in de luxe neighborhood spots. Judge gave as reason for setting aside injunction that he had gone to the Avalon, southside theatre, and found many children present, expressly against the injunction. Judge also complained that the theatres had advertised and exploited fact that picture was playing under an injunction, whereas he had told exhibitors not to do so. Decision has frightened local Tiffany exchange, which is now willing to take cuts and get a "pink." Attitude of police is that exchange is just out of luck for not submitting to cuts in the beginning, the ban sticks.

Fines? The case of "Aish" may have far-reaching effects. Picture played here primarily under an injunction. Supreme Court has upset injunction, thus making the showing illegal. All houses which have played "Aish" are to advise police. Decision has frightened local Tiffany exchange, which is now willing to take cuts and get a "pink." Attitude of police is that exchange is just out of luck for not submitting to cuts in the beginning, the ban sticks.

Supreme Court stand has had a mighty effect upon the courts here. It is doubtful whether in the future they will be ready to issue restraining orders under an injunction. That the censor board has the support, in some way, of many women's clubs is evident. These clubs rarely see their picture, but rely entirely on the censors' decisions. The censors have their best argument to the clubs in the ads spread in the dailies.

Even though the censors let "White Cargo" through with a "pink," the women's clubs are taking steps to have the picture banned, spurred on mainly by the ads used by the Castle theatre. Ad reads: "Not for children. May not be shown in any other theatre in Chicago, because it has been barred by Will Hays. In presenting it we are defying all screen conventions."

March-Carroll Teamed

Hollywood, April 22. Frederic March and Nancy Carroll will go east about the end of May to do "Laughter" at Par's Long Island studio. It will be the first time the pair have been together in a picture.

Florence Eldredge (Mrs. March) will accompany her husband, returning to the coast around July 1.

MRS. LASKY'S EXHIBIT Los Angeles, April 22. Exhibition of 50 oil paintings by Mrs. Jesse Lasky is at the Nicholson Galleries, Pasadena. Paintings are on tour of the Coast.

Dorothy Lee Again III Hollywood, April 22. For second time within week Dorothy Lee led to steps of east of Radio's "Rialto, Back Door." Illinois but not Illinois.

Arthur Loew Not Sold on Making Foreign Dialog Talkers Abroad

Paris, April 12. Arthur Loew, here on a general survey, made necessary by the foreign language talker problem, has many things to say about it. Hollywood is to be favored as a production center for French, Italian, Spanish, German and other foreign language talkers, he says. Foreign market is as decidedly there for talkers as in silent days, and even more so. France is a very important foreign market and Italy, as yet unopened, will be even greater than France. Spain and Germany are generally accepted as very worth-while, claims Loew.

As to producing foreign dialog in Hollywood, the best thing for the industry abroad will be to have a Hollywood genius and talent will be directed with a special eye to the foreign countries. Dialog shortcomings will be totally discounted when a previously accepted silent American star is shown making a dialect effort to parley-voce in the lingo of that particular country. They'll appreciate the effort manifested by Garbo or a Chaney or a Fairbanks (Continued on page 56)

TOO REALISTIC SAY RUSSIANS OF "EARTH"

Powerful Foreign-Made Instructive Film May Be Suppressed

By Eugene Lyons

Moscow, April 11. "Earth," a powerful picture just released by the Ukrainian Kino Co., has become the center of a furious discussion in which not only film people but politicians and educators are taking a lively part. All participants in the discussion agree that the picture is technically excellent—masterpiece of photography and direction, according to some. Alexander Dovzhenko, young director whose work is attracting more and more attention, thought to put on the screen the most elemental things in life—birth, death, love, hate, the planting and harvesting of crops, etc.—in the simplest unadorned way. All admitted he has succeeded in the largest measure.

There is no such unanimity on other phases of "Earth." Dovzhenko has gone the limit in the matter of artistic frankness. He has little to the imagination in handling such themes as love and birth, for instance.

The question has been raised by some critics as to whether it is desirable to let the public see the production at all. Although the intention of the film throughout is purely artistic (and this is not to be a suggestion of deliberate pornography), some folks fear that the public might take it as such.

Political objections are raised to the film on political grounds, or, as the phrase goes here, on "ideological grounds." The philosophy implied by Dovzhenko—who is also author of the piece—is not far from "Nature." This is hardly in accord with the theory of class struggle, some Soviet critics claim, which is the foundation of Soviet thought.

"Earth" takes the prize for absolute candor. A considerable footage is given over to a stark naked girl, without so much as a veil or a bathtub between herself and the camera. Her lover has just been killed and she is shown in her own room, completely nude, writhing in the agony of her disappointed love.

There is the usual Soviet story of the good poor people who had rich peasants in but the poor, of course, win out. But the story is subordinated to the theme of Nature.

Beginning and End The film begins with the death of an old man, who eats a juicy apple and expires peacefully. It ends with the lovelorn lady taking a new lover. Between the beginning and the

NORTH AFRICA CIRCUIT

New Theatres Proposed—French Made Talkers Wanted

Paris, April 11. Circuit building has reached North Africa. Raymond Roussillon, manager of the Riatio, 1,300-seater in Casablanca (Morocco), says that a local garage owner, D. Gauties, is heading a syndicate to finance a circuit which, besides the Riatio, will build a 1,000-seater in Rabat, the French Morocco capital; also 800 seats in Meknes, Fez and Marrakech, Moroccan provincial towns. Riatio has Western Electric wire. French talkers, says Henri Roussillon, are now imperative in Morocco, as well as everywhere else in French possessions.

1st Swedish Film With Stage Star Is Native Made

Stockholm, April 8. Svensk Filmindustri, the largest local producer and exhibitor, is just starting the first Swedish-made dialog film, headed by a well known Selma Lagerlof story, "Charlotte Lowenskold," with Pauline Brunius, the Oscar theatre's leading actress, in the title role. Gertrud Paulsen-Westergren, Swedish opera singer, has the singing in Anna Svard's role.

In the next talker nothing is decided except that Gosta Ekman, Sweden's stage star, is going to star in it, with Paul Merzbach as director. There will be one Swedish and one German version, both produced at the Raason studio, on the newly installed Klang-Tobis equipment. Ekman is going to do the German dialog version as well as the Swedish.

Paramount is engaging Swedish actors for Swedish versions of the talkers which it will produce in Paris. Engaged Edwin Adolphson, another from the Oscar theatre in Stockholm, as director of the first Swedish version. He may take one of the principal roles.

British Film Field

By Frank Tilley

London, April 11. Jefferson-Cohen, Fox talker, "Queen's Nocturne," prize flop of week. Despite Macpherson's hysteria over censorship. "Ernie Reid, one time Fox head here, now taking care of Columbia in this burg. Milton Schwarz also over here, awaiting Joe Brandt. Maurice Elvey, British studios in Seven Dials on brewery site. Scottish Trade Union Congress next week trying to boycott all talker houses on ground over 300 members of Musicians' Union out through installing American talking machines." Will ask trade union pilot to stay away from wired houses.

Audience ballot at Castle theatre, Egremont, Liverpool, gave 1,556 votes for and 636 against talkers. House now to wire to cinema.

Total wired houses in this field just over 1,200, with Western Electric having 635 of these.

Whitehall's Terrible Record Report of the senior Official Receiver now winding up Whitehall Cinema concludes failure was due to extravagance, lack of managerial unity, bad buying of continental films. The British Cinema Company shares. This letter was the outcome of a deal made with Gerhardt Kean Productions (Continued on page 32)

Convention Over Paris, April 22. Metro's Continental sales convention closed here after a week's session. Finale had a big dinner.

British Pictures Inferior, Say Australian Censor's Report

Poor Translation and Spelling with Films From Am. Now in Paris

Paris, April 11. Sloppy laboratory work in printing either French or English titles is giving the distributors trouble. "Tiffany's" "Midstream" talker to be known as Capucine shortly. French local exhibs a shock at the preview trade shows. Superimposed on Claire Windsor was the French title: "Are you sewing on those curtains rings with the gramophone's needles?" deficient Anglo-French title-writer's idea of a suitable translation of what was probably an idiomatic English speech. In solving this, the gross errors in spelling drives the distributors goofy. Jacques Haik's Olympia, boulevard house, runs features with French titles. "The Girl in the Suede Shoes" spelled in Metro's "Trail of '98," although the print has been here for months, was one example.

One Way Propaganda Film And German Film Operetta

Vienna, April 10. "Turkskib," Russian educational film, describes the determined attempt still going on to build a conclave of anti-Bolsheviks in Russia and Siberia. This line was commenced at both ends at the same time, and it is hoped that 1931 will see it finished. The difficulties involved in laying track over deserts and through mountains in extremes of heat and cold are brilliantly represented.

Altogether, the film is a good piece of propaganda. Soviet films are more especially since it leaves out such scenes as the daily procession of starving children or the lineup of aged people before the state food rationing. It takes two hours for a little bread or salt.

"Liebeswalzer" ("Love Waltz"), German film operetta featuring Lilian Harvey, Willy Fritsch and George Alexander. Fritsch plays an American millionaire's son, who accepts a position as right hand man to an Austrian archduke. The archduke is alive for ceremony not liking for the rare beauty. He is an entire irresponsibility which proves highly embarrassing to the American who has to straighten out the resulting complexities.

Picture is fairly amusing, well acted and very German.

Lasky After Stories?

London, April 22. With Jesse L. Lasky in Paris, story is circulated here that he will immediately start search for foreign film stories. He also will look over the operations of Robert Kane, backed with \$2,000,000 by Paramount in his Paris production, who already has made 35 shorts in French and Spanish, as well as a feature length talker. "The Hole in the Wall."

Story here is that Paramount is prepared to put a large amount of cash in the building up of its foreign market.

An interview with Adolph Zukor here he sailed from New York last week, quoted the Paramount head as saying his company contemplates turning out 20 features in French, Spanish and German for export during 1930.

Mangan Ballet Clicks

London, April 22. "Beauty and Dance," comprising 75 girls, although billed for \$2, is the biggest and best dance aggregation ever seen at the Coliseum. Production is made up of four dance scenes, each with a special setting. The picture will be shown next week after first show and after second show date was extended another week.

Light work in precision drills is splendid and the act was accorded an enthusiastic reception. Idea was conceived and carried out by Francis Mangan, Paramount's European producer.

Sydney, April 22. Sydney censor points out that pictures of British origin have been censored much more severely than American product, due to the fact that the British producers' tendencies are toward undesirable Continental ideas and treatments. Constant recurrence of situations in which story heroes and heroines are in compromising relations and use of vulgar and sordid incidents is complained of.

The official cites the figures showing that the States sent 31,842,000 feet of film into Australia in 1929, compared to Great Britain's 4,230,000 feet. Out of 223 features imported in British imports, the censor netted 45.

The censor draws the conclusion that the British trade has lost a golden opportunity to capture the film market of the whole Empire because of its inferior production. The official summarizes that British films are generally below the standard of the American product, technical quality and entertainment value.

HIGH SCALES IN ARGENTINE FOR FILMS

By Harry E. Goldfarn

Buenos Aires, April 3. Theatrical and picture season is full swing. First release was Paramount's "Patriot," which last year played to good effect at the Fox as a pre-release and now is biting into the cash at the second-run Paramount also put over "Fox Feathers," smash from the cash "Love Parade" is on for a scheduled two-months' run at the Astrak. Nothing but praise heard. Picture opened to 43 top and looks like ending in good luck at the top. Excellent exploitation work locally by Paramount.

Metro - Goldwyn - Mayer also smashed it over and is running picture to good effect at the Fox. Fox houses, this company having at least 15 films showing at one and the same time. "White" is a far there has been nothing outstanding, all the films are good box. (Continued on Page 62)

Minor Argentine Exhibs Want Wire on Rental

Hollywood, April 22. Major studios have been propositioned by a group of small exhibitors in Argentine who seek technical equipment and rental deals. Argument by the exhibitors is that they cannot afford to install recording equipment and the studios will lose out unless the smaller houses are wired.

Mexican Gov't Educating Farmers Through Talker

Los Angeles, April 22. The Mexican government has made definite preparation for production of talker shorts to be used in educating its farmers. Miguel Contreras Torres, in charge of motion pictures for the department, is here to purchase recording and reproducing equipment for the government's new studio at Mexico City.

Picture will be similar to those turned out by the United States government, and will be exhibited with portable sound equipment. Torres will also buy camera and lighting equipment and hire crew. The government has appropriated \$500,000 for outfitting the venture and if this is successful intends to extend its picture activities to other branches of education.

\$1.50 Specials in L. A., Not So Hot;

"King Jazz" 1st Wk., Pop., \$18,000, Big;

Three Other Pops. Bunched at \$26,000

Los Angeles, April 22. (Draw. Pop. 1,500,000) Weather: Usual Los Angeles failed to enthuse over "Song of My Heart" and "Journey's End," recent premieres in the \$1.50 division, but took more kindly to Fox hitmen's "King Jazz"...

Estimates for Last Week "City Girl" (Fox) (\$214; 25-50). Showed normal gross of \$26,000. Bested all Fox pictures, first running in this neighborhood. "All Quiet on the Western Front" (U) (1,500; 60-140). Started Monday night with top sale showing \$32,000.

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Pretty Bad Holy Week

For Buffalo Film Houses (Drawing Pop. 500,000) Holy Week marked low ebb at local box offices, takings receding to about the lowest figures of the season.

Estimates for Last Week "Buffalo" (Public) (3,300; 30-40-65). "Rivers of World," stage. Slow at \$29,300. "The Yodeler" (Public) (3,600; 40-60). "Under Texas Moon" (WB). \$5,500. Pretty quiet.

"LUMMOX" SINGLE BAD

GROSS IN BALTIMORE (Drawing Population, 850,000)

Weather: Rainy Fight between the Wilson Amusement Co., owners of the Elvita and Kernan Amusement Co. (Schanberger's), owners of the Auditorium, for first-run rights on certain films continues. Last week the Wilson Co. went to court over "Capt. of the Guard"...

Estimates for Last Week "Mystic Island" (2,300; 25-60). Surprise management by pull, despite Lent and weather. \$17,900 net.

BRONX PARTNERS IN

COURT, FOX-FIGHTING

Row of two Indies in the Bronx, who recently took over the Bedford and turned it into a money-maker, has gone into the courts and is fighting to do a Fox. Max F. Felder and Benjamin Knobel, w. k. in exhib circles, are the principals. Neither seems to care what happens to the other or their theatre.

Default Opened

American Cinema Association, sued for \$28,489 for breach of contract, and which through an error failed to file an answer in time, got an order in the N. Y. Supreme Court opening its default on condition that it file a bond for \$2,500 to pay any judgment that may be rendered by the Edward L. Klein Corp.

Denver's Slow Week

(Draw Pop 400,000)

Grosses not bad considering week. Plenty of legit competition. "Estimates for Last Week" Aladdin (Human) (1,600; 25-60-75) "Golden Hair" (Fox) \$7,000. America (Huffman) (1,600; 20-35-60) "Happy Days" (Fox) Good considering it had been at Aladdin \$3,600.

Philly Grosses

\$2,500-\$14,000; Off Holy Week

Philadelphia, April 22. Expected low ebb was reached last week. In downtown picture houses, grosses ranged from \$2,300 to \$14,000 under average, with only one or two exceptions.

Estimates for Last Week

"Masstbau" (4,800; 25-50-75) "Young Eagles" (Par). House had lowest gross of season. Around \$35,000. No indication of general Holy Week dullness in film houses. "Honey" this week.

Stanton (1,700; 35-50-75) "Lilies of the Field" (FN). Only lasted a week, being house's second film in a row to flop. "Man from Grand Bank" succeeding.

56 "Ing'ry" Prints

A shipment of 56 prints of "Ing'ry" went east Saturday. This is the first rights sex picture that has thus far been shipped to the coast. Exceptional shipment for an independent.

U's "Phantom" Paralyzes Ptsbg. Holy Week—\$16,500 at Enright; Suburban

(Drawing Population, 1,000,000) Weather: Fair Enright struck off in that oasis known as Holy Week with sizzling "Phantom of Opera." Biggest thing his house has had in months. Critics rapped picture, but mob insisted upon seeing it.

Sex Settled

All argument on sex is over. It's a girl. The Truman Talleys welcomed her into their home a week ago.

FOX STOCKHOLDERS MEET TO RATIFY

Fox Class A stockholders will meet in New York Saturday, April 26, to ratify the new board of directors, which will be completed by that date. All but four of the 12 directors have been previously announced with the remaining four to be named on the day of the meeting.

With the announcement of the full Fox board all officers, headed by Harley L. Clarke as president, will be listed. W. R. Sheehan, vice-president and general manager of Fox, is also a director, as are Saul Rogers, general counsel, with William Fox, retained on the board through agreement with the sale of his Class "B" voting shares.

A new and final phase of the Fox financing was announced this week with the proposal of a syndicate headed by Halsey Stuart to offer \$30,000,000 ten-year 6% convertible debentures of General Theatres Equipment Inc. The proceeds will finance in part the funds required by the company for the purchase of the Fox "B" stock as well as the new "A" shares of Fox Film.

Special Interest Of special interest to Wall Street was the naming for the new Fox film board of Matthew C. Brush, president of the American International Corp., one of America's leading investment firms, listed on the Stock Exchange and a favorite medium of speculative trading. The other new film Co. directors are Mr. Charles W. Hill, president of the Hanover Fire Insurance Co., which has before been concerned in Fox financing. Oscar L. Gubelman, member of the Stock Exchange, and Charles E. Stuart, brother of Harry Stuart of Halsey, Stuart & Co. New directors to be named at Saturday's meeting are Max G. Kopp, member, bringing to the board up to date for the first action of the "A" stockholders last fall when the capitalization was increased.

Pittsburgh, April 22. (Drawing Population, 1,000,000) Weather: Fair

Enright struck off in that oasis known as Holy Week with sizzling "Phantom of Opera." Biggest thing his house has had in months. Critics rapped picture, but mob insisted upon seeing it.

Estimates for Last Week "Aldin" (Liberty) (3,300; 25-60-75) "Men Without Women" (Fox). Surprised by garnering pretty \$10,000, new Holy Week low for this house. Enright (WB) (3,700; 25-35-60-60) "With U's" sound-dupe "Phantom" his East Liberty de luxe got more than 100% in gross, showing \$16,500 and not to be sneezed at here any week.

Estimates for Last Week "Phantom of Opera" (U) (3,300; 25-35-60-60) "The Guy" (Radio). Last-minute entry and miserably failed. Last-minute entry and miserably failed. Last-minute entry and miserably failed.

Equipment Buying Pool

For Mich. Indies—Richy

Michigan Theatre Owners' Association is going to start a theatre equipment branch for the members. H. L. Richy says independents should be able to buy supplies at a price somewhere near what the chains pay for similar equipment.

Garrison Contempt

Jules E. Brulatur, Inc., applied in the N. Y. Supreme Court yesterday to punish Murray W. Garrison for contempt of court, because of his failure to appear to testify as to his ability to pay a judgment for \$2,721, obtained by Brulatur Dec. 6 last.

W. C. Changes

Hollywood, April 22. Fox West-East change following Harry Arthur's eastward transfer are: Harry Hartman from San Diego to succeed Arthur as division manager; Norman Sproull from Riverside to Santa Ana replacing Jack Rantz, who enters the home office in charge of ticket scrip.

Philly Ridding Itself

Of Smaller Houses Gradual disposition of its interest, 100% of part in smaller theatres throughout the Philly chain continues, but is narrowing its focus to only a few sales now.

242 OF 1,169 HOUSES DARK

Tiff Will Distribute Its Own Mint, "Journey's End," After Road-Showing

Everything, except that "free picture," is aces between Tiffany and Allied States Exhibitors. Grant Cook, Tiff's executive head, declares furthermore that he had never had an squawk to lodge with Abram Myers.

And as for Tiffany itself, everything has been changed by "Journey's End."

Good Friday afternoon every available executive was standing in the drizzle and gloating over the fact that on the show business proverbial toughest day of the year the number turned away for the daily matinee was near 500.

Reports were around in indie and some producer circles at the same time that Tiff is going to tilt its first real money maker to some national distributor.

Cook turned at this one saying that it will be shown in the good old fashioned road way until much money has been collected. They are going on keeping in the Galaxy until next fall with the possibility of a hang-over until Santa Claus. Then the franchise holders are going to get it.

Protection Clause

Questionnaires, it is reported, are being circulated among Allied members asking if they had not been induced to sign the five-year franchise mainly because of the picture to be thrown in by Tiff each year. And, if they were, that their franchise might be cancellable if Tiff doesn't kick through.

Cook doesn't talk about the free one, but he is certain no such verbiage was recorded as incorporated in any questionnaire. He sees all of them before they are released, he stated.

Cook will divide all of his time between here and Hollywood. Within a few weeks he plans to voyage to England for a confab on more product like "Journey's End" with the Gainsborough interests.

Rental contract so far made by Tiff for "End" are said to hold a clause that no picture, with a war motive will be exhibited by the theatre ahead of the Tiffany special.

NEW WB CAMERA 'BLIMP'
ONLY WEIGHS 37 LBS.

Hollywood, April 22.

Warners' technical laboratories have devised a new camera "blimp" which will send all its present camera booths and housings to the junk pile.

Devised made of an especially prepared mica composition is fire, water and sound proof, and weighs but 37 pounds. Others now in use weigh from 150 to 200 pounds. Boxes will be placed on the market for all producers, and will be handled through the Continental Theatre Accessories Co.

WB and FN Conventions, With 166 Subsidiaries

During the Warner Brothers convention in Atlantic City May 27-29, the Warners and First National salesmen, of about 100 each, will meet separately daily in the Ambassador hotel.

The final get-together will be at the banquet on the night of the final day. About 1,000 are expected to will be there from the 166 subsidiary companies to the Warner Brothers.

All Warner people in A. C. will be invited to remain on Decoration Day (May 30) as the guests of the company.

"Spotlights" Coast Unit

Los Angeles, April 22.

Jack Eaton, producer of the Grandstand "Spotlights" is here to establish a Coast production unit for this sport series.

Company will work in the Tee Art studio.

ODD STATISTICS IN N. Y. ZONE EXCHGS.

MEETING ON EXTRAS

Supes May Get Pay if Waiting Over 2 Hrs. for Interviews

Los Angeles, April 22.

Further improvements in working conditions for extras will be taken up by the Industrial Welfare Commission at a meeting called for April 25.

Matter of extras interviews for chorus work is specifically up for attention. It is probable that the commission's order No. 16, agreed to by the producers in 1925, will be modified to provide compensation for extras not selected but who have waited two hours or more to be interviewed. Line girls and boy hoopers are affected.

Extras whose working conditions are defined by order No. 16 are all women or minors employed as film actors at \$15 or under a day.

Declare Actors In on Studio-Agent Confabs

Hollywood, April 22.

First triangular conference between representative agents, picture producers, and actors will be called this week by Fred W. Beetsen to discuss the agency situation. Agents' committee of five, named at a mass meeting and notified by Beetsen that the producers would not consider it representative because of its "Coast defence" majority, held a meeting in Grant Dolge's office Thursday and named Dave Thompson and Leo Morrison as two additional members. This committee, however, may be asked to eliminate two others to hold the number to five for the joint conference.

Beetsen declares that the AMPPP is not seeking to limit arbitrarily the number of agents acting between players and the studios, as can be rendered in service. "We are interested in seeing the agents agree on certain basic principles of service."

Actors in all will be individuals who have shown active interest in the situation and will not be appointed by any organization.

Amateur Uses Phone Drum For 16 MM. Film Recording

Hollywood, April 22.

Jan Sofer, local musician, has effected sound on film recording with 16mm. film. He utilizes the diaphragm of a telephone for control of his light variations.

Sofer rigged up the recording contraption for his own use. He is now applying for patents, securing commercial value.

Laemmle in N. Y.

Carl Laemmle, Carl Laemmle, Jr., and other execs from west coast are in New York next Monday (28). They came east to attend openings of "King of Jazz" and "All Quiet on Western Front," plus that of U's national sales meet to be held next week.

Near-Panic From Smoke

Hollywood, April 22.

A near-panic occurred Sunday afternoon at the Chinese when a fire broke out with smoke. Many patrons rushed to street.

Discovered the ventilator was picking up oil smoke from the Roosevelt hotel across the street.

Disastrous Aftermath of Sound Introduction for Screen - Besides Closed Theatres, 159 Operating Without Wire - Metropolitan Area Only Included

38 WIRE DEVICES

Most astounding of several startling facts disclosed in a detailed and checked survey of all picture houses in the east served by New York exchanges is, that of the 1,169 houses in the zone, 242 are now closed.

This represents more than 20%, or one-fifth of the total number of houses. To picture showmen it is one of the most disastrous of conditions resultant from invasion of sound and higher costs of operation.

That the eastern zone, largest of the 32 into which the country is split, in number of film theatres closed distribution returns, can be taken as a barometer on the situation nationally, is accepted with the reservation that the number of houses throughout the country closed would probably figure more than 25% of the total, were a complete survey of the approximate 22,000 film theatres made.

Added to the 242 closed in the eastern territory are 159 houses still operating without wiring apparatus and, to many distributors, figured to be practically as worthless to them as if they were closed down.

Territory covered in the survey down to smallest of shooting galleries embraces Manhattan, Brooklyn, Bronx, Staten Island, New York state up to Kingston, N. Y.

(Continued on page 12)

FACILITIES INCREASED BY TECHNICOLOR

Expansion in facilities that have cost \$2,000,000, but have increased printing capacity from 1,000,000 feet monthly a year ago to 8,000,000, is disclosed by Technicolor.

Where there were only nine cameras last August, 18 have since been added to this number and 5 more will be out within the next few months.

Increases in laboratories in Boston and Hollywood are underway, it is further claimed. The working personnel in a year's time also has jumped to 100 men.

Plus the plants here, two more are designed for Europe in an effort to relieve the congestion, which producers on the coast are now complaining about, and in which some of the distributors in New York also concur. But the distribs and producers are not in accord on the value of color in pictures. Distribs appear to hold the higher opinion.

Whiteman's 2d for U

No contract as yet has been given Paul Whiteman for a second picture for Universal. Since arriving here from the Coast Saturday Whiteman has spent much time with U executives, who admit that Paul will go back to Hollywood if "The King of Jazz" shows the way when it opens at the RKO May 2.

This time, Universal says, dotting the line, it will have a story and everything in readiness for Paul.

The first time over half of the contractual period was spent in Paul tearing up scrips.

Personal appearances with his orchestra on the stage will accompany the "King" projections at the RKO.

Loew's Cuts Stage Show Time 10 Mins. To Play Two-Reel Shorts Instead

DAYLIGHT IN 12 STATES

Starts in New York and New Jersey Next Sunday (27)

Cries of losses caused by daylight saving are mostly hubgub and little more than the drop-off naturally expected in summer months, is the claim. Whether it's light or dark fans go for the show if it's there.

Such is the philosophy of the Hays organization, which is keeping its mit out of any argument except in some border lines where towns looking at one another within an hour's difference and a mile apart, would suffer by setting the clock further ahead.

New York and New Jersey start daylight next Sunday (27). About 12 states are having it this year.

5,000 Bit Actors But Few Talking; Film Budgets Up

Hollywood, April 22.

Although there are not less than 5,000 small part and bit players now on call lists for picture work, studio casters find it increasingly difficult to secure suitable bit players as perfection of talkers continues.

Previously small parts were given little attention, and often undermined work of the principal cast.

A bit player selected, as in silent days, may be totally incapable of putting over lines, thereby causing delay and replacement. In the end the one selected may be far from looking the type originally in the script.

Because of this condition, featured players in the heavy sugar often are called to play bits, bringing a higher cast salary budget.

Met Studios Schedule 23 Features, 36 Shorts

Los Angeles, April 22.

Twenty-three features and 36 shorts listed for production at the Metropolitan Studios during the coming season. This means the studio will be working capacity for the major part of the year.

Six features and 12 shorts will be produced by Christie. The features will be released through Columbia and the shorts by Educational. Sono-Art will produce nine features, six of them by the end of May, and Caddo both plan production of two features each. Al Rogel will make four for Tiffany.

Two shorts will be made by Robert Bruce for Paramount, with Brown and Nagel making eight single-reelers using Creature and his band. Latter will be released by Tiffany.

Christie also plans a number of industrial pictures, some to be made in the studio.

Current Metro Program Cleaned Up by June 1

Hollywood, April 22.

With four features now in production and two more to be started within the next two weeks, M-G will finish its 1929-30 program of 62 pictures by the end of May.

Two features for the 1930-31 program are already completed, and five others are in final stages of production. Those completed are "Good News" and "Sinner of Sin-City." Features in production are "Mousetrap" for Fox, "Hissing Reelers," Billy the Kid," "Madam Satan" and "Trader Horn."

Because Loew's wants to provide room in its deluxe houses from Capitol down for showing of two-reel comedy shorts, principally those released by Metro, running time of stage units are being cut by around 10 minutes. That brings the average length down to an approximate 30 minutes.

Unit coming in Friday (25) is being thus cut so that the Capitol can play "The Brats." Laurel-Hardy two-reeler made by Hal Roach and desired for this as well as other Loew deluxers. When picture runs too long the 10 minutes chopped off units will be made up by features. In such cases two-reelers still not getting look-in.

Feeling is that such instances will be isolated at Metro and other producers gradually shortening features. "Ship From Shanghai," coming into Cap Friday runs only 60 minutes and is regarded as typical. That plus 30 minutes stage show, two reeler, news and orchestra, will fill out show in proper way, Loewites claim.

With new now buying large value attractions and especially 'names,' building units around them, an official figure there will be no trouble topping off the 10 minutes. Existing units under distribution from girls out of some units has been successfully made, it is pointed out, but this will be done only where convenient and without apparent injury to stage shows.

Very few talker shorts, even one-reelers, have been used in the Capitol and other Loew deluxers. Besides feeling that more distributors in Loew theatres should be given the product, comedy two-reelers are looked upon as taking the place of a good comedy act or time added onto units.

L. I. STUDIO'S SHIFTS; DARK FOR 2 WEEKS

Changes in the Paramount Long Island studio's schedule of features and shorts has been completed, and the next feature, "Sap From Syracuse," starring Jack Oakie, not starting until about April 28.

Long Island studio is inactive for about two weeks, "Queen High" having been completed, and the next feature, "Sap From Syracuse," starring Jack Oakie, not starting until about April 28.

Changes in "Coasters" with Max Brothers commences around May 5. No casts for any of these features as yet. Tests are in progress.

Head Up. No. 3 on the future schedule will not be done in Technicolor as originally planned. It was decided that inasmuch as most of the action is aboard a gray battleship, there is little opportunity for color.

Part of the film, based on a magazine story, "Under Grow the Daisies," had been set.

Francitally working to bill the 84th, the house book in "Embarcadero Moment," a 15 minute old Universal Re-Release Dumbo picture. It will run until Wednesday, when "Temple Tower" will follow.

Sensors Stop 'Cross Roads' From Syracuse Showing

Syracuse, April 22.

State censors tossed a monkey-wrench into the Fox-Eckel's Easter program, withholding license of Fox's "Dumb Dicks" which was scheduled to open Friday night. Decision did not reach the Eckel until Friday, after billing and advertising for the film, based on a magazine story, "Under Grow the Daisies," had been set.

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Lewis Warner's Short Visit

Lewis Warner departed for the coast Sunday (20). He is expected to return east within a few weeks.

News From the Dailies About HOLLYWOOD

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

George Moran amended his application for injunction to keep Charles Mack from using the team name of Moran and Mack. Technical error found in the first application.

Local radio stations assembling confidential list of telephone numbers of screen and stage celebs, to be used in checking phoney requests. Practice so strong one station received 20 "single" single night from "Mary Pickford."

Elizabeth Patterson, brought here by Fox seven months ago, returns to the stage in New York. Opposite Richard Bennett in "Solid South."

Frederick Lonsdale, here under contract to Par. He starts on one of his own plays, which not decided.

Olson and Johnson back to an R-K-O tour for the summer. They return in October to resume with Warners in "Gorilla."

Douglas Fairbanks importing Prof. Eisenstein from Russia to direct his next. Eisenstein, now with Soffinka Film Co., Russia, directed "Potkin."

Harry Tierney has taken out a \$100,000 insurance policy against losing his hearing. Publicity angle.

Andy Wright has called it quits in L. A. Producer of "Philadelphia" loved his cast, but not the production, to Frisco, where he expects to open at the Capitol, May 4.

Sally Eilers will be Buster Keaton's lead in "War Babies," his next for Metro. Edward Sedgwick to direct.

Fred Datig, casting director at Par., is away on a protracted tour suffering from a physical breakdown. Joe Egel is filling his berth. Harry Ham, added to force, will search for foreign talent.

With indie production slow, indie studios are after industrial film biz, figuring it the only way out. Problem is keeping sound crews and equipment working all year. Tec Art and Metropolitan have started. Hot competition the result.

Syncing rushes with radio broadcast will be tried by R-K-O on one of its first wide-air broadcast plans. Experiment will be attempted between Hollywood and Montana. Radio planning to broadcast sound from a duplicate print, so that the crew on location may hear and see his rushes.

Following George Bancroft's replacement in "The Spoiler" by Gary Cooper, over basic differences with Par., apparent rift has now extended to cancellation of Bancroft's next, "Cave Man." Disagreement hinted, though officially the picture's abandonment was due to Bancroft's illness.

"Rope's End" company disbanded in San Francisco after two poor weeks. Tour announced for the coast and Canada called off.

Primo Carnaro wants to crash pictures. Ben Hershfield is his agent.

After stazing numbers in De Mille's "Madam Satan," Leroy Prinz left for New York. He is being held pending appeal on his sentence of one to 50 years for attack on Bunice Prince. Pintazes had three physicians testify to a murmur in his heart.

Edith Fitzgerald, author of current New York show, "Many a Slip" is with Metro under contract to Sam.

Sam Goldwyn took up option on Frances Darby, ingenue.

Bessie Lee and B. Noree, dancers in an E. & M. J. duo, lost \$308 in cash and jewelry from their dressing room at Loew's State.

Alexander Pantages lost a third application for freedom on bail from the county jail, now he is being held pending appeal on his sentence of one to 50 years for attack on Bunice Prince. Pintazes had three physicians testify to a murmur in his heart.

Al St. John, comedian, ordered to pay his wife \$300 back alimony within two weeks or do a stretch.

R-K-O has effected an advertising tie-up with Gold Medal Film whereby the four company will

242 Houses Dark

(Continued from page 11)

and New Jersey down to Trenton, or practically all of that state. The 1429 houses in this large territory are located as follows:

- Manhattan ... 213 Long Island ... 164
- Brooklyn ... 271 N. Y. State ... 147
- Bronx ... 88 New Jersey ... 268
- Staten Island ... 18

Number closed include some that tried sound with costly and cheap equipments, but could not stand the gas. Dark theatres are split as follows, with more located in New Jersey than elsewhere in territory covered:

- Manhattan ... 23 Long Island ... 41
- Brooklyn ... 88 New Jersey ... 74
- Bronx ... 11 New Jersey ... 74
- Staten Island ... 3

Leading in number of silent accounts is New Jersey, with totals showing the following:

- Manhattan ... 24 Long Island ... 24
- Brooklyn ... 16 N. Y. State ... 42
- Bronx ... 5 New Jersey ... 44
- Staten Island ... 3

Including standard equipment and indie down to mere synchronizing devices and one listed by the exhib as "home-made," the territory has out of its 1,168 theatres 768 wired.

The record shows the precise number of different makes of equipment. Western Electric leads with over 300, RCA has 249, and Emerson 429 altogether. RCA Photophone is a far-off second, and with Patent's big rating for New Jersey, only a nose ahead of that competitor.

Equipment, together with number of installations, are:

- Photophone ... 33 Homophone ... 2
- Tone-o-graph ... 23 Maderitone ... 2
- Diophone ... 21 Reel-tone ... 1
- De Forest ... 19 Winton ... 1
- Moviphone ... 10 Tonophone ... 1
- Ampliphone ... 10 Whintone ... 1
- Cinephone ... 10 Cinephone ... 1
- Brel ... 8 Clear-tone ... 1
- Mellatone ... 8 Reel-tone ... 1
- Rectorow ... 1
- Gries ... 6 Cinrophone ... 1
- Oratone ... 3 T. A. C. ... 1
- Mellatone ... 3 A. I. ... 1
- Genetone ... 3 All-electric ... 1
- Supertone ... 2 Synchronizer ... 1
- Gilsher ... 2 Home Made ... 1

By territories within Zone 1 division gives W. E. a good lease on installations in every case, nearest any competitive device comes to it being in New Jersey, where it has only 58 equipments, and Patent is on its heels with 40, most of latter's in Warner houses. W. E. has 106 in Manhattan, 111 in Brooklyn, 51 in the Bronx, 53 in Staten Island, 62 in Long Island, and 34 in New York state.

RCA is away behind, figures showing only 25 in Manhattan, 19 in Brooklyn, 14 in Long Island, 8 New York, and 14 New Jersey.

Patent's 29 outside of Jersey, where the former support helped immeasurably, 5 in Manhattan, 12 in Brooklyn, none Bronx and Staten Island, 7 Long Island, and 5 New York state.

While Patent has been aided by Warners, RCA got much of its break from R-K-O, brother subsidiary of RCA, most of whose houses have the Photophone equipment. Exceptions include Albee, Brooklyn, and Hippodrome, both with W. E. apparatus.

Rogers and Sax Confess To \$104,000 for Lumas Co.

I. Rogers and Samuel Sax filed a confession of judgment in the N. Y. Supreme Court Monday for \$104,000 in favor of the Bank of America. They admitted that amount was due on a note in \$100,000 payable on notes made by the Lumas Film Co.

Yarn is by W. E. Burnett, author of "Little Caesar" and "Iron Man."

Al Cohn engaged by the Christies to write for and supervise on full-length feature. First assignment is "Charley's Aunt."

Capitol theatre Long Beach, leased by Milton Arthur, former manager of the Figueroa theatre. Opens May 1 with second run films.

Burbank, burlesque house, is now presenting a full week five-act vaude policy.

Jack Noonan, brother of Sally O'Neil, sentenced to serve seven-year term in Polson penitentiary on charge of receiving stolen property.

R-K-O CLOSING TWO IN N.W.—'SUMMER' ALIBI

Minneapolis, April 22.

With general business in the Twin Cities bad and, apparently, getting worse, theatres already are starting to close "for the summer."

Two R-K-O houses, the 7th Street, Minneapolis, and the Grand Theatre, St. Paul, are to call it quits shortly after about three months of tough going. Both theatres almost constantly in the red. "High Society Blues," winding up its three weeks' run this week, gave the Seventh Street its only profitable business since reopening after dark for two years. Houses were to close this week but were continued for "Tngagi" Gorilla film engagement.

R-K-O is up against the problem of getting enough high-class pictures for two houses in each of the cities, Public having most of the cream of all the product sewed up for Minneapolis and St. Paul. It is stated that the 7th Street and President will re-open next fall. Plans to install modern cooling and ventilating plants in the theatres have been temporarily abandoned.

The other R-K-O Minneapolis house, Orpheum, also has been doing poorly with its five acts and pictures at 50c. With a somewhat larger choice of pictures available for the house as a result of the 7th Street closing, it is hoped the screen entertainment can be improved and business will pick up.

Rumors have been current and now are confirmed that Pantages soon will close "for the summer" because of the unprofitable operating during recent weeks. Manager Bostwick has accomplished what many theatrical wiseacres regard as a miracle in keeping Pantages in the winning column most of the year.

That still other theatres in the loop district will be dark soon unless things quickly take a turn for the better is the general belief. At the same time Public is opening the Palace, former home of Mutual Wheel burlesque, with third-run talkers under a 20c grind policy. This will be the lowest admission charge of any of the Public loop houses using sound pictures.

No Protection for Specials By 'Vagabond's' Handling

San Francisco, April 22.

Local rumblings of discontent over Public putting "Vagabond King" into the Paramount here at popular prices less than three weeks after it played at \$1 top in Public St. Francis.

The boys who sit in the manager's chairs not owned by public don't like it. Without going into personalities the criticisms against this theatre chain have been expressed and bitter.

"Just about put the final touch on all future \$1 pictures..." The public has been kidded too often with these extra-free features, they're beginning to sit back and wait for them to play at regular prices, knowing they will win a few weeks... Boosting the price of "Vagabond King" for the St. Francis and then within 20 days putting it into the Paramount at 65c means a kick for the next house that offers a special."

While the boys are making their comments are running, and they've been pretty unanimous.

New Loew Division

New managerial division in Pittsburgh and vicinity will be created by Loew's, increasing the number of Loew divisions outside greater New York to five.

Harry Loew, formerly manager of Loew theatres in Louisville and Syracuse, has the new divisional assignment, with headquarters in Pittsburgh. Under the change, W. A. Flinn moves from that city to Cleveland.

Second Loew promotion will be that of Ernest Eerning, city manager at Memphis, to New York as assistant to Oscar Dool, Loew's publicity director, May 1.

OPPOSISH VAUD IN OMAHA PAYING

R-K-O and Publix Opposed—Both Reported Doing Business

Omaha, April 22.

Opposition vaudeville by Public, William Morris-booked, is in its third week at the World, against the R-K-O Orpheum vaudeville, established here. Both houses are reported to be showing a profit with the Orpheum doing the business of the town, but bound to lose some if the World gains.

World's publicity expects to top \$9,000 gross this week or next, while Orpheum is claiming a weekly average gross of \$15,000.

World changed yesterday from three to four performances daily, with Ted Mack m. c. and a stage band that also goes into the pit. The extra performance is figured to help, with the World's overhead claimed to be smaller than the Orpheum's.

Previous vaudeville at the World, its all picture policy on a grind did not exceed \$6,000 weekly. Present policy is \$5,500 more costly to it than before.

Orpheum is paying weekly \$4,500 and over for its vaude alone, from accounts.

More and New Suits By Fox Stockholders

A new duet of New York Supreme Court actions have been filed in New York tending to compel performance by Fox on the Bancamerica-Blair plan and the restraining and setting aside of the E. L. Clarke purchase of Wm. Fox's stock. These two actions are brought by Stanley Lazarus, lawyer, in behalf of a committee of Fox class A stockholders cleared by one action. It is the others. The three hold 2,114 shares of Fox class A film.

Suits come as an aftermath to the settlement of the wages for control of the Fox properties that resulted in the General Theatres deal and Harley Clarke control. Until these suits everything had been cleared but one action. It is the Krebs, Snyder, Rudnick action brought by Attorney Arthur Berenson of Boston. Six thousand shares are represented here.

In this suit the Berensons are trying to collect \$30,000 damages from William Fox, charging mismanagement and other things. Originally they sought specific performance of the Halsey-Snyder deal. But this has been foregone since that plan is practically the one adopted in the Clarke deal.

Who's claims involved in the Lazarus are the sale of the Fox holdings in Loew's Inc., and the matter of the stockholders' rights to buy their aliquot share of new issues. Lazarus' papers claim that the latter aim and the suits are brought to permit the shareholders to go in on the new buy as per meeting minutes at which time the Bancamerica-Blair plan was ratified and adopted by the stockholders.

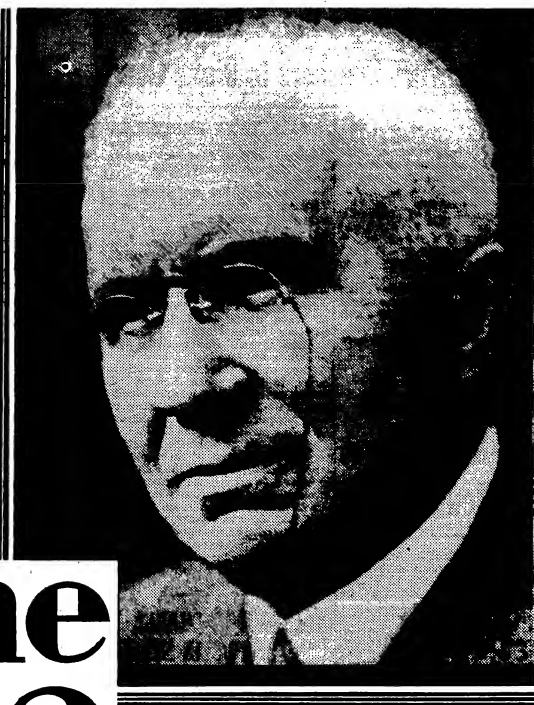
Values In connection with the purchase of Fox's Loew holdings by Clarke and General Theatres, Lazarus is trying to have the court restrain possible purchase of control of the circuit and to reallocate the buy on the claim that Clarke bought the holdings at \$30,000, below the market value. Lazarus' claim is that the holdings are worth \$85,000, and sold to Clarke at \$48,000.

Outside of these suits, including Krebs, everything else has been dropped in the way of Fox court actions. The Krebs suit is hanging fire. Something on this end is expected to pop before the week is over, which may or may not involve the situation further.

In the meantime neither Bancamerica nor any of the latter's associates are concerning themselves in any technical way with the Lazarus suit. The angle of the bankers' best business is that they're merely watching.

Emile Berliner, who made the Telephone practical, is also the inventor of the Berliner Acoustic System.

Do You Believe in the Telephone?



If you believe in the telephone, the phonograph, and the microphone as practical inventions, you will believe in the BERLINER ACOUSTIC SYSTEM.

The same great genius perfected all these modern miracles!

Emile Berliner made the telephone practical.

Emile Berliner made the phonograph practical.

Emile Berliner made radio practical.

AND EMILE BERLINER HAS NOW SOLVED THE AGE-OLD PROBLEM OF ACOUSTICS!

The name of this internationally famous scientist is your guarantee of the reliability and sensational importance of the BERLINER ACOUSTIC SYSTEM.

This revolutionary discovery solves finally and forever the acoustic problem of your theatre—of every theatre.

It eliminates "dead spots," echoes and reverberations. It makes every seat your best seat!

It is the one great contribution to reproduction since the birth of talking pictures! It eliminates complaints forever.

Be the first in your town to advertise—"You can hear every word from every seat." Write today for full details.



Remember THESE 10 FEATURES

- 1—Proved performance. 2—Easy to install. 3—No mechanism. 4—Fireproof. 5—Foolproof. 6—Permanent. 7—Inexpensive. 8—Invented by the greatest "sound" scientist. 9—Adaptable to any theatre. 10—First cost is the only cost.



Billie Dove, star of "Sweethearts and Wives"

"EVERY WORD FROM EVERY SEAT"

SEND THIS SOUNDPROOF COUPON

Berliner Acoustic Corp., Dept. V1
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

Chicago Exchanges Force Exhibit Contract-Breakers to Make Good

Chicago, April 22. With exchanges making good their threats to haul contract jumpers into court, exhibitors are showing signs of fright. They are at present eager to settle all claims in the exchange offices.

Fox, Paramount and Universal have won court victories against delinquent exhibs. United Artists is now suing the Blackstone Theatre Corp., operating the State, South Bent, Ind., for \$7,000.

Exhibitors seem to sense that their chances of winning are slight and figure that the cost of the suit is lost money.

Most cases so far have been open and shut for the distributors.

Seattle Cut Scale By R-K-O Changes Its Red to Black

Seattle, April 22. By cutting its top from 75 cents to 50 cents, R-K-O Orpheum (vaudville), without altering its changing policy, has jumped from the red into the black within two weeks.

Burning up an overhead of around \$12,000 weekly the Orpheum had been a loser with grosses of \$10,000 and thereabouts. First gross under the low scale (week before last) reached \$15,000. Last week (12), with the low still in force, Orph did almost that much, despite the week.

Orpheum recently commenced to do four shows daily. Top price for the fourth (night) show is now 50 cents, with 25c high show during the day. Locals are finding the new scale better suited to their pocket books.

Cut Scale and Double Talker Bill in Small San Francisco House

San Francisco, April 22. First downtown first run picture house to enter competition with the neighborhoods which have been copying most of the trade from the big theatres is Wagon's Davies theatre.

Starting last week the Davies set into effect a price slash, reducing its scale of 35-50-65-90 to 35-50, and giving its patrons a double bill of first run pictures.

Davies is the smallest of the main street houses and its location has been pretty much against it. With even the biggest theatres feeling the pull from the outlying second run theatres, the Davies was hit worse than any.

Valentino Reissues in Chicago Draw Big

Chicago, April 22. Heavy success of Valentino picture reissues, thought, at the Century, has induced Publix-B. & K. to start Valentino matinees one day a week at other spots.

First will be Senate, Norshore, Tenter and Central Park, all neighborhoods.

Again After Interstate

A couple of chains are said to have taken up the matter of buying the Interstate circuit in Texas—Publix and R-K-O.

That circuit is vaude, booked through the R-K-O office. Publix would like to annex it to its Saenger subsidiary in the south.

Fox once had the Holtzheilm houses tied up in lease, but that deal was later dissolved when the Fox broke through.

Mary Brian, "Tonitzy" Far. Arthur Edmund Carew, "Captain Applejack" WB.

Harry Allen, Lionel Belmore, Omer Lang and Carl Stockdale, "Kelli's Island," Col.

SMALL TOWN EMBEZZLER

Banker in Illinois Financed Theatre Circuit With \$143,000

Edwardsville, Ill., April 22. Frank B. Sanders, for 15 years associated with the Bank of Edwardsville, embezzled \$143,000 from that institution to finance the United Operating Co., of which he is principal owner, and under whose direction the company acquired the Princess theatre, Alton; Wildey, Edwardsville, and the Wood River, in Wood River, the latter a new building costing \$100,000.

Alton theatre was recently sold to Publix for \$30,000.

Story of his theatrical operations came to light when George W. Meyer, president of the bank, broadcast statement of the financing to allow suspicious of bank depositors as to the stability of the bank.

A slight run brought the situation forcibly to attention of bank officers. They went into detail of the Sanders' activities to assure the patrons the bank was not dangerously involved.

Sanders has made some restitution and directors have taken up the remainder of the shortage under Sanders' promise to reimburse them.

Although Sanders has been discharged no court action has been started against him.

HALPERIN IN CHARGE OF PUBLIX STAGES

With the departure May 1 of A. J. Balaban from Publix, charge of the chain's stages (shows) will pass to I. M. Halperin, currently Balaban's assistant.

Talking short making at the L. I. studios, another of Balaban's duties will probably be taken over by Warner Miller and James Conroy, under the supervision of Jesse L. Lasky.

Morris Silver, heretofore acting in a confidential capacity to Balaban, will receive his active interest in the William Morris Chicago office.

Mr. Balaban and his family expect to sail from New York May 16 for a trip abroad of from four to six months.

Distribs Appeal From Judge Thacher's Ruling

Washington, April 22. With the 6-5-5 and 2-2-2 conferences between exhibitors and distributors endeavoring to battle it out as to a new rental contract, it coincides with the Thacher decision, throwing out the Hays' previous method of arbitration, 10 distributors have filed an appeal with the U. S. Supreme Court in an attempt to upset Judge Thacher's decree.

Papers filed with the highest tribunal have the corporations denying any violations of the anti-trust laws by the use of the standard contract and the provisions of arbitration, film boards of trade, etc., as created under that contract.

Supreme Court will not be able to pass on the appeal, until its next session beginning in October.

Far Distant Publix Houses Will Stage Own Shows—Musicians Back

Saenger, New Orleans, starts producing its own stage shows May 2. This is the opening of the picture on that date as m. c. Saenger will play about 30 minutes of stage presentation, which will be presented somewhat along the lines of the Roxy, New York. Stage shows will be changed weekly.

Saenger, until one month ago, was on the Publix unit route, but was dropped out when Publix decided to make Minneapolis the last stop for their units.

Two other Publix theatres which will shortly produce their own stage acts are the Seattle, and the Portland. Portland Ore. Both houses are slated to commence playing individual stage presenta-

Business and Pleasure

Chicago, April 22. Mrs. John Ricelet, colored, was fined \$2 for hanging her clothes to the Norshore, Publix-B. & K. house and washing them in the washroom.

SUMMER COMING PUBLIX READY

Through its house organ, "Public Opinion," Publix is reminding its managers of the approaching outdoor season and the fight that must be made against the outdoor shows.

Among other things, Publix wants the managers all equipment, particularly cooling systems, should be in order to make the theatre even more inviting than the outside.

SEN. BROOKHART HAS NO HOPE FOR BILL NOW

Washington, April 22. Senator Brookhart has practically given up all hope of doing anything this session with his rather famed measure proposing Federal control of the picture industry.

Saenger sees the present session ending with the completion and action on the tariff bill, with the Interstate commerce committee forgetting everything else in an endeavor to get some action on the Commerce communications bill prior to that finish.

What will happen when the legislative body gets together again "was too far ahead" for Senator Brookhart to give any outline as to his plans.

MARCUS TAB LEFT FLAT WHEN STAGE CREW QUIT

Birmingham, April 22. Pantages is dark here, with the people of the Marcus musical tab left flat last week, when the stage hands and musicians walked out without notice. House owed them about \$90.

Salary not being paid the union men by the theatre management, they quit.

Marcus show played three weeks in the house on percentage.

Colored House, Anyway

New Orleans, April 22. With the Saenger people revoking their announced intention to convert the local Crescent into an all-colored house, R-K-K may proceed with its first intention to do that very thing with the Palace here.

The Saenger (Publix) group quit talking Crescent for the blacks when protests reached them through the location of the theatre. With the Palace, location is the least, as it couldn't be worse. That has been its trouble lately. The Palace site is now worth \$100,000 less than when the Orpheum Circuit bought it years ago.

Buying Pool Formed by 125 Exhibs In Mid-West Assn. of Indies

LEVIN SELLS IN FRISCO

Neighborhood Owner in Deal With Another Operator

San Francisco, April 22. With both parties to the reported deal hedging on admitting its consummation, Samuel E. Levin, owner of the Coliseum and Alexander theatres, two of the largest and most profitable neighborhood picture houses, has sold out to the Golden State Theatre & Realty Corporation which controls numerous other neighborhood houses.

Price could not be learned, but it is pretty well known Levin is to retain 5% in the houses and have a say in their operation.

Levin himself would neither confirm nor deny the deal.

HOLLYWOOD CHATTER

Clarence Nordstrom in from New York for tests.

Rufus Le Maire bought a new picture house personally to tell them about the daughter.

Murry Bloom, in from Chicago one week, gained five of the 15 he lost.

Contractors complain that business is so bad that even the liars are losing the truth.

Glenn Hunter is back in town, and has had his spot in the Roosevelt lobby dusted.

Technicolor is pushing blondes out of the preferred position for picture stars favor red heads.

A barber shop on the boulevard has added lavender color to the palette of its love.

"Dance it off," is the current reduction gag. Probably okay if the dancing is strenuous enough.

As for raising his dog to chase the balls, Eddie Rogers employs six saddles to keep him company.

Newsreel shots of the Chicago blizzard will be shown in local theatres until Florida has another cyclone.

James' new tennis court and swimming pool at his Bev. Hill home will get a premiere on his picture next week.

Fif Dorsey, celebrating her latest birthday, went around the Fox lot kissing everyone on the spur of the moment.

Harlan Thompson, and his wife, Marion Spitzer, leave here this Saturday for Europe. They will return August 1.

For the first time in moons a money wagon had to carry b. o. receipts from the Orpheum, during the "ingagi" run.

Ivan Simpson playing a part in "Old English" film isn't news. It would be news if George Arliss were anything without Simpson.

A flock of prize fighters who went pictures are planning to get back in the fight racket. Acting too tough.

When "First National's" "Top Speed" troupe went on location at the Sweeney Lake Narconian Country club near Los Angeles, the club management to display ads in the dailies to tell about it.

After spending 30 years on the stage, during which time he spent a few years directing pictures, James M. O'Connell will make his screen debut as an actor in "Shadow of the Law," Paramount.

Leonard Sillman, just out from the east, has started a studio of negroid rhythm, with possible weight reduction as a side inducement. Babe Daniels, Mary Miles Minter, Carhel Myers, ZaSu Pitts and Fatsy Ruth Miller are trying it.

Marceline Day, untitled picture, Tip.

Vera Reynolds, Harry Woods and Phyllis Moulough, Buck Jones picture, Beverly.

Return of Stage Shows on Pacific Showmen Expect

Los Angeles, April 22. Return of stage shows in local picture houses is forecast by showmen here, including prologs for picture specials on a two-a-day run. What precipitates this outlook, among other things, is the activity of Sid Grauman again. Grauman, always considered a pace setter in stage productions here, is now preparing an atmospheric prolog to "Hell's Angels," which goes into the Egyptian around May 15.

About the same time the new Fox Pantages will open in Hollywood with Pancho and Marco units. Other houses are expected to follow suit, with Warners mentioned foremost. Talk of Warners returning to stage shows in their Hollywood house has been around for some time. No confirmation, however. Both the Chinese and Carthy Circle are now without stage shows, though the latter has Abe Lyman's orchestra in the pit.

PUBLIX COMPLETES NETOCO N. E. 50% BUY

Publix has completed the deal with Netoco and by the terms of agreement gets 50% interest in the New England chain. Publix will operate the houses. Netoco owns it and is partnered in 36 houses located in 16 cities and towns in New England. Six of the houses are at present closed.

The circuit is estimated to be worth about \$3,000,000 or more, but the Publix purchase price was not given.

Official operation of the chain by Publix will start April 27.

The outfit will be shunted in as part of the regular New England unit of Publix.

Sam Pinanski, president of Netoco, will be retained by Publix as New England representative of the Publix realty department.

Loew's Banner Test

Within two weeks after the police taboored all banners Loew's State on Monday displayed hanging cloth signs for Will Osborne.

Ordinance on the books for years, but never enforced until recently. Loew making a test.

Ordinance has not been entered in Brooklyn or Bronx, being centred in the Times Square district.

"Cuckoos" at Globe

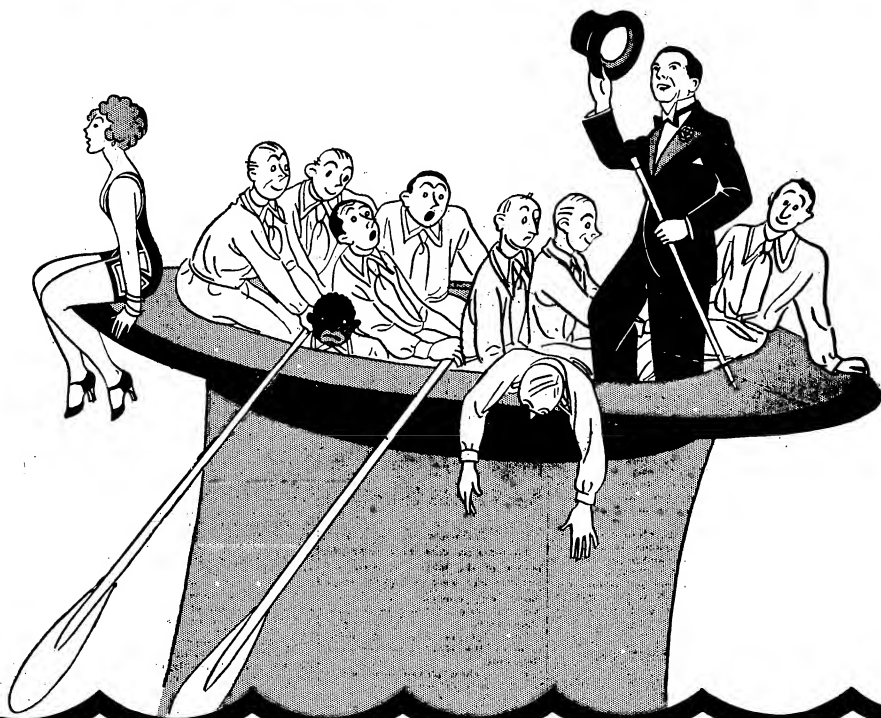
A sudden shift in film bookings Monday eased out "Runaway Bride," penciled for Friday in the Globe, New York, and placed "The Cuckoos" (Radio) there for its Broadway premiere.


"The Cuckoos" will run as long as business warrants. It follows "He Knew Women" (Radio), starring Lowell Sherman.

Lupita Tovar, English and Spanish versions, "The Yankee Don," Richard Talmadge Production.

Harry Griddon, Dot "Farey" and Vance Barnett, "Swell People," Pathé.

LONDON ■ PARIS ■ BERLIN ■ OSTEND
 HERE ■ COMES THE ■ OLD ■ HIGH ■ HAT ■



 Sailing on the S. S. Majestic, Friday, April 25th, to fill return engagements in Europe... Assisted by my boys, Miss Eleanor Brooks, Eddie Chester and Charlie Whittier, we open The Kit Kat Club in London, May 5th. Other engagements in European capitals to follow... Before sailing, we acknowledge with thanks the excellent co-operation given us by the following: H. Harold Gumm, personal representative; William Morris Agency Inc. and Abe Lastfolgel, American representatives; Harry Foster, Clifford Fischer and Henri Lartigue, foreign representatives; and Leon A. Friedman, publicity counsellor... And so we're sailing with the hope that when we return we will be able to receive an affirmative reply to the question: "Is Everybody Happy?"

Ted Lewis



"HOLD EVERY

The Laughing Successor to
 "Gold Diggers of Broadway"

with

JOE E. BROWN
WINNIE LIGHTNER

Georges Carpentier, Sally O'Neil, Dorothy Revier, Bert Roach, Edmund Breese. Abe Lyman and his famous band. From the Stage hit by John McGowan and B. G. DeSylva with music by DeSylva, Brown and Henderson. Additional numbers by Al Dubin and Joe Burke. Adapted by Robert Lord. Dance presentations by Larry Ceballos. *Directed by* ROY DEL RUTH.

ALL TECHNICOLOR



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

**Box-Office Swamped
In Triumphant Opening!**

Warner Bros.

HOLLYWOOD THEATRE

Broadway & 51st Street, New York City

No picture in years has scored such an overwhelming hit. Advance ticket sale unparalleled in history of Broadway \$2.00 attractions. Available to you Day and Date with Broadway.

Hold Everything for

"HOLD EVERYTHING"

THING

has everything

SONG HITS

"WHEN THE LITTLE RED ROSES"
(Get the Blues for You)

"SING A LITTLE THEME SONG"

"ISNT THIS A COCKEYED WORLD"

"TO KNOW YOU IS TO LOVE YOU"




UNIFORMLY



DISCS

WARNER BROS. & VITAPHONE TALKING PICTURES
REG. TRADE MARK



FROM the single reel Vitaphone Varieties to the most elaborate Technicolor production, Vitaphone Discs satisfactorily meet every demand of exhibition. ● ●
Vitaphone Discs have passed the acid test of performance under every condition and have definitely proven their superiority over any other method of sound recording and reproduction.

BETTER!!

R.S.V.P

A cordial invitation is extended to you and your friends to attend the formal opening of the professional studios and executive offices of the Red Star Music Company, Inc., at 729 Seventh Avenue [second floor] on Thursday, April 24.th Time — all day long.

It will be a gala affair and your attendance with your friends will afford us a real pleasure.

PAT FLAHERTY
Vice President and General Manager
RED STAR MUSIC COMPANY, INC.
Publishers of Fox Film Song Hits

JACK McCOY
Professional Manager,
RED STAR MUSIC COMPANY, INC.

Red Star in Vites Profession
Trade
Music World

RED STAR MUSIC COMPANY, INC.
729 Seventh Avenue, New York City

A subdivision of
FOX FILM CORPORATION
Harley L. Clarke, President

CHICAGO
Woods Theatre Building
JACK LAVIN, Manager

LOS ANGELES
Majestic Theatre Building
HERMAN SCHENCK, Manager

(Both of these offices now open and ready to welcome you)

FULL SPEED

Lent is over. Business is on the up and up. Fox is ready with the greatest Spring crop of pictures that ever brightened your tired eyes. Here's a Spring tonic that vivifies business each week and every week.



For example look at the business being done at the

ROXY by

HIGH SOCIETY BLUES

with **JANET GAYNOR** and **CHARLES FARRELL**

William Collier, Sr. Lucien Littlefield Hedda Hopper Louise Fazenda Joyce Compton
 Directed by **DAVID BUTLER**

Music - the song hits all America is singing: "Eleanor" - "I'm in the market for you" - "High Society Blues" - "Just like a story book"
 Published by Red Star Music Company, 729 Seventh Avenue, New York, N. Y.



Janet Gaynor & Charles Farrell

You've learned to expect phenomenal success with Janet Gaynor and Charles Farrell, the screen's most alluring lovers. The shortest memory couldn't forget "Seventh Heaven" — Photoplay Gold Medal Winner. Then there was "Street Angel", another one that knocked over the records, followed by "Sunny Side Up", a terrific success. "High Society Blues" is in fast company and stepping along to top any of them.

AHEAD

WATCH FOR THESE OTHER FOX PICTURES COMING TO THE ROXY SOON



HARLEY L
CLARKE
President



BORN RECKLESS

with
EDMUND LOWE
as "Louis Beretti"
CATHERINE DALE OWEN
LEE TRACY
Marguerite Churchill Warren Hymer
William Harrigan Frank Albertson
From the novel "Louis Beretti"
by Donald Henderson Clarke
Directed by **JOHN FORD**

A powerful picture of the upper
and underworlds from the direct-
or who won the Photoplay
Gold Medal for "Four Sons".

WILL ROGERS in SO THIS IS LONDON

with
Irene Rich Frank Albertson
Lumsden Hare Bramwell Fletcher
Maureen O'Sullivan

Adaptation and Dialog by Owen Davis Sr.
Directed by **JOHN BLYSTONE**

Will Rogers, master of laughs, in
Arthur Goodrich's laughing stage
success, a combination sure
to make audiences merry.



Will Rogers



Mona Maris



Edmund Lowe

The CISCO KID

with
WARNER BAXTER
as O. HENRY'S
lovable bandit in his new
adventures in old Arizona
and
MONA MARIS

Carol Lombard Mrs. Jiminez
An **ALFRED SANTELL** production

Remember "In Old Arizona," Fox Movie-
tone's pioneer outdoor talker? Here's
Warner Baxter again in the same color-
ful character, "The Cisco Kid"

"In Old Arizona" made Warner Baxter
a star and made exhibitors a bankroll.
Think what the even greater sequel will do!



Warner Baxter

Talking Shorts

"LAND OF SKY BLUE DAUGH-TERS"

By C. Witwer Slapstick Comedy 15 Mins. Globe, New York Radio

Hadn't the auction scene been padded as much as a little more had been done in sequences with man carting big chair home, here would have been a model comedy short. It is, better than average, with comedy relieved by some singing or song giving subject its title.

The same typical O. Henry twist of the Witwer stories obtains here. Trouble was done in sequences with man carting big chair home, here would have been a model comedy short. It is, better than average, with comedy relieved by some singing or song giving subject its title.

Program Layouts

(Sample of all sound programs, as arranged by some key film theatres. Printed for such information. Some are subject to change. Programs furnished "Variety" through courtesy of the booking offices of chains included.)

Table with columns for program title, running time, and number of shows. Includes "HARDING, CHICAGO" and "RIVIERA, CHICAGO".

"TAK-EEFF"

"Sporting Youth" Series Sketch 17 Mins. Stanley, New York Universal

Just one chapter in the "Sporting Youth" series, of which U releases one chapter weekly. Series revolve around the fringed dolomite of the younger set, with each serial a story in itself.

"THE PAY-OFF"

With Henry B. Walthall Dramatic 12 Mins. Strand Vitaphone No. 3796

Short eery meller, heavy all the way, with a finishing twist that's the real attraction. Also lacking in originality, some old nice love, animal athletic meet and chase, winning reward. Will do for smaller houses.

"YE HEART SHOPPE"

With Kathryn Reece and Jerry Norris Singing Skit 10 Mins. Globe, New York Columbia

Catchy idea behind "Ye Heart Shoppe" is the use of color pictures in this as a good marketing possibility. Photocolor process used for the first time in series made for Columbia release.

"MOAN AND GROAN, INC."

Complete cast Spanish "Slightly Scintillating," Par: Adolphe Menjou, Ronald Reagan, Charles Fox, Victor Cell, Vincente Padua, Cameo Guerrero, Barry Norton, Ramon Pereda, Manuel Gomez and Carlos Villarias. Jean Arthur, femme lead, "Roll-road Man," Radio.

FAY MARBE

"A Continental Evening" Songs 11 Mins. Stanley, New York Columbia

The experience which Fay Marbe had in silents a number of years ago has stood her in good stead. In this short her easy and personable bearing and manner are noticeable. It is her delivery and playing straight to the camera which put her over.

CLARK and McCULLOUGH

Comedy "Wedded and Fired" 20 Mins. Loew's Circle, New York Fox Movietone

A medicine short for the blues. No doubt but this will play them in any house. Good story, no thrills, but on the high notes somewhat pipp.

"SURPRISE"

With Tom Dugan and Barbara Leonard Comedy 12 Mins. Loew's New York Vitaphone No. 3885

Old stuff, but a novel twist here and there makes it good neighborhood material. One those comedy marital affairs, where hubby goes out with another girl and is caught by his wife for throwing a fish.

AUDIO REVIEW No. XIV

Magazine "The Pathé" Other clips: piece of beauty in our eye. Okay for filler anywhere. Recommended for general use.

Complete cast Spanish "Slightly Scintillating"

Par: Adolphe Menjou, Ronald Reagan, Charles Fox, Victor Cell, Vincente Padua, Cameo Guerrero, Barry Norton, Ramon Pereda, Manuel Gomez and Carlos Villarias.

Mimature Reviews

"High Society Blues. (Fox). Certain to please average fan. Pretty and colorful.

"Paramount on Parade." Pip revue packed with laughs and talent. Great cast.

"Free and Easy" (Metro). Good laughing Buster Keaton comedy. Familiar plot of goof in Hollywood studio.

"Overland Bound" (Raytone). Recording is poor, but not enough to cause lesser grinds to pass this one up.

"The Furies" (First National). Excellent on murder-mystery play. While many of the situations and much of the acting is stiff.

"The Three Sisters" (Fox). Mother love story of familiar texture, but with enough humor to prevent it from being knitted together far better than many a more pretentious Western.

"The Hide-Out" (U). Racketeer angle college story. Not strong but can fill in on neighborhood combination short time bill.

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"The Furies" (First National). Excellent on murder-mystery play. While many of the situations and much of the acting is stiff.

HIGH SOCIETY BLUES

(All Dialog—Songs) Fox production and release. Featuring Charles Farrell and Janet Gaynor. Making pretentious farce fair business. Well treated and acted.

Story values are capitially balanced in the marriage bring-through, and the picture has several additional elements that recommend the picture.

Very romance done into flawless technical production and a sure click with the general fan. Light and graceful entertainment.

Picture escapes the syrupy quality that too frequently go with screen romances of young love.

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with the touch of certainty to be expected from an actor whose range goes from buffoonery to the finest of high comedy.

The elfin Janet Gaynor is at her young here with a faint suggestion of whimsy that is impressively telling. Farrell really gets at the emotional effect as a rather awkward young swain with a sensitive young-bone.

Numbers that stand out from the half dozen or so are "I'm in the Market for a Girl" and "Novelty Lyrics making stock market jargon the language of a lover, and "High Society Blues" neatly spliced into the action out of small portions for exploitation.

Paramount on Parade

(All-Dialog Revue) Paramount production and release. Superbly staged musical revue. Released under the direction of David Brunch.

Photographed by Fitch Babcock and Victor Miller. Sets designed by John Wenger.

Just when the industry is figuring out how to do things, Zukor organization re-introduces the subject with less gusto but with a little more of the old-fashioned.

Real entertainment incorporating everything on the schedule in its 20 numbers. Program on "Paramount" emphasizes the first production with its link linking together with an almost incredible smoothness achievements.

Rialto audiences applauded each of the skits, sketches and musical numbers. In all there are 14 songs, the running time are 14 songs, the number of 13 writers. They are all Chicago products.

Technicolor used in seven of the numbers. Those-ups especially "Parade" and "The Girl in the Bath." Numbers and scenes are less blurred and with more definition than many demonstrations of this process in two-dollar pictures.

Excellence of continuity, some-making pretentious farce fair business, is responsible for almost a perfect tempo of audience reaction.

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(Continued on page 96)

"SPOOKY"

Krazy Kat Cartoon 8 Mins. Loew's New York Columbia

Idea used in this cartoon has been used in a cartoon previously released. Each one containing the previous release was much better.

"HALLOW'EEN"

"Sporting Youth" Series 20 Mins. Grey Sq., N. Y. Universal

Another of the "Sporting Youth" series which U is releasing weekly. Each one containing the previous release was much better.

Rose Dixon, "On Your Back"

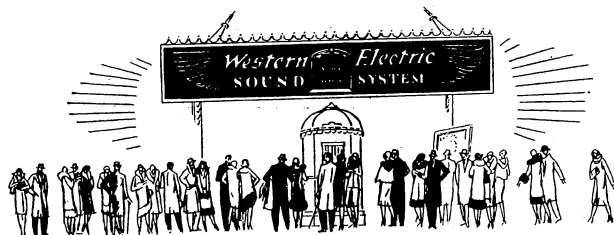
Edgar Walt and Ted Killy, dialog on "The Night the Kids Wouldn't Understand" like that.

The Lyman and band, "Madam Satan," M-G.

\$7 a day

pays for

Western Electric Quality



Only a few more patrons a day needed to pay for it.

The smallest theatre can equip profitably with Western Electric.

New equipment — new plan — new prices — starting as low as \$2950, no down payment, average weekly rental \$42.23, including service — bring the highest quality sound within the reach of every theatre.

Western Electric's new equipment upholds the same standard for quality and uninterrupted programs, set in theatres now

giving 150,000 performances weekly.

Prices now in effect cannot be lowered unless quality is sacrificed — and *this will not be done.*

Don't be misled into waiting. Get your share *now* of the increased attendance Western Electric Sound Equipment brings — as proved day after day in 5500 theatres.

For full information and survey — mail the attached coupon.

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Send details on new sales plan.

Name.....

Address.....

Titan Comics Lead Mood In Pageant of Dimples



Grandest Comedy Smash of This Cock-eyed Era . . . Gayest Giggle-grabber Since "Tillie's Punctured Romance" . . . Open Season for Cutting Paper Dolls Begins as Radio's Legion of Lunacy Eludes Keepers and Swarms All Over Gotham For Battle Royal of Hurricane Hoke and Classic Slapstick!

WHEELER AND WOOLSEY

Gay Gandhies of the Modern Show World . . . Hoofing and Clowning Their Way to Glory . . . And Their Royal Army of Assorted Nuts and Nitwits in Joyous Trek Across the Nation's Screens.

THE CUCKOO



RADIO'S sweeping show campaign for "The Cuckoos" gathers impetus as thousands of cuckoo clocks sing their ballad of the box-office . . . stunts . . . gags . . . tie-ups in profusion . . . flash paper to jolt your town into the spirit of this gorgeous show . . . Swell big press book, packed with ideas of gay young showmen gone deliciously off their nuts.

Struck Host to B'way and Delirium . . .



**Titan Flock of "Cuckoos" Fly East
and Nest in Globe Theatre . . .
For World Premiere . . . April 25!
Not a REVIEW but most spectac-
ular comedy sock since birth of
talkies . . . Ziegfeldian dress and
distinction . . . Georgie White
punch and tempo . . . Earl
Carroll grace and loveliness!
In a word . . . QUITE A SHOW!**

Paris Nite Life

(Continued from page 1)
glass quick; such things known as champagne glasses are unknown here. They pour it out in water tumblers with as much freedom as water.

Casanova, same as above, but perhaps even a bit stiffer. Has an unbending head water in Russian military unit. The regulars are off this joint, which was forced to close during the winter's slump, whereas the Shehevaras remained open.

Ermitage Muscovite, in the Medeleie district downtown around the "Grands Boulevards," on the Rue Caumartin, and not in Montmartre. Gets a good steady clientele. A break as well at tea sessions and also dishes up a 40-franc dinner for the early nite trade, but after you've had the vodka aperitif--about 15 francs per vod--and the usual wine trimmings, not such a bargain as it sounds. But a nice spot and good show.

Maisonnette des Comediennes Russe, on Rue Vivienne. Great eating place but expensive. Like the rest, they put it on heavy. No spot for an average supper. Rather dressy. Novelty of it is that the talent is scattered among the small room at one or two tables, singing more or less informally from the tables while seated.

L'Algie Russe, or Russian Eagle, was for a time Paul Santo's and Lee Weiler's ace room, but suddenly dropped off. A fine kitchen because Weiler, an Atlantic City restaurant man, knows his stuff.

Ermitage Russe, on the Rue Boisjoly-d'Anglais, more pop-priced than the Ermitage Muscovite. Same general idea.

Montmartre
No tourist misses "my old pal" Joe Zelli's Royal Box with his royal hoop, the royal wine, the royal smile, hand-shake, box and the royal-wow--check. However, the ad news is not so tough for what Joe gives you. Same general scale for wine and also the best spaghetti for a late bite in Paris. A flock of gals for the visiting firemen, and with those handy phones for the quick date it's a dnch.

Some of the places go in for a 10-franc couvert, but that's only a little egg; no such thing as a cover charge here. The 250 francs (110) for champagne covers everything,

and how, considering that the wine grows in the backyards, so to speak, and there's no prohibition.

In Montmartre also is the Abbaye, with its strong Spanish following; Florence's, with Harry White and his Harmony Boys (colored), mating, and the attractions; Chateau Caucasus, Pile on Face, Narghileh, Yeddo (Japanese idea); Grand Ecart, drink-and-dance to colored jazzists, who also readily shift into tangos combinations; L'Enfant Terrible, underneath the Theatre Pigalle, which is now a fashionable supper dance spot where, although the "tenue de soiree de rigueur" (evening dress compulsory) rule does not enobishly obtain, still draws a smartly dressed bunch.

L'Enfant is under the same management as the Grand Ecart and the Boef-sur-le-Toit, the consistent successes of which have been the moderate tariffs for "consommations," thus encouraging a strong local French draw. This is something other nite club managements have foolishly overlooked, especially with an eye to the year-round trade when the summer influx of visitors tremen does not obtain. Hence all these three spots have been clickers.

Where Rap Follows Rap

On the other hand, the snooty Florida and Perroquet, the latter one of the world's most famous nite spots, with their dress-obligatory rule and the high scale for everything, have been closed since New Year's. To natives the Perroquet's closing was the low-ebb indication, for all time, as never before could they remember when either the Perroquet or Florida had been open. With Dufrene and Varna taking over the Casino de Paris property, on the first floor of which is situated Le Perroquet, that nite club's most vital personality, Albert, perhaps the best known head waiter in the world, also scrambled, along with his former boss, Leon Volterra. The new management (Santo) tried to travel along on the old Perroquet rep of giving away handsome dolls and worth-while souvenirs to its patrons, but only gave away heavy checks, cutting out the come-on gadgets for the femmes. Albert's absence was also a factor.

Peppy d'Abreu and Marcos d'Abreu have reopened the old Josephine Baker room as the Trocadero and started off well. Peppy was a big draw at Florence's the forepart of this season, but with the advent of Frisco-Domingo's, the Grand Ecart and L'Enfant Terrible, the Joint died. Harvey

White, the colored jazz leader, since took over the management.

Frisco-Domingo's was a curious spot for a time. Soon he was widely known through the colored m. e. getting too fresh with his patrons, manifesting that curious negroid psychology, of becoming overly familiar with whites who might like you. The colored watering staff reflected the m. e. and was biced off through the regulars resenting the general tone of the room. Complained from the Hotel Fromentin on the rue Fromentin, where was situated Frisco-Domingo's, objecting to the late-hour noise, crooped up ever and anon and by the time the Parisian visitor may find occasion to utilize this guide this may be one room that will have passed into the beyond.

Chez les Borgla, with Lucienne Boyer as the chief draw with her French songs; also Pizzella from the Casino de Paris revue, and a good local supporting show, drew the smart French bunch. A cute room, cozy and atmospheric, but the native language is against the catch-as-catch-can American tourist.

Year in and year out in Montmartre are also such nondescript dance spots as the Latunie, Savoy, New Monica, Sevilla (Spanish entertainment, and oke), A Bord du Pinguin, Palermo, Plantation (closed at this writing, gave experienced disaster with sundry policies including a colored show under Mitchell's direction), Le Rat Mort, Floreoso, among many others. Rue Pigalle, Place Pigalle, Place Clichy and the Boulevard de Clichy in Montmartre are sprinkled with joints like this, all getting a modicum of drop-in trade or relying on their hostesses to pull 'em in. Sometimes, amongst a goodly collection of patrons, there's a couple of real live ones who're actually paying; no selling the shills from the chumps.

Montparnasse

To shift over to the Left Bank, perhaps a little more real color is present. The Jockey and Jungle clubs on both sides of the Boulevard Montparnasse, just above the Dome (and everybody knows where the Dome is) are beaucoup hot-ty-tos. Great steer stuff to give visitors a flash of these hot-boxes with their "ditty" dancing, race mixing between the sexes and races, with the most curious phrases derived from either or both, i. e., the black and whites or just the other sex. It's from the Martinique negroes (West Indian) that the native gals have picked up the sensuously swaying Senegalese type of hip-cooching, the hottest style of ballroom hooding extant.

Can't stand much of this for more than a half hour or hour top. A

drop-in spot for a couple of drinks and an eye-ful. Nothing rough either; non-local white takes care of, and the two gendarmes stationed without at all these pseudo-rough' rooms are always reassuring. That's why the Anache joints on the rue de Lappe are such phonies; the cops stationed outside are the tip-off it's open door stuff. Only difference in the de Lappe "Apache" sector is that the cops get soaked more for his drinks.

Franks on Parade

The Coupole, Dome, Select and Rotonde "grandes" are bracketed similar to the famous Cafe de la Paix on the grand boulevards, but drawing the Left Bank's long and short-haired. The greatest human museum on earth walks right by you on the sidewalk as you're playing with an aperitif.

A Passing Show of Human Franks on which the Coupole and Dome especially cash in an average of 100,000 francs a day each. Not a bad gross considering the coffee is one and a half francs (six cents) although the tip is a higher percentage. Gets everybody sooner or later. Like the Cafe de la Paix, or Broadway and 42nd street, if you stay at the Dome or Coupole long enough you'll see everybody who will pass by you by not to mention the many you don't know. Great free-for-all hustling by all. The dames anchor for hours at a stretch of choice and then themselves constitute a goodly quorum while awaiting a live one.

The tourists of course almost always fall for those wandering. The women of the Left Bank and answer often is, "What is it? The chump usually pays off with a "Poor Bum" observation, and that's how many of 'em exist, buncing the slipshod.

Hard by, in that same sector, is The Vikings, Norwegian sandwichery, but the only gag of its kind in Paris, besides a nite club which is the "Viking Inn. Clogone (Stork), Falstaff bar and other popular drop-ins, half of which claim they are the backgrounds for Ernest Hemingway's books on Paris.

Bars

Harry's New York Bar on the rue Daunou, opposite Ciro's, is the best-known in Paris. During the winter has Paul Farrell, Roy Barton, Cope, and a collection of the latest pop. It's tough for the boys to get the new songs here but somehow they do it and to anybody away from Broadway for a spell some of 'em are a treat; one only knows 'em otherwise from the "Variety" ads as the copyright regulations on picture theme stuff especially limits their release over here for months and years sometimes.

Life on Rue Pigalle
Fred Payne and Cliff Thompson's Bar on the Rue Pigalle is another live spot. Henry's opposite the Chatham gets much of the old-time regular Parisian colonists; ditto Johnny's, of the Opera, and others.

The Hotel Scribe bar is one of the most popular spots. The Rita gets a heavy, but the femmes occupying the left hand room, as the bar-room proper (on the right) is strictly for stags.

While Paris is generously sprinkled with cabarets, bars and restaurants, it isn't long before they simmer down to a handful of desirable spots, according to personal preference. A general thing, they're all alike, out to chisel the franc and not give a hoot about repeat trade.

Even the snootiest restaurants, taking Ciro's for example, have given rise to squawks that they do so much business that they don't care if you ever come back. The observation by one American columnist in Paris, here for 10 years, that "everyone who enters the joint and pays those murderous prices, deserves to be taken," tells the story.

Italles (The Market Place) for onion soup ('ognone gratinee'), paying terrific tolls in this nondescript neighborhood for the privilege of mixing in your dress clothes with the hucksters and teamsters as they're unloading their vegetables.

For a supper in Montmartre, sans cabaret trimmings, there's the popular Chez Graff next door to the "Cafe de la Paix." The Anglo-U. S. Bar has the popular American Quick Luncheon, where all the show people go. A gossip centre from 1 a. m. on.

Each hour you can see the "French can-can" danced at the Bal Taharin or the Moulin Rouge ballrooms; former is to be preferred. If you're an American you'll be steered to the reserved elevated seats where "channape obligatoire" is the rule as a privilege for these choice vantage points. Everything reasonable and worth the money. The "French can-can" is always making steps in what constitutes the Roseland or Arcadia creep joints of Montmartre.

Guide and Names
Through it all, you're pestered by "guides" with leering expressions who either have dirty postcards to sell, or "moving pictures" of illegal calibre to steer you to, though with the other usual steers and hookers.

A great town for the quick visitor. Stay here a couple of months and you'll be in for a good picture show. You'll find them at the Madeleine-Cinema, Metro's showcase, changes features about four times a year, and that the Paramount's recent management. You may have seen it all months ago in New York, but from hunger you go again. Even some of those gosh-awful German and other foreign "moving pictures" which are those other two or three houses on the grand boulevards, where "English and French subtleties" lure you.

In about six months the Americans in Paris will form the conclusion that Prohibition would become a great success in America if repealed. Give 'em enough likker without restrictions and you won't see any more of those American aperitifs take a demi-Vittel or Vichy. You're surfeited with wine and your pick of vintages. The dames who follow you into your cab in hot nites takes the lick out of that.

So a load of a real high-grade Broadway hooker at 20 bucks for the privilege of sitting on your table and a smali of Hoboken or Mulberry street scotch lends more zest along those lines.

But the wild American here on a spree gets the unlimited react of the "New Yorkers." It includes Ruth Van Valley, dancer. She was unfortunately, at the beginning of the tour, laid low with nine weeks of typhoid.

INDIA
By Philip Areaevs

Calcutta, April 3.

The American, L. Ayres Mantell, who did well here for a season as Len Ayres and with his marionette show, has gone on to the Far East with his little crowd, styled "The New Yorkers." It includes Ruth Van Valley, dancer. She was unfortunately, at the beginning of the tour, laid low with nine weeks of typhoid.

"Cinders" had its first showing outside Britain at the New Empire, Calcutta, by R. B. Salisbury's company. A British house currently the Carl Rosa Opera Company with nightly changes. They came out on the "Naldora," in company with Dame Nellie Melba, on her way home to Australia. It is the first time they have appeared outside the British Isles. The girls of continuous appearances. So far, receipts here and in Bombay have justified the visit.

"Rio Rita's" Hit
Mary Pickford in the much discussed "Gibbala," "On the Air" Owen Moore in "Side Street" formed the opening talker performances at the newly decorated Empire, but "Rio Rita" was the best. The big packer of all. Now in its second week, crowds are as big as ever.

Last stronghold in Calcutta of the silent film, the Globe Opera Up in the Bolognese sector are roadhouses like the Chateau Madrid, Pavilion Roya and others, with similarly fancy scales, getting a heavy tea trade in seasonable weather.

Saturday Night
Every tourist of a Saturday night, if out until dawn, winds up at Les

FRANK NICK KING AND NICK "FEATS OF FEET" (IN THE LAST EIGHT BARS) FRANK KING, OF THE ORIGINAL KING AND NICK, IS NOW WORKING WITH HIS BROTHER NICK AND Playing Publix Theatres THIS WEEK FISHER THEATRE, DETROIT Direction JERRY CARGILL.—Thanks to George Levy P. S.—HAVE YOU EVER SEEN FORSYTH AND KELLY?

HELD OVER



From COAST to COAST

with
BARBARA STANWYCK
LOWELL SHERMAN
RALPH GRAVES

Marie Provost Johnny Walker
George Fawcett
Nance O'Neill Juliette Compton

A FRANK CAPRA PRODUCTION
From a David Salvaire Play by
Milton Herbert Gropper

PHILADELPHIA
ERLANGER

BOSTON
KEITH'S MEMORIAL

MILWAUKEE
PALACE

CHICAGO
WOOD'S THEATRE

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BUFFALO
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LOS ANGELES
ORPHEUM



LADIES of LEISURE

A ROADSHOW ATTRACTION



Columbia Delivers Hits!



**New York Crashing Big Film Frolic
by Thousands! Newspaper Guests
Rave About Wonderful Time!**

DICK



GEORGE



CLARA



EVELYN



CLIVE



NANCY



“PARAMOUNT ON PARADE’ SETS NEW STANDARD ON THE SCREEN. A continuous riot of song, dance and laughter in which every star of Paramount appears. Genuine humor and intimacy.”—*William Boehnel in New York Telegram*

“A BIG SHOW. A GOOD SHOW. I HAD A SWELL TIME. I RECOMMEND that you go to the Rialto and enjoy it. A bargain, smartly imagined, piquant and and pictorially exquisite.” —*Quinn Martin in New York World*

“THE RIALTO SHOULD KEEP ‘PARAMOUNT ON PARADE’ FOR MANY weeks. A continuous march of box office figures. Stars at home in intimate show. Sparkling comedy, excellent music.”—*Julia Shawell in New York Evening Graphic*

“A GREAT SHOW. NOVEL, INTIMATE, CLEVER. PLAYED BY A LIST OF stars including every one a movie fan could mention.”

—*Bland Johaneson in New York Mirror*



RUTH



MAURICE



GARY



LEON



SKEETS



HARRY



HELEN

"ALL STAR FROLIC WITH SMARTNESS, SOPHISTICATION AND SHOW-manship. The total talent of Paramount at play. Quick-witted entertainment. A talented company. Put together with speed and dash."

—Thornton Delehanty in *New York Evening Post*

"A BIG HIT. GRAND ENTERTAINMENT. SMARTLY PRODUCED, CLEVERLY devised. Songs tuneful, dances snappy, material bright."

—Rose Pelswick in *New York Journal*

"SOMETHING TO MEET ALL TASTES IN 'PARAMOUNT ON PARADE'. No matter who your favorite Paramount star is, you'll get a glimpse of your idol."

—Regina Crewe in *New York American*

"TALKIE CELEBS SCORE TRIUMPH. COLORFUL, HAPPY, HILARIOUSLY funny. The audience gets an eyeful and an earful. Smart as well as beautiful. Don't miss it. Your favorites are all out in full regalia."

—Irene Thirer in *New York Daily News*

"AROUSSED GENUINE APPLAUSE. BRIGHT AND IMAGINATIVE. THOR-oughly enjoyable film frolic. Beautifully staged and virtually all is endowed with wit, surprises, competent acting and tuneful melodies. It is to be hoped Paramount stars will have further frolics."

—Mordaunt Hall in *New York Times*

"LAVISH IN ITS OFFERING OF PLAYERS. MOVES ALONG RAPIDLY, IS skillful and sophisticated."

—*New York Herald Tribune*

"WHAT PEOPLE BOB IN AND OUT OF ITS PARTLY TECHNICOLOR sequences! What people! Funny sketches. First rate songs."

—John S. Cohen, Jr. in *New York Sun*

"A BOX OFFICE ACE. WILL PROFIT MORE AT BOX OFFICE THAN ANY other player-presentation made this or any preceding year. Swift. Sheer enter-tainment. Major portion comedy. It will carry the fan recommendation, You ought to see 'Paramount on Parade.' It is good."

—*Hollywood Daily Screen World*



DENNIS



JACK



ZELMA



ABE



BILL



BUDDY

"PARAMOUNT ON PARADE"

Supervised by ELSIE JANIS Dances and Ensembles directed by David Bennett
Sequences in TECHNICOLOR

Is hanging 'em on the chandeliers at world premiere, long run engagement Rialto, N.Y.



New Contract to Be Approved By Entire Industry, Is Belief; Tangle Over Music Situation

As the result of concessions reported effected during several recent private conferences of distributors, Haystets are certain that the new contract, already skeletonized by the 2-2-2 committee, will be endorsed by the entire industry. So certain are producer interests of the okay by the 5-5-5 group, representing filmdom on the contract board, that the method of presenting it to the indie exhibs throughout the country is already being worked out.

Following the latest of the distributor-tenters came expressions entirely different to those accompanying the last of the 2-2-2 meets. The attitude now is that many of the things that "defy solution" should be passed up, in deference to the industry having one set of working papers.

Just what should be regarded in a philanthropic light by the 5-5-5 boys was only intimated by the distributor conferees.

On the music seat tax end, one of the indie tenters grown longer by its placement in the contract, distributor representatives declare that music corporations cannot be dissolved to please the contract makers.

Exhibitors in the past few days have suddenly become aware that 80% of the music publishing houses are now controlled by film makers. This point is a sharpener because with such control, exhibitors point out, producers can well afford to dictate to the American Society of Authors' Composers and Publishers.

The indie attitude is, partly, that now that they are "in" the music seat, producers are passing up no chance of collecting the tax.

Another reason for desiring the quick return of contractual normalcy to the trade hinges on that appeal being made from Federal Judge Thacher's decision giving indies the break.

Solution

If it can be shown the U. S. Supreme Court when the appeal comes up for argument that all factions have gotten together of their own accord and worked out a single system of contract and arbitration why so much better, from the producer angle, of eliminating that cloud now hanging over every move they make on a collective basis with the indies.

To keep small theatre owners, guided by that federal school graduate, Abram Myers, in good humor and fettle now majors in producer sentiments. The reaction about organization headquarters since the distrib now vows is that if there is any battle at the 5-5-5 affair it will be precipitated by the indies.

Annoying Nom de Plume

S. S. Van Dine reported telling friends that "S. S. Van Dine" will commit "suicide" in 1931, that William Huntington Wright might live. Wright assumed the S. S. Van Dine nom de plume with his first mystery story, "The Benson Murder Case." An artist and writer, of learned dissertations on the arts, Wright turned out the "Benson" story while on a sick bed and it had a huge sale. It instantly established Philo Vance as worthy of ranking with Sherlock Holmes as a fiction detective. Wright followed up the "Benson" story with the "Greene," "Bishop" and "Canary" stories.

Wright looks down on the detective story thing, though, hence the S. S. Van Dine nom de plume and now fears it may interfere with the work he turns out under his own name. There may be two more Van Dine stories, though, before the "suicide." One "The Scarab Murder Case" comes out soon, and Wright is working on another.

P. A.'ing Polo

Lynn Farnol, eastern publicity representative for Samuel Goldwyn, has been appointed public relation counsel to the United States Polo Association.

He will sit in with the Defense Committee headed by Tommy Hitchcock. It is preparing for the international series this year with England. Farnol will look after the dispensing of official polo information.

Without Notice

Report of a badly stricken exhib comes in from the field. He received the shock on getting a college picture that actually had a classroom sequence.

British Film Field

(Continued from page 6)
and E. E. P. Companies for the distribution of three Continental pictures with \$125,000 advance against 75%.

This was repudiated, and the films were afterwards placed elsewhere at heavy losses, and the company entered into an agreement to underwrite 100,000 shares of Union Cinema Company, and on the failure of this issue, had to come through with \$165,630 in cash. Receiver says "power of directors to enter into such an underlying agreement is a matter which will require careful consideration." Payment of this debt will have to be made "inseparably," which cost \$75,000.

Another production, "St. George and the Dragon," cost \$3,890 and was sold for \$225. First production, "Juan Jose," cost \$75,860, was turned over to New Era Company and re-titled "Life." Handled on a 60-40 basis, any to come on this film is being turned over to attorneys as security for legal costs.

Studio and equipment, estimated in prospectus to cost \$175,000, and the whole concern shows a deficiency of \$367,587.

For the three Continental films bought the company paid: \$42,500 for "Joan of Arc"; \$30,000 for "Giulietta"; and \$22,500 for "Baccarat." None is likely to gross anywhere like that amount in this field.

Fifteen months ago a Mr. Pickering offered to find \$200,000 to \$300,000 on a debenture covering the whole concern, and \$25,000 for stockholders' committee tried to present this move by the directors, but were continually played off by the chairman of the board. Pickering asked 10% discount and 10% interest on the debentures which were to be redeemed by December, 1932. That was tantamount to buying the whole works for around \$160,000 to \$200,000. Pending the issue, Pickering advanced \$30,000 and got a first charge on the assets for a sum not exceeding \$100,000 at 10% interest. Of this charge also the Official Receiver says "validity will also require consideration." Official charges against directors are regarded as serious and if action is taken may lead to probe on more than one flotation named by "Variety" as sucker-finding.

But despite damage such companies have done to production and to film financial credit here, "Variety" and this department writer in particular have roused bitter feeling amongst the racketeers for the constant exposure of these come-on flotations.

Cochran's 1930 Revue to be made talker by British Instructional. Kiangfilm recording of the Patrick Macgill's play, "Suspense," which got a rave from Swift at opening, is being filmed by British International at Elstree.

City rumor says British International may absorb Associated British Cinemas theatre end, but at present separate company. Belief Paramount interested in British International again revives. Despite denial, look for at least connection here between British In-

Standard of Stage Lighting for Publix Theatres Now Worked Out

After considerable study and research of lighting, theatre equipment of new types of illuminating apparatus, Publix has devised a standard of lighting which in the future will apply to all stage units. Looking to best results with every show, lighting will be planned for all stage productions in line with layout agreed on and installations in theatres to handle plots as wanted.

Thomas M. Falge, James Orr and William Enes of the Publix production department have spent months working out a standard lighting system for use in connection with units and any other part of the show were applying.

Saving of time in hanging and setting shows, simplification of operation and improvement of first performances of units are pointed out as benefits under the new plan. All light plots will be standardized with the lighting on units in every house down to what is hoped will be a routine matter.

Footlight circuits chosen are of red, white and blue, with the red and white to be dimmed and blue dropped if an amber effect is desired. Posts, Publix has decided, should be of 100 Watt size on rows not longer than "55" centers, while the new type border lights should be 200 Watt and on "45" centers. Colors are also set for the borders.

Spotlights are a new type demonstrated successfully at Boston and New Haven. All are "6" lenses of 10 to 12 focal length, with the exception of spots for balcony. Spots are divided into bridges.

New type single unit buncblights are included in new stage standardization. They are small, using "12" color frames and are suspended on a yoke for easy adjustment. Ten each of portable spots and bunches called for under plan.

Special movable towers designed for routine unit houses are 24 x 30. Two balcony circuits are recommended for units with extra circuit added when apron lighting is inadequate.

Kate Cameron on "Liberty"

Kate Cameron, reviewing pictures in "Liberty" is in reality Loretta King, formerly on Chicago "Trip" as assistant to Mae Tine. Miss Cameron has been on "Liberty" for only a few weeks. Under that name Irene Thirer, of "Daily News," "Tri"-controlled tab in New York, wrote several reviews of new pictures to fill in.

RUBE

Judgment was entered April 10 for Ideal Company in an action claiming \$50,000 and interest from British International under an agreement in which E. I. P. assigned a contract with Pathe to Ideal, conditional on Pathe signing an agreement before May 31, last year.

Pathe did not sign, but E. I. P. pleaded the agreement still held and that Ideal wanted to get out because the films were silent. E. I. P. could not claim for instalments dismissed.

Now Playing
Fox
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Brooklyn

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Now Playing
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Theatre,
Brooklyn

FANCHON & MARCO'S
Ideas
Fox
West
Coast
Theatres
Unit

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WE BUILD, BUY, LEASE,
OPERATE OR MANAGE
MOTION PICTURE THEATRES
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GRAND THEATRE
MACON, GEORGIA
SEATING CAPACITY, 2,000
COMPLETELY EQUIPPED
Apply to De Give, 205 Grand, Atlanta, Ga.

Billie Dove in "A Notorious Affair"

Is One Of
The Profit-
Packed Gems In First
National's Sensa-
tional Line-Up This
Year! Play It Now!



with BASIL RATHBON, FRANCIS
KENNETH THOMSON, MONTAGUE
LOVE. Directed by LLOYD BACON.



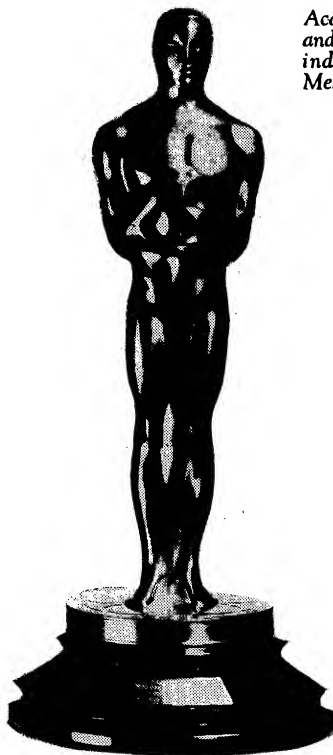
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"THE HIGHEST HONOR THAT OUR INDUSTRY CAN BESTOW"

Academy of Motion Picture Arts and Sciences, representing the entire industry, picks "The Broadway Melody" as the year's finest picture.



THIS TROPHY GOES TO METRO-GOLDWYN-MAYER! —and here's a prophecy:

THE LOGICAL CONTENDER FOR NEXT YEAR'S FINEST PICTURE TROPHY IS

NORMA SHEARER

CHESTER MORRIS—CONRAD NAGEL
ROBERT MONTGOMERY
Based on a story by Ursula Parrott
Directed by
ROBERT Z. LEONARD



THE DIVORCEE

AGAIN and again exhibitors of M-G-M product recognize that this choice of service is unflinching! Again and again the high honors and the high grosses go to theatres playing M-G-M. Box-offices which have just thrilled to the clink of Greta Garbo-Anna Christie business will now know the delights of another towering triumph, Norma Shearer in "The Divorcee." No other company may point to such a consistent year-after-year record of hit-delivery!

METRO-GOLDWYN-MAYER
The Prize Winner



Behind the Keys

Durham, N. C. City of Durham has leased its theatre, operated by Don Nichols as an independent, to Public-Saenger chain. Lease effective Easter Monday. Company bought Nichols' five-year lease at an unnamed figure and pays the city a rental of \$70,000 for the five years, or \$14,000 a year.

Public-Saenger now operates all theatres in Durham.

Nichols will leave Durham to operate the municipal theatre at High Point, N. C.

Belle Plaine, Ia. A three-story 500-seat theatre will be erected here by Milton Mansfield and his sons, who own the Belle Plaine and Tama theatres.

Aurora, Ill. Sauntering past house employees at midday two young bandits made their way to the office of Edwin E. Lewis, local Public manager in the Tivoli, and forced him to open the safe, taking \$466, kept for change, after the Sunday receipts had been deposited. Walter Gromer, Lewis' assistant, was in the office. Both were made to lie on the floor.

Burt, Ia. N. I. Morness, proprietor of the Bellone theatre, is a theatre man first. He defied the unwritten law of the community against Sunday shows and announced Burt is going to be "big town."

Morness is a member of the Pres-

bbyterian church board. That body waited upon him to protest formally against the action but Mr. Morness stood pat. Plan is now to put over an ordinance forbidding Sunday shows.

Springfield, Ill. Four downstate towns went for Sunday shows and one community in the northern part again defeated an attempt to open the show houses three days a week. At Morris, which regularly votes against Sunday shows, returned a 321 to 141 vote against them this year—not much gain. Rushville turned 200 majority in favor of Sunday shows; Mason City put the proposition over with 79 to spare and Vandalia, where theatres have been running without serious objection for some time, ok'd the idea by a majority of 80 in a 1,400 poll. Sunday shows narrowly squeezed past the Charleston voters where another 1,400 poll gave the theatres only 17 majority.

Jacksonville, Fla. John L. Crovo, transferred from city management of Sparks' houses in Jacksonville to city manager in Ocala.

Guy A. Kenimer back here at the Palace.

J. L. Hylton replaced at Rialto by Howard Martin.

Erie, Pa. State has been torn down to make room for the new Warner theatre of 3,600 seats. Bert Wolf, former mayor of State, at Strand. M. H. Bryer from Strand to Perry, succeeding Perry Spencer, transferred to WE house in Pittsburgh.

Musicians have contract with Perry until June 15. It is getting films contracted for State.

Oklahoma City. Midwest theatre, in course of erection here, will open about July 1.

Jackson, Mich. Butterfield Circuit will open new Michigan here April 30. Same circuit, Intends building at Lansing and Battle Creek, this state. It recently opened a new house at Sault Ste. Marie.

Dover, N. H. Lyric, one of the Public New England houses, has been closed. Whether house will be sold not known.

Youngstown, O. A lease under which Pathe (Public) will take over State here for 21 years has been signed in New York.

Gives Paramount two large houses with in half a block of each other on Main street. Other is Liberty.

Crewe, Va. Harry Bernstein, gen. mgr. for Frank Harris, appointed Stanley Goodwin mgr. of Crewe theatre. Alonzo Nally transferred to Palace, Petersburg.

Parkersburg, W. Va. During 1930 the big lot at northeast corner of Market and Eighth streets, 72 on Market by 170 on 8th and in an alley, will be occupied by theatre and office building, 1,800 seats. Principals: Charles S. Smoot, C. Smoot Advertising Co. and John W. Hubbard, Pittsburgh. New house will supplant Lincoln, due for store purposes.

Montreal. Theatre Guild of Montreal, Inc., capital \$500,000, has been granted letters patent in past week. Business and societies beginning in venture, which indicates beginning of attempt to offset lack of legit scene in eastern Canada.

Rochester, N. Y. Fay's theatre fire Jan. 1 finally washed off court nooks when second grand jury failed to indict Edward Harding, night watchman, on charge of arson. Reconstruction work will take three months and house probably will not reopen before next fall. Edward M. Fay, Providence, is theatre from A. A. Fenwysky, of this city.

Rushville, Ill. After a long, hard fight this town goes to wide open Sunday, but now being repaid by an overwhelming popular vote.

Leader of the cause was Carl Pearson, of Princess theatre.

Denison, Tex. Leo Rideout of the Hlito has been named Public city manager. He will have charge of the Star.

Kearney, Neb. World and Empress new managed by Edith Foxworth, succeeding W. H. Foreman. Letter at Columbus and Swan houses in Columbus when M. P. Gettier resigned.

Edin, Okla. Hugo Plath shifted from Crittenton

Indies' Magazine

It is announced by Abram P. Myers, chief of the indie, that their organization, Allied States, will issue around June 1 "The Allied Exhibitor" as a monthly magazine.

It will be the indie's house organ. No editor or staff mentioned.

"CONTINUOUS USAGE," FILM NOT STORED, PLEA

Every film theatre in the City of New York will be forced to furnish if the ordinance prohibiting storage of over 5,000 feet of film is not specially interpreted for the box office. This was stated taken by the local film industry in petitioning Judge McAndrew Monday to rule that celluloid is not stored but protected and in continuous use so far as theatres are concerned.

Briefs were ordered submitted after the Justice, listening to vigorous arguments in the negative by the corporation court office, said he would delay immediate ruling.

Nathan Burkan, retained by the Theatre Owners' Chamber of Commerce, which is taking the initiative in meeting the test case involving the Mecca, Avenue A house, kept Charlie O'Reilly on the stand throughout most of the industry's side of the case.

While the Pathe studio fire is directly associated with the move against theatres, which exhibitors see as the agitation of fire underwriters, the ruling which Mayor Walker, as theatre owner counsel in 1922, obtained for the Brooklyn Strand, was spread by Burkan on the record.

The industry's contention of "continuous usage" rather than storage was met by city counsel with reference to long run Broadway houses.

to the Ritz, Westlake, Tex. to replace T. Horton, resigned. Sealing succeeds Plath at the Critterion.

Gardner, Mass. Herbert Brenon, Jr., now manager of Uptown. Succeeded J. O'Keefe, who resigned.

Ablene, Tex. Al Fourmet, new Public city manager. Succeeded Milton Overman now at Rialto, Denison. Fourmet's former job at the Kirby, Houston, held by C. E. Garder.

Denver. Holden Swiger is back at the Denver. He had been ill. A. W. Baker, temporarily in charge at Palace, Dallas. Baker succeeds J. Anderson, now manager of Astor, San Antonio, to succeed Floyd Smith. No assignment yet for Smith.

Colorado Springs. Maurice Leahy, now at Paramount, is in at the Rialto. He has been taken by J. P. Read. Leahy succeeded C. T. Perrin, shifted to the Paramount, Cheyenne, Wyo.

Ranger, Tex. Arthur Swanke has succeeded J. T. Hughes at Arcadia. Hughes is at the Grand, Paris, Tex.

Omaha. Irving Cohen from State to Paramount, Waterloo, and Ray Falke now in charge.

Rock Island, Ill. H. D. Grove, Public district manager, has office at Fort, which he formerly managed.

Grand Island, Neb. George McKenna has succeeded Disturb Manager Vogel Gettler at the Capitol and Majestic.

Burlington, Ia. Strand Amusement Co., Ottumwa, has purchased the Jewel theatre, here.

Iowa Falls, Ia. Protestant ministers here protesting Sunday filmsters here protesting in a special election.

San Antonio. Palace, many years a stock house, was leased by R. J. Stinnett and E. Charninsky, Dallas indie operators, for five years at \$80,000. Will open April 30 with second run films. Now being wired with Western Electric apparatus. Operators run Capitol in Dallas, Tom Caraway managing Palace.

Jaffrey, Conn. Harold G. Cummings is managing Empire, succeeding Michael Kugel, who goes to Capitol, New Britain.

Taking Away from Mag Film Ads To Advertise in Local Dailies

Theatres Spattered with Colored Paints, Without Reasons at Milwaukee

Milwaukee, April 22. Three neighborhood theatres, Greenfield, Fox Uptown and Venetian, were spattered with colored quick-drying paint last week. The Greenfield was the first house attacked, shortly after midnight, green and black paint being squirted over the box office.

Between two and four in the morning, box office and entrance of the Uptown were treated to a dose of red and black paint.

Venetian was visited last and a sticky yellow varnish-like substance squirted about the lobby and box office window. Employees of the theatres had difficulty removing the paint. The lobbies may have to be redecorated.

None of the houses has had labor or other trouble, and the management is at a loss to locate a motive.

Kantner Badly Hurt

Hollywood, April 22. Oscar Kantner, advertising manager of Paramount, Los Angeles exchange, is in a serious condition at Burbank hospital.

Leg was broken and other injuries sustained in auto accident Friday.

Paramount Theatre and Office Building, New York. Theatres equipped throughout with comfortable, acoustically correct seating. Courtesy of American Seating Co., W. E. & Geo. L. Rapp, 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 is acoustical perfection. Sound without reverberation, without echo. That is what the public asks for.

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 that beauty to harmonize with the design and decorative charm of interiors. That to attract patrons—to keep them coming to the theatre, new sound equipment was not enough. New chairs were needed... chairs having acoustical properties brought to their own seats the speaking or singing voice—clearly and undistorted.

To many, reseat—the replacing of old chairs with new—correct sound distortions, and brought 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 correct seating has a direct bearing on the number of people that patronize your theatre. Reseating Engineering Services at your disposal, without obligation. Just address Department V4.



A chair of this type was installed in the famous Chicago Civic Opera House. Full upholstered, spring edge seat and Moderne Standards. A triumph in building into theatre chairs maximum absorption 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 Office: 14 East Jackson Boulevard, Chicago, Illinois

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On the Set DOROTHY MACKAILL

featured in "Bright Lights" First National Technicolor Picture

Uses MAX FACTOR'S MAKE-UP

Flexibility, quality, purity... a few reasons why the stars prefer Max Factor's Make-Up.

When you see Dorothy Mackaill in "Bright Lights"... remember the make-up is Max Factor's.



Max Factor's PANCHROMATIC and TECHNICOLOUR MAKE-UP for the screen

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At All Leading Drug Stores

Max Factor Make-Up Studio HOLLYWOOD

For inquiries on any make-up problem will receive immediate attention. No obligation. Address: Special Service Make-Up Dept.

"COCK O' THE WALK"

Just Completed Its World Premiere at the

ROXY THEATRE NEW YORK

'Nuff Said

A JAMES CRUZE PRODUCTION

Starring

JOSEPH SCHILDKRAUT

in His Most Fascinating Role, with

MYRNA LOY OLIVE TELL

The Story of a Surefire Lover with "Lady Technique"



READ 'EM AND REAP!



ON
REGINALD DENNY
IN

"WHAT A MAN!"

With **MIRIAM SEEGAR, ANITA LOUISE, HARVEY CLARK**

**EXHIBITORS
HERALD-WORLD SAID:**
"One of those pleasant surprises that makes life tawny happy and proud. A distinctive kind of picture that deserves a lot of credit. Likely to be one of the commercial sensations of the season."

**MOTION PICTURE NEWS
SAID:**
"At last Reginald Denny is supplied with a story! Makes extremely pleasant entertainment."

FILM DAILY SAID:
"Worthy of a Broadway showing. Denny gives an excellent performance, putting this picture in the money."

PETE HARRISON SAID:
"The type of picture every independent producer dreams of producing but fails! It is as good and as wholesome entertainment as one will find in the best pictures made by the big producers and will add prestige to the picture business."

FILM SPECTATOR SAID:
"A surprisingly clever and amusing Denny vehicle. It deserves the success it will undoubtedly receive."

**EXHIBITOR DAILY REVIEW
SAID:**
"Reginald Denny is likely to stir the box office to the point of heavy receipts. The play is smart, distinctive, of the highest class. Watch this one for a money clicker."

Distributed by



HARRY H. THOMAS
Vice-pres. in Charge of Distribution



THE LINKS TO BIG RECEIPTS . . .

Joseph M. Schenck presents
HARRY RICHMAN
"PUTTIN' ON THE RITZ"
with **JOAN BENNETT**
James Gleason, Lillian Tashman, Aileen Pringle
MUSIC and LYRICS by IRVING BERLIN
Directed by EDWARD SLOMAN



"PUTTIN' ON THE RITZ"

"The best talkie-single to reach Broadway."—N. Y. News. "A box office hit. A triumph for United Artists," said the N. Y. World. "Richman puts over his songs like a million dollars," said N. Y. Graphic.

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.



"LUMMOX"

"Truly fine film. Magnificent and impressive."—N. Y. Mirror. "Will leave its imprint upon the memory of all who see it."—San Francisco Examiner. "Quite possibly the greatest picture the talkies have produced."—St. Louis Globe Democrat.

Joseph M. Schenck presents
FANNY BRICE
"BE YOURSELF!"
with **HARRY GREEN**
ROBERT ARMSTRONG
Directed by Thornton Freeland



"BE YOURSELF"

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

Inspiration Pictures presents
HENRY KING'S
"HELL HARBOR"
with **LUPE VELEZ**
JEAN HERSHOLT
John Holland Al St. John



"HELL HARBOR"

"Measures up to every standard of a great photoplay."—Tampa Morning Tribune. "Something NOT to be missed."—Exhibitors Herald. "One of the best entertainment films of the year."—San Francisco Call-Bulletin.

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



"ONE ROMANTIC NIGHT"

"A splendid story, engagingly presented and attractively acted. Altogether delightful. Lillian Gish was never so lovely. She takes her place as a big star in the talkies."—Arthur James, Exhib. Daily Review.

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



"THE BAD ONE"

Screendom's greatest money stars in their most colorful roles. Big names, a whooping good story, romance, fun, adventure—"The Bad One" measures to the highest box office standards.

WATCH FOR THESE BIG ONES ! ! !

EDDIE CANTOR in "WHOOPEE"
The first Goldwyn-Ziegfeld All Technicolor musical comedy.

"BRIDE 66" with **Jeanette MacDonald**
All Technicolor mammoth Arthur Hammerstein-
Joseph M. Schenck Musical Production

D. W. Griffith's "ABRAHAM LINCOLN"
with **WALTER HUSTON**. Adapted by Stephen Vincent
Benet. The "Birth of a Nation" of Talking Pictures.

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

RONALD COLMAN in "RAFFLES"
Samuel Goldwyn's Third All-Talking Box-Office Sensation



THE HIDE OUT

(Continued from page 35)

looks or otherwise. Miss Crawford doesn't loosen up enough. One of the ml'r roles Robert Elliott is outstanding as the stave dick. Some incidental music. This in the ballroom scene is badly recorded, the rest passing. One song not credited anywhere is sung by Miss Crawford. It is entitled "Wandering Onward." Just a song, and even less than that as Miss Crawford or someone else sang it. Camera work and recording, apart from ballroom scene, okay. Char.

A ROYAL ROMANCE

(All Dialog) Columbia production and release. Directed by Eric C. Kenyon from story "Frisbie Property." The Trefal cameraman, in cast William Collier and Pauline Starke. At Leo's New York one day, April 1936. Half double bill. Running time, 86 minutes.

Frisbie and swords fly. There's a haunted castle bought by an aspiring author who finds love in another man's wife. All the ingredients that appear in the 10-15-35 masses are in "A Royal Romance." Proprietors of such can book it for a regular. From the standpoint of real merit a colored comic gets the baton. Although secondary, so far as the script is concerned, he is more vital before the camera and does a better job than the principals.

Collier is the young author about to be ousted from the boarding house when he inherits a few hundred grand and doesn't have to be a hero (colored actor) to hook the sword work since Bunker Hill. The weapon, incidentally, provides the director with an opportunity to work in flashes of the various wars. These are edited to a nice brevity which enhances the running time.

Takes where most of the action gets place are the long-halled and big fireplaced locales of every stage of the screen thriller of this kind. The way the colored boy handles his dialog and actions, particularly those in a wine cellar and again when he rolls home with the missing jewels behind Iverstedt attendants are commendable for any type of production, and certainly help ease this one along at graceful grind pace.

Pauline Starke is caught away in a mysterious part of the castle until her young American friend thrusts his way through and gets the low-down on the faithless husband. Beer drinking scene, with bells ringing in the best pre-prohibition days, is the noteworthy surrounding in which the camera finds this Duke. Then the duel, airplane, and walk in a Brooklyn flat. Wally.

CABALERO TRANSFERRED

Los Angeles, April 22. C. A. Cabalero, purchasing agent for Fox West Coast theatres, has been transferred to New York to take up the same duties in the Fox eastern division.

Montagu Love, Reginald Sharland, Ivan Thomas, "Inside the Lines," Radio, "Our Blushing Brides," M-G.

GEORGE

PRIZE

And His Famous "FUNCH and JUDY" Featured in F. & M. Gypsy, Gypsy Ideas

FAMOUS

MEGLIN KIDDIES

NEW HOME

3203 Yeacoe Blvd., Los Angeles

OVERLAND BOUND

(All Dialog)

Pasillo prohibition, released through Raytone. Based on story by Ford Beebe, written by Fred Fox and John L. Wally Wales. Allen Ray. At Leo's New York one day, April 19, half of double bill. Running time, 84 minutes.

In story and cast "Overland Bound" would be regarded as a river boat audience. With all of its paper signing and long lost son story, the film interested and held its holders together better than many a western. Despite that, grand auditions when a young son provides a discrepancy in the story.

Picture has its title interpreted first by radio, and then by the musical number, shortly afterwards with an explanation by the attorney and again via violin solo in the lawyer's apartment. Wally.

She eventually marries the doctor, described as a nerve specialist but a man who rarely fails to have love in his eyes and voice, even before the murder of Sands, a bit part of a few minutes by Montague Love. It is so immediately after the murder an adventure, evoked by Theodore Von Eltz, leads in male attraction.

The district attorney's investigation is one of the most entertaining of the sequence. Servants coached by the lawyer to save their skins and guests at an apartment party, hold the interest and provide laughs when a young son provides a discrepancy in the story.

Picture has its title interpreted first by radio, and then by the musical number, shortly afterwards with an explanation by the attorney and again via violin solo in the lawyer's apartment. Wally.

THE THREE SISTERS

(All Dialog)

Fox production, released by Associate producer, James K. McGuiness. Directed by Paul Verdon. Running time, 84 minutes. Fox Brooks and Marion Hill. Scene and dialog by George Brooks and James K. McGuiness. Theme song by J. W. Gilbert and Abel Baer. Photography by J. W. Gilbert. Recorded by J. K. Hobson. At Fox, Brooklyn, week of April 19, 1936. Running time, 84 minutes. Louis Dresser, Kenneth MacKenna, Joseph P. Moran, Jane Collier, Antonio, Adelle, Richard, Ronald, Paul Porcari, Sidney De Grey.

Mother love in a war setting, designed from a familiar pattern but containing sufficient human interest to stand the test of time. Mother love theme seldom fails. Well handled here and with little better than more sympathetic character in this picture than in others where similarly cast, chances look better than in others.

From little inference might be drawn that this is a picture of sisterly love, but no more than that. It is a picture of sisterly love and devotion. Between "Three Sisters" and "Four Sons" there is a certain similarity, but no comparison.

Here the three sisters suddenly marry and one dying after giving birth to a son shortly after news of her husband's death on the battlefield. Other couple go to America, where they prosper with a florist's shop, while third sister marries her music mentor in Vienna. Through curious but plausible circumstances, the mother loses track of her two remaining daughters and flees from her little home in Italy to Rome, where her grand-daughter's ward is taken away from her and her fate reduces her to washing dishes in a cheap restaurant.

Heavy who is figured by the American couple as a friend receives money sent for delivery to the mother but not for himself. This stands out as the one unconvincing feature of the story, with audiences unlikely to believe that the American daughter and son-in-law would not want to communicate direct. No reasons given why she could not. An unexpected reunion of the two daughters in America and their trip back to Italy with husbands and plenty of dough, provides a happy finish. They locate both the mother who they thought was being taken good care of as well as the villain who gets the work right in the street with a garbage cart dumped on him for a laugh.

Audiences liking their pathos mixed with simplicity and love interest in various forms will get the emotional kick out of this that is delivered by most other love talkers. Miss Dresser is very touching in the more poignant scenes.

These two scenes, one combination and are moderately well played, though without any of the deep feeling that Miss Dresser imparts to her trials. As the comical Tony, hasn't much to do, but does that well. He is the only manling to sing the theme song, "Italian Kisses," going

Press Stunts

St. Louis, Mo., April 22. Kettie's is going to give a street distribution of free samples of candy for current and coming at the University of Chicago. The pack of Life Savers given away last week to boost "The Vagabond King," this week distributing Baker's Choculate.

Sault Ste. Marie, Ont., April 22. (By Chicago Press.) Algonia, used white space in his regular newspaper advertising display for "The 13th Chair." Readers were asked to hold the sheet to the light when they read the title of the picture which had printed in reversed type on the next page. A line read: "A mystery like this should be kept a mystery."

Los Angeles. Bernard Weinberg, handling publicity for "Journey's End" at the Mayan, made a tie-up with the Shell Oil Co. for distribution of 200,000 cross word puzzles. Half the words on the puzzle are Shell products, the others expressions used in the picture. Those solving the things get a chance on 100 gallons of gas.

N. W. Exhibs Favoring Arbitration Clause In Standard Contract

Minneapolis, April 22. For a street rally for "High Society Blues," Manager Emil Franke of the R-K-O 7th Street had a man made up to resemble Lucian Littlefield, tube character parading the main business streets. Outfit included a high plug hat and he carried a grip with a placard reading "On My Way to the Seventh Street Theatre to See Janet Gaynor and Charles Farrell in 'High Society Blues'."

Grip had a battery concealed and was wired for small light bulbs. When the rally commencing pushed a button a bell rang loudly and the placard became illuminated. Attracted much attention at night.

Denver. During the showing of "Young Eagles" at the Rialto, Manolis Cohn had a 30-foot Gypsy Moth plane towed several times through the city on a truck. Buddy Rogers sent a wire offering prizes for best letters from members of the "Posta" "Just Kids" club on aviation. Received excellent publicity in papers before and during the run.

Reading, Pa. Stage wedding at the Rajah theatre last week landed all kinds of press for Mack MacNeil's musical comedy co. Following the regular show came the nuptials with the Rev. J. W. MacNeil of the Anglican Church officiating. Bride was Lillian Wallace, local, and Thomas Williams, of the theatre, both wed with the Erickson troupe. Rest of co. there as attendants with house packed.

Company featuring special nights as a publicity gag with prizes awarded to the occupants of what are termed "lucky seats." Biz picked up as a result.

New Public Div. in Ind.; Stickelmaier in Charge

Chicago, April 22. Indiana has been created as the territory for a new division manager by Public in the Public-Grand States Division, directed by Jules J. Rubens.

Henry Stickelmaier, former district manager for Southern Illinois, has been given the post, with headquarters here.

Marc Wolf has been placed in charge of S. Ind.

JOE LaROSE FOX THEATRES Joseph Jackson Author of "BE YOURSELF" Fannie Brice's Big Success

WILLIAM MORRIS

ASSISTANT TO A. J. BALABAN

ANNOUNCES HIS PERMANENT RETURN TO THE

WILLIAM MORRIS

THEATRICAL AGENCY, Inc.

OF CHICAGO, ILLINOIS

ON AND AFTER MAY 15, 1936

as SECRETARY-TREASURER and GENERAL EASTERN CONTACT REPRESENTATIVE, in Association with

MAX TURNER (Resident Office Manager)

SAM BRAMSON (Booking Manager)

NETTIE LOZOWICK

FAY SILVERMAN

WILLIAM MORRIS THEATRICAL AGENCY, [Inc.]

16th Floor, Butler Building, 162 North State Street, Chicago

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SPRING IS HERE! — THE THE WISE BIRD IS IN THE SPOTLIGHT

The Two Sensational Hits In Universal's Pr

"IT HAPPENED IN MONTEREY"

Lyrics by BILLY ROSE

Music by

The Season's Most Delightful Waltz Song!

"I Love You So"

LYRIC by GUS KAHN *MUSIC by* TED FIORITO

The Beautiful Melody Fox Trot You Hear Everywhere!

"Alone With My Dreams"

LYRIC by GUS KAHN *MUSIC by* HARRY ARCHER

Prominently Featured by Rudy Vallée!

"IF I HAD A GIRL LIKE YOU"

FOX TROT BALLAD by LOUIS W. McDERMOT

The Prize-winning Song In The N.Y. Evening Graphic Contest!

"The Song Without A Name"

FOX TROT BALLAD by BENEE RUSSELL

*You Can't Go Wrong
With Any FEIST Song!*

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SAP IS IN THE TREES! T-INGING THESE NEW FEIST HITS!!

duction - Paul Whiteman in "The King Of Jazz"

"RAGAMUFFIN ROMEO"

MABEL WAYNE Lyric by HARRY De COSTA

The Slow Fox Trot That Is Fast-Hitting The Hit Class!

Where The **"Golden Daffodils Grow"**

LYRIC by GUS KAHN MUSIC by HARRY ARCHER

The Sweetest Song You'll Hear This Year!

"You're The Sweetest Girl This Side Of Heaven"

LYRIC by GUS KAHN MUSIC by HARRY ARCHER, CARMEN LOMBARDO

The Dreamy Waltz Song!

"Down The River of Golden Dreams"

LYRIC by JOHN KLENNER MUSIC by NATHANIEL SHILKRET

Here 'Tis - That Rousing Comedy Hit!

"Around The Corner"

LYRIC by GUS KAHN MUSIC by ART KASSEL



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FROM YOUR
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SIXTEEN STARS IN A
WHALE OF A TALKING-SINGING DRAMA

IT'S HERE! IT'S IN THE AIR! AND IT'S

NOW READY TO CASH IN FOR YOU. THE

GREATEST SHOW ON EARTH IS COMING!

HERE'S A MIGHTY SCREEN SPECTACLE—

IT'S THE BIG TOP SHOW FOR BIG TIME.

GET ABOARD THIS WINNER—A SURE-FIRE

HIT OF HITS!

With HELEN TWELVETREES • FRED SCOTT and
DOROTHY BURGESS • CHESTER CONKLIN • BEN TURPIN
NICK STUART • ROBERT EDESON • STEPIN FETCHIT
SALLY STARR • DAPHNE POLLARD • JOHN SHEEHAN
MICKEY BENNETT • GEORGE FAWCETT • BRYANT WASHBURN
LITTLE BILLY • WILLIAM LANGAN

Directed by Joseph Santley

Produced by E. B. Derr

P A T H É 

VAUDEACTORS QUITTING

Kicked in Rehearsal, Helen O'Shea Sues Ben Blue, Kicker, for \$33,000

In Ben Blue's current act at the Palace, New York, he gently kicks the featured young woman in the turn, Gloria Vestfalia, where he shouldn't, for a laugh. It is now occurring twice daily without anyone talking it seriously.

But when Blue kicked Helen O'Shea in the same place at a rehearsal in the 81st Street theatre, New York, on April 2, he kicked himself into a damage action for \$33,000. That is what Miss O'Shea, dancer, is demanding through I. Nick Gordon, her attorney. Miss O'Shea says the kick cost her \$25,000 in humiliation and that she lost stage work through it to the amount of \$7,000.

Miss O'Shea's salary must be much more than reported, since Blue holds a wire signed Helen O'Shea. It is dated April 18, four days after the kick, in which she expresses regret at her last action and asks to be reinstated into the Blue act.

Shy Butler

According to Blue, one of his "stooges" (assistants) was supposed to play a butler role and hasten Miss O'Shea along by kicking her. A stage kick is not so terrible when delivered at a woman by a man. Last week at the New York Palace it happened in two different acts. The butler seemed rather shy with his feet and his kick carried no punch.

Blue, acting as stage director for the nonce, instructed the girl to walk past him and told the butler to watch the demonstration. Blue is also a dancer and has a trained foot. Blue made the kick and it was a goal.

Miss O'Shea remonstrated. She preferred the butting kind of kicking, it is said. Blue retaliated by mentioning he could not stand temperament in his company, declared the rehearsal off and fired Miss O'Shea.

Then the wire and then the suit. Blue thinks if he can carry the suit along far enough there should be plenty of publicity for the suer and himself. He has instructed his attorney to demand an examination to determine any physical damage and a bill of particulars.

LOU CLAYTON, SHILL; LOU SIMON, AGENT

Chicago, April 22.

Lou Clayton, one of the three Schmozzies, was nabbed last week on a warrant charging him with obtaining money under false pretenses after Lou Simon, agent, charged that Clayton had stopped payment on a \$5,000 check in 1928. Simon claims Clayton gave him the check in payment of a loan at the Sherman House. Clayton says it wasn't a loan but happened at the Manhattan Club, a place where gambling joint. Clayton claims he went to the joint to act as a shill, losing \$1,800 of his own, plus \$5,000 Clayton claims his check for \$5,000 was only to fool the other players. Clayton got out on a \$5,000 bond.

Roscoe Ails Marrying

Roscoe Ails, once known as the energetic papa, will marry Shirley Dahl, dancer, in June. Announcement of their engagement was made last week in Akron, O. Miss Dahl is with the Raynor act in vaude. Ails is on the road with "New Moon."

Todd Quits Sun

J. Warren Todd has resigned as eastern manager of Gus Sun Circuit. He has formed an agency alliance with William Schilling.

Muggs and a Mark

Chicago, April 22. It cost Ernest Woody Public contact man for Omaha and Des Moines, more than a grand when a couple of muggs crowded him as he got off the train here and picked his pockets.

ENGLISH TURN TAKEN OFF BILL FOR "DIRT"

Naughton and Gould Failed to Eliminate Blue in R-K-O House

First instance of R-K-O carrying out its threat to go the limit in treatment of dirty gag users occurred at the Chester, New York, last Thursday night when Naughton and Gold, comedy team from England, was cancelled by the house manager, H. A. Feldman, for the balance of the engagement.

Act resumed Saturday at the Coliseum with the undesired gag and after promising it would not again be used. Naughton and Gold held about 12 more weeks to go for R-K-O. They arrived here from England about a month ago, following a previous trip several years before. They do a fast comedy turn, thoroughly clean excepting the one gag objected to. This gag, besides being the only blue one in the act, is also an unimportant part of the routine.

According to R-K-O, Naughton and Gold were advised to eliminate the suggestive bit prior to the Thursday night performance by the Chester manager. When they failed to drop it Thursday night they were informed by Feldman that their services were no longer required. R-K-O declares the fact that an act to receive the threatened severe penalty carries no international significance. Hiram S. Brown's orders to the circuit's house managers were to ring down the curtain on or dismiss from the bill the first offending act, no matter how big or small it might be. It so happened, states the booking office, that Naughton and Gold were asked to refuse to act as ordered since the strict orders were sent out.

Naughton and Gold were booked direct with R-K-O by Reeves & Lamport, foreign agency. Their American vaude salary is \$650.

Chicago Divorces

Chicago, April 22.

Mary Barrett, former vaude performer, married E. R. Swan on April 22nd's day and separated Tuesday. She got her divorce last week, charging cruelty, intoxication and a couple of socks to the jaw.

Andrew Bandyk is a musician around town, and now he's got to do three months in Bridewell, because he landed his wife with a red-hot poker when she squawked about his two-timing. Mrs. Bandyk also complained that he stalked her in the back with a knife, but Bandyk says no, it was a fork.

Elsa and Billy Newell open April 24 in New Haven with "Home Workers." Public unit, Jack Partington producing.

NO MORE PRIDE; NOW WANT JOBS

Fally Markus, Former Indie Agent, Placing Many Through His Employment Agency—Small-Timers by Hundreds Giving Up Hope

PARADE PASSED 'EM

Several hundred vaudeville actors have become firmly convinced that, as far as this is concerned, the future has little in store for them. Result is that more vaudevillians are forgetting pride with other false beliefs and leaving the show business for other lines today than ever before.

Death of the small time hinterland route, where even the most mediocre acts found a good livelihood for about four months and since then has obtained commercial realization of fact. It is estimated that around 300 vaudeville actors, men and women, who a few seasons ago were content with \$5 or 6 weeks per season on the once flourishing small time have quit the show biz during the past year, fully aware that such a career is no longer possible.

Fally Markus, Medium Probably the greatest number of actors placed in commercial jobs in the year's big exodus were placed by Fally Markus, the vaude parade king of indie vaude bookers and now out of the show biz with his own non-pro employment agency. Markus has been in his new business for about four months and since then has obtained commercial positions for 150 actors.

All 150, according to Markus, applied for outside jobs, thoroughly convinced that the vaude parade has passed them by; this despite that the better parts of their lives have been spent in vaude, and that to attempt anything new they must learn a new trade.

Actors are not difficult to secure non-theatrical jobs for, asserts Markus. In general, they are brighter than the average applicant, besides shrewder, and personal appearance of most gives a decided advantage. Youngest of the retiring actors are especially suited to salesmanship through an ability to talk and look as well as the goods they handle.

Theatre ushers, doormen, department store floor walkers, restaurant managers, hotel doormen, hotel clerks, shoe salesmen and traveling salesmen have been recruited from vaude by Markus and similar positions have been secured for ex-actors by other agencies or by the actors themselves.

Necessity is destroying the old belief of every actor that he is the best in the business and needs but a shove to the top. Many who have waited years for the break have become convinced that it's not going to arrive.

ILMA DUBSKY MISSING, DISAPPEARED SUNDAY

Ilma Dubsky of the Dubskys, four people acrobatic troupe appearing in Public houses, disappeared in New York early Sunday morning. The girl dined at a French eating place on West 44th street. She who does not drink intoxicants but dulled at the place until 3 a. m. She went to her room but forgot her pocket-book and started back to the cafe and has not been seen since.

Foul play is suspected. Act is continuing with another girl replacing her.

Troupe is Hungarian and booked by Max Lowman.

N. E. Manwaring, let out with his partner, Maurice Rose, in R-K-O's recent agent disenfranchising, is going with E. Reilly in a New York indie agency.

Actors Saving Now, Losing Rep Of Spendthrifts by Placing Part of Earnings in Trust

Protest to Publix of Lifted Materials from Nadel by Miss Kessner

Rose Kessner, for three seasons featured in E. K. Nadel's "Happiness Girls" act and now with the Publix unit, "Smart Smarties," playing Brooklyn Paramount this week, by use of alleged bits and material claimed as original property of the Nadel troupe, has resulted in Nadel filing complaint with Publix's legal department.

Nadel saw Miss Kessner at the Paramount, New York, last week. He immediately notified Publix she was using material copyrighted by Nadel's office.

I. Halperin, of the Publix production department, turned the protest over to the legal end, William T. Povers for Publix informed Nadel that the material did not seem original and that he (Nadel) had no protection unless it was original.

Nadel contends that the material as used is the same in continuity, style and mannerisms and that under the copyright law he is entitled to protection.

The Publix attorney is giving the protest further consideration.

\$20,000 FOR NVA FROM L. A. BALLROOM NIGHT

Los Angeles, April 22.

The first shot in the NVA campaign to secure \$100,000 from this sector was touched off Thursday night by a party in the Ambassador hotel's Coconut Grove. Between 1,600 covers at \$2 and the auctioning of 60 boxes, for the benefit performance at the Shrin Auditorium April 26, close to \$20,000 came in as a start.

Hotel's big room turned away well over 500 people on the night with Eddie Cantor, the NVA's president, taking charge of an impromptu floor show. Boxes were auctioned off by Cantor, George Sidney, Conrad Nagel, Pat Conroy, Jack Benny, Frank Day and Charlie Murray. Top price was \$1,500, another went for \$1,100, and 13 were sold for \$1,000.

Annual benefit performance will follow the Manhattan schedule of permitting each turn but three minutes on the stage, idea being to ring up at eight and "break" by midnight. Some 50 acts are listed to appear in the Auditorium which seats 8,000 and is without pillar or post.

Auditorium will be sealed at \$1, \$3 and \$5.

DENIES PETTING STUFF, SUES FOR PLENTY

Greater New York Vaudeville Theatres Corporation, as owner of the Hamilton theatre, has been sued in the Supreme Court by Herman F. Willhoer for \$200,000 damages for accusing him of becoming too friendly with a woman neighbor in the theatre and ordering him to stop the woman's "off-beat" act. His reputation was somewhat spoiled because of statements made by the manager accusing him of using the theatre for attempted petting parties.

The defendant got an order Saturday for particulars as to where he was when the manager is alleged to have acted on him notes which says damaged his reputation.

Actors have become better versed in the value of a dollar. What was once known as the world's most extravagant set is gradually losing its spendthrift rep—instead of its money.

Indication of a tightening up in the neighborhood of the thespian pinkie is the swing of numerous prominent and high-salaried picture and stage players to a new savings plan that limits the weekly expenditures and at the same time builds up an inactive but very protective bank account. The savings plan, operated by various trust fund companies, works in a certain portion of the depositor's salary every day. Balance goes to the actor to be spent as he or she wishes to spend it.

Highlight is that the depositor cannot withdraw the periodical allowance, with the salted b. r. held securely by the trust people and not to be touched unless in a case of emergencies, in which the depositor had to drop the plan.

In the past these same big earners were not savers. They did put it in the bank, considered the most convenient spot for temporary burial, but it didn't stay there long. Others converted it into stock, but stocks were easy to touch and as negotiable as coin—as long as they stayed up—and when the stocks dropped, the family fortune went with them.

In Other Days

Smartest of the economical actors of other days sunk their savings in good real estate, and others in stable securities, but few were few. Rest of the acting profession was glibbly for all sorts of schemes that spelled only poverty, or they spent it on themselves for temporary gratification. For reckless expenditures on themselves, actors have had no equal. Now it's getting to be different.

When actors are realizing that on their salaries, without help from outside investments, they should be able to compile comfortable fortunes.

When an actor is a good actor he is also in the money class. They go together. Yet in this country, with so many stage and screen people enjoying large incomes, there are but comparatively few very wealthy actors. About half are rich because they used their theatrical earnings as foundations for expansion in other lines.

Pride of the actors' unborn extravagance is that the few actors who are really "light," or who save like gravel among diamonds. Any actor who is exceptionally penny-clutching is generally known to all other actors and the rest of show biz. It's extraordinary. While those who spend their salaries wildly and thoughtlessly, being in the great majority, are not nearly so conspicuous.

They're realizing the big coin comes but once and never again. The former heavy spending girls and boys of the theatre are learning what they should have known long ago. Perhaps some day the mixed two-acts of vaudeville who constantly vice their ambition of just getting enough to buy a little cottage in the country will give up their hopes granted, instead of about 10% as in the past.

Pat Rooney, 38, Married

April 11 at Tynhorns, N. J., the mayor of that town married Pat Rooney, 38, and Doris Dawson. The ceremony occurred late in the evening, with the young people accompanied by their respective parents on the respective sides. The bridegroom for some time the marriage was in prospect. The bridegroom is the son of Pat and Mrs. Marion Dent Rooney and is 38 years of age. Mrs. Dawson, 26, has appeared in pictures.

Pat Casey's \$500,000 Commission On Libson Circuit Sale to R-K-O, Biggest Yet Known to Vaudeville

Pat Casey, who started in the theatrical business in an attempt to draw down \$500,000 as commission, the biggest chunk of commission ever known to vaudeville, where Casey commenced and continued. It will be his due for piloting the sale of the Libson circuit of the middle-west. R-K-O closed the deal last week at \$9,500,000.

With Casey's finances becoming messed up, William Fox agreed to a nullification of the sale contract, leaving the Libson 11 houses on the market. Other bidding was entered by the major theatre chains, with the Fox adjustment interminably delayed and R-K-O succeeding in the Libson chase.

5% on Whole

It was understood before Casey opened negotiations with Fox that he should receive 5% of the entire price the circuit might be sold for, if the price secured by Casey proved acceptable to the various stockholders. That agreement carried throughout, and the stockholders will pay Casey's commission at the conclusion of the transaction next month. Even the late E. A. Snider agreed that Casey was entitled to payment for his work and signed an agreement to that effect sometime before he passed away last month.

Several of the stockholders are better known to the vaudeville profession than others, although the Libson circuit, principally in Cincinnati, was looked upon as a string of houses. It has been booked through Keith's (R-K-O) for years, with R-K-O owning a considerable interest in different houses before buying the remainder. Two or three of the 11 are controlled by R-K-O through majority stock holdings.

Free "Pieces"

A few of the stockholders received their share in this or the Libson theatre when allowed "pieces" by the Keith office where they were employed at the time. These shares were repaid by the owners from dividends through the years declared by the houses. The Libson circuit costing actually around \$4,000,000, has earned net annually in the past as high as \$2,200,000. It is rated one of the best paying groups, relatively, of the vaudeville circuit.

Among those who hold stock in the Libson circuit really as gifts and will receive their share from the proceeds of the sale as not paid resides the dividends directly received after their stock has been paid for in full, are Eddie Darling, due to get around \$250,000; Tink Humphrey, \$150,000; John Maloney, probably \$500,000, and John Royal, \$250,000. R. G. Lander, Jr., Senator Henry Walters and Maurice Goodman are other Libson stockholders to a considerable amount each.

J. J. Murdoch owns about 25% of the entire circuit, and the Albee estate near that amount. Other stockholders besides the Libson are Bow, Heisingfeldt, Mrs. Jos. Hillcock and Henry Ziegler, all of Cin-

TRAHAN IN SHOW, WITH NEW OPENING DATE

Al Trahan will be the comedy feature of the "Little Show," despite R-K-O's refusal to release him from vaude bookings, as Brady & Weiman have set the opening back to July 1.

Original opening date was June 1. Trahan whose vaude bookings run through the most of June, recently applied for release from R-K-O and was turned down. His R-K-O contract will have expired by July 1.

Trahan's reported "Little Show" salary is \$1,750, with the comic booked for the musical by Charlie Morrison, his R-K-O agent.

Get Colored Act for Show by Paying Loan

Connie Immerman, casting a second "Hot Chocolates," has made a deal with R-K-O for the release of Harris and Radcliffe (colored) from vaude bookings. Team will owe R-K-O about \$1,500 of an original \$5,000 debt. The money was secured from the booking office in form of advances on salary and money for a vaude act Harris and Radcliffe produced.

Team had until July to play for R-K-O. Reported arrangement offered by Immerman is payment of Harris and Radcliffe's debt to the booking office.

Set for "Vanities"

Among the principals so far arranged for Carroll's new "Vanities" are Herbert Williams and Wilton Weber, for comics.

Ann Pennington is the lead femme.

Puck-White, New Act

After a career in "Show Boat," Sammy Puck and Eva White are returning to vaude in a new act now in rehearsal.

They open for R-K-O in two weeks.

"Promises" to Casey

Pat Casey is head of the Variety Managers' Association and financial director of the N. V. A. At present he is in Los Angeles, handling the N. V. A. benefits and drive next week from that point, due back in New York May 1. It is the first time in the 15 years Casey has exclusively handled the V. M. A. affairs and during which period he acted as the medium for many a deal, that he has ever gotten a break. During the life of Albee, Casey receives nothing but promises never fulfilled, and the same with others.

Casey now has an action pending against E. S. Moss to recover an amount Casey alleges due him from Moss' sale of his theatrical holdings to Keith's for \$2,000,000. It was through Casey that Moss became part of the Keith organization.

Cantor's Mistake

Hollywood, April 22.

In the "Fast Age" column in Variety, Eddie Kane, setting out here in pictures now and then, found an item about himself, and Eddie Cantor, returning from Europe and preparing to start a vaude tour together.

Kane clipped the item and sent it to Cantor with a notation: "You should have stuck with me."

N.V.A. Week Starts Sunday, With Aid Of Many Artists

With the N. V. A. Week in the variety houses starting Sunday, April 27, a request has been sent out by that society for any artist asked by a theatre chain or theatre manager to lend his aid, to do so whenever and as far as is conveniently may.

The N. V. A. drive will be local, to the town, with some straight picture houses possibly requiring talent assistance on the stage from the combination houses. It many elicits a special benefit performance will be held, on top of the daily collection from the audiences for the N. V. A. fund.

Pat Casey has been on the coast conferring with Eddie Cantor, N. V. A. president, on the subject of the week's drive and the benefit shows. Casey is due back in New York early next week to help in the campaign from that end. Cantor is held on the coast through having started in the "Whoopee" talker.

Unions Donating

Chain producers have fully cooperated with the N. V. A. Week, issuing their own trailers and instructions to promote the drive. The Hays organization also has been helpful.

It is anticipated that the stage hands' and musicians' unions will step aside from their usual policy of not volunteering for benefits, to suggest local men donate services for the N. V. A. benefits. It is said that Casey has been assured to this effect by President Wm. Canavan of the I. A. T. S. E., and President Jos. Weber of the Musical Federation.

At a meeting of the major circuit booking heads, Lew Golder of Warners was elected chairman of the May 4 N. V. A. benefit show at the Metropolitan O. H. Golder is booking and arranging the bill.

Acts are being asked to sign pledges that they will appear, so that names may be advertised.

Edwards with Fox

Gus Edwards suddenly switched from R-K-O to Fox and opened Saturday at the Academy, New York, at a reported \$4,500 salary.

Edwards came cast with a new revue of proteges from Hollywood, headed by Armida. He was at the Palace last week.

Henry Bergman's Loew's

Loew's has Henry Bergman, whose new production has been playing R-K-O houses for a picture house unit.

Date for opening of presentation to be built around Bergman's act will be in May.

Big-Time Vaude Not Likely to Be Show Factor for Years, Is Conclusion of Vaude Showmen

BROUN MAY GIVE AWAY HIS PALACE \$1,000

Heywood Broun may turn the \$1,000 he is to get for a week at the Palace, New York, May 17, to the unemployment fund he is building up through his column in the "Evening Telegram."

The columnist says that while he has not yet definitely decided on doing that with the grand, he may do so after he gets it in his jeans, minus the usual commissions.

Broun will do a 10 or 12 minute monolog. He has been booked for only one week, but if wanted for a second, might consider it. Max Gordon negotiated the unusual date at the admittedly unusually low salary in consideration of the likely draw.

The agent wrote Broun, asking him if he wouldn't like a real job for himself and the columnist grabbed it right away, approving the Palace date immediately it was offered.

Broun's drawing power at a theatre is a question, but in appearing at the Palace the feeling is that R-K-O is getting what might prove a very unusual box office attraction at a little salary.

Baseball Players

R-K-O ball team has been finally organized.

Lineup includes Louis Potocki and "Chick" Schultz, pitchers; Conrad Ebottem, catcher; Robert Brager, left field; Herbert McEntee, center field; Harry Pimstein, right field; Benjamin D. Bender, short stop; "Bud" Spurge, second base; Joseph Denkscher, first base; John Callahan, third base; E. Waxberg, Robert Sherman, Howard Hein and A. E. Wolfe, utility men.

O. R. McMahon has been appointed manager, with L. P. Grant and R. E. Radtke, assistants.

Team is recruited from both R-K-O corp and Radio pictures.

Herb Williams in Show

Herb Williams goes from vaude to Earl Carroll as comic in the new "Vanities."

Show starts rehearsals shortly.

Jack Lewis' New Field

Jack Lewis, former theatrical agent, is now executive vice president of the Office Equipment Corp. His offices are at 730 Fifth ave.

Smith-Dale Shorts

Smith and Dale, Hebe comics, now in "Mendel, Inc.," at the Colhan, New York, will make six shorts for Paramount, with an option for a feature film to follow.

The shorts are to be made at the Long Island studios.

Morris office closed the deal.

The imaginary big time bubble has burst and the proposed revival of two-a-day straight vaudeville appears to have been visionary only. Opinion of booking men is that should straight vaude again assert itself during the next five years, it can't attain a route of any proportions.

R-K-O's Palace theatres in New York and Chicago are the only remnants of the once popular form of vaude. Latest blow is the reported intention of R-K-O to discontinue the big time policy in Chicago.

The New York Palace is considered the showcase of the R-K-O circuit, therefore a necessary evil. It costs R-K-O thousands of dollars yearly in burdening the other theatres with acts and salaries that would not be booked or set if it were not held necessary to keep the Palace big one.

About this time last season during the early stages of R-K-O's theatrical reorganization, it was contemplated by that circuit to build a straight vaude trip of about 15 weeks. A clear plan was laid out, towns mentioned and routes pictured, but rested there.

That Chicago was considered second to New York as the straight vaude stronghold dispels straight vaude possibilities, since Chicago is now about to go the way of the rest of the big keys, excepting New York.

Own Opposition

It is conceded by bookers and vaude house operators that the popular policy of the day—competition—vaude—is much to strong competition for straight vaude. Absence of money acts in the flesh reduces cost, the picture names more than make up the difference and the short bills permit greater number of shows and the box office turnover is considered so important in lifting grosses to the profit class. So far no showmen have been able to adjust a box office scale for big time vaude, considering capacities, etc., when it might compete with profit against anything.

Pictures, say the vaude men, added another article to variety entertainment, with the new comer starts foremost of R-K-O houses next Saturday at the Jefferson, New York.

R-K-O is the only circuit to have mentioned straight vaude in its new forecast. Fox, Warners and the rest have not considered it.

Mae West's New Act

Mae West is set for a return to vaude in a new skit she has written for herself.

Miss West has abandoned plans to star in a revival of her former stage success, "Diamond Lil."

Lynns & Lynns are engineering her vaude debut with Fox date now being arranged.

G. O. in Vaude

The New York Opera Co. playing a condensed version of "Faghiacci," starts its tour of R-K-O houses next Saturday at the Jefferson, New York.

The principals will be Cosma Yullo, Fernando Bertini, Marie Yalle and Nino Ruella.

ATTENTION! MANAGERS, ARTISTS AND PRODUCERS

Having originated and routined a new dance "Ideas," named "THE RACKETEER DANCE," which has been acclaimed by press and public sensation, we

DENO and ROCHELLE

Take this means of WARNING IMITATORS to lay off, as the above dance is fully protected, including the following dance "Ideas," namely "THE DANCE OF THE THREE RHYTHMS" and a novelty number, "THE DANCE OF THE ROBOTS"

(Signed) **DENO and ROCHELLE**

Direction R-K-O MARTY FORKINS

Loew's State, New York, This Week (April 19)

The Only Act of Its Kind in the World

6 ROCKETS 6

SUPERB ACROBATIC SEXTETTE

PICTURES ON THE ROMAN LADDERS

NINA OLIVETTE

PARAMOUNT'S Latest PICTURE COMEDIENNE



MISS OLIVETTE has just completed Paramount's Newest Comedy Sensation

"QUEEN HIGH"

(Comedy Lead)

Previous to Her Talking Picture Debut She Was Featured in the Musical Comedy Stage Production of

"HOLD EVERYTHING"

(Comedy Lead)

Which Had a Successful Run of Sixty-seven Weeks in New York.

Also Played the Comedy Lead in the Original Stage Production of

"QUEEN HIGH"

(Musical Comedy)

NINA OLIVETTE

PLAYED THE LEADING COMEDY PARTS IN THE FOLLOWING NEW YORK PRODUCTIONS

"SCANDALS" "MUSIC BOX REVUE"
 "GREENWICH VILLAGE FOLLIES"
 "CAPTAIN JINKS" and "SWEET LITTLE DEVIL"

AND IS APPEARING

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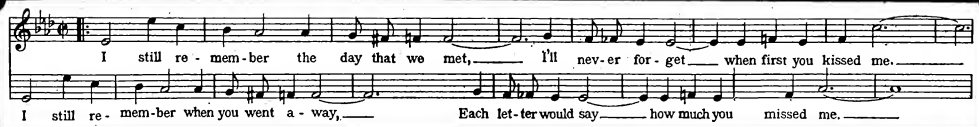
R-K-O Bookings **CHAS. H. ALLEN** M. S. Bentham Office

MORE MORRIS HITS!

A SONG YOU'LL NEVER FORGET!

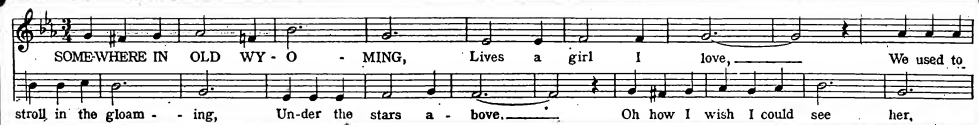
I STILL REMEMBER

BY CHARLIE TOBIAS, SAM WARD & PETER DE ROSE



ANOTHER "CAROLINA MOON"

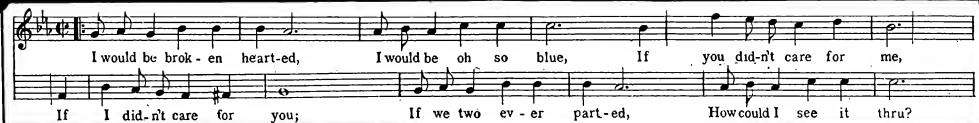
SOMEWHERE IN OLD WYOMING



YOU CAN'T HELP BUT CARE FOR

IF YOU DIDN'T CARE FOR ME

BY SHERMAN-LEWIS & SMITH BALLEW



YOU'LL LOSE A SURE 'BET IF YOU DON'T SING

I LOST MY GAL FROM MEMPHIS

BY CHARLIE TOBIAS & PETER DE ROSE



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R-K-O Calls Off Vaude Bookings in L. A. Million Dollar; "Blacklist" Threat

Los Angeles, April 22. R-K-O's deal to book five act bills into the Million Dollar here is cold. The chill goes on after but two weeks of R-K-O bills, first one going in this Thursday (24). Theatre is squawking about being given less than four weeks' notice of the discomfiture, but the local Keith-Orpheum office has decided it won't provide opposition to its own vaude units at the R-K-O, formerly the Hillstreet.

This doesn't mean that the Million Dollar is not going to have vaudeville. It's a cinch that someone is going to book the house because the site wants acts in addition to its screen. Who or what office will place the acts on this corner after R-K-O quits is unknown at present.

More or less of a row reported within the local R-K-O office over the matter with wires and phone calls flashing between both headquarters. Situations may even develop into R-K-O declaring the Million Dollar "opposition" as regards acts and refusing to play those things prance on the M. D. stage. That's going back a few years for an office policy but it may happen.

R-K-O execs assumed the viewpoint of seeing no sense to build up vaudeville in somebody else's house. With Los Angeles a heavily smothered picture town, the opportunity to plug vaude, regardless of house and as long as R-K-O was booking it for a fee, evidently didn't count.

With the R-K-O office relinquish-

2 PUBLIX PRODUCERS OUT

Stage Unit Staff Going to 3—Reduction of Weeks

Publix will chop its unit producing staff from five to three staff producers within a fortnight. Surviving trio, comprising Jack Farrington, Boris Petroff and Frank Cambria, will thereafter divide further unit production output while Louis McDermott and Harry Garfins will be dropped. Both of the latter are on their last assignments.

The cut in producing staff is said to have been precipitated by the circuit for the unit shows having narrowed from 42 weeks previously to 17 weeks now.

Joyce City Manager

Mike Joyce, former manager, Columbia, New York, former Mutual burlesque house, became manager of the City in 34th street for Mansbach & Froelich Monday.

Joyce succeeds Howard Burkhardt.

Publix "Show" House

Chicago, April 22. Starting May 1, and every Thursday, Publix will run five or six showing acts at the last presentation performance at the Oriental.

ing booking the Million Dollar, the vaude again reverts to Meiklejohn and Dunn, who originally booked the house.

MIKE SHEA OBJECTS TO R-K-O BILLING

Toronto, April 22.

As a result of the cut made in the business at Shea's Hippodrome by Famous Players-Canadian's Imperial (formerly Pantages) since the latter commenced to play R-K-O vaude, the Shea house has demanded that the Imperial discontinue using the R-K-O name in exploiting and billing its vaude.

F-P-Canadian owns 50% interest in the Hip, with Mike Shea as partner. On consent from Shea, playing R-K-O vaude for years, Imperial went to R-K-O for bookings a month ago, with Shea stating at that time that if it did not affect the Hip's business, a second Toronto theatre using R-K-O billing would not be objected to.

Imperial, through its F. P. connections, has the local picture edge over Shea's, this combining with the stronger vaude to cut in on the Hip's attendance.

Canadian Paramount's theatre in Hamilton, Ont., which followed the Imperial with R-K-O bills, is the lone R-K-O booked house there and using the brand without opposition.

Morris Stein, in charge of vaude for F-P-Can. left Sunday for New York on the first of what will be monthly or bi-monthly trips to the R-K-O home office to advise New York on the bookings.

R-K-O booker in New York for Toronto and Hamilton is Jack Hodgdon.

Coast House-Cleaning

Los Angeles, April 22.

By order of Nate Blumberg a housecleaning in the R-K-O western division will start pronto.

Frank Vincent, divisional manager, left for the northwest territory where there is some sweeping of delinquent house employees in prospect.

Harry Watts is manager of the Fox, Brooklyn, N. Y.

Dayton and Columbus Go in R-K-O Offices Once More for Vaude

Vaude will return to Dayton and Columbus, O., next season under R-K-O's direction. Both have been without vaude for over a year.

Dayton and Columbus were included in the R-K-O \$9,100,000 Libson middle western circuit buy. When playing vaude in the past the two Ohio towns booked through Keith's.

R-K-O booking office is figuring on addition of Dayton and Columbus to the vaude books by September.

LOOP AGENTS WIN 2 COMMISH CASES

Chicago, April 22.

Two cases protecting agencies in commission collections were won in courts here by Attorney Harry T. Munns.

Gene Sheldon, m. c. at the Minnesota, Minneapolis, tried to break a contract with Schallman Bros, indie agents, charging that when he signed away \$75 a week of his \$275 salary he was still a minor, but was ruled against.

Margaret Felch, operating without a state license, was awarded \$203 from O'Malley and Maxfield, court holding that she was acting as the act's personal representative rather than as booking agent and therefore needed no license.

FOX-LOEW JOINT BOOKING OFFICE?

Rumors around suggest that there may be a joint vaude booking office in New York for the Fox and Loew chains. Nothing behind the rumors to base them upon.

None of the Fox people will admit that angle of the Fox reorganization has as yet been reached. A joint booking office is not similar in actuality to a common firm exchange for the two companies. Latter would indicate a merger of Fox and the Fox-controlled Loew, Inc, which has not occurred. A vaude booking office could be operated as an independent agency, supplying both circuits with stage attractions, without directly responsible to either.

The saving effected by both companies on any joint booking of acts or selling of films would be tremendous.

Loeb's Own Agency

The vaude agency which now supplies the Fox theatres with stage material and has been doing so for years, is not circuit-owned, as are the exchanges of the other chains. It is an independent bureau, operated and generally managed by Jacob Loeb, close friend of William Fox, with the probable profits therefrom reported shared in largely and personally by Loeb.

As the Fox general vaude booking manager, Loeb's weekly income is considered to be the largest of any vaude executive of the past or present, with every reason existing for that belief. Loeb shares heavily in theatre properties also.

M. S. Bentham coming back from the coast. Away five weeks.

ARNOLD—MICKEX—CHARLIE—TEDDY

FOUR CIRILLO BROS.

STILL R-K-O-ING IT

WEEK OF MAY 2—OMAHA

BOOKED SOLD Direction: JACK WEINER—ED. KELLER

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R-K-O PALACE, NEW YORK THIS WEEK (APRIL 19)

HARRY ROGERS

Presents

THE EMINENT JEWISH TRAGEDIAN

MAURICE SCHWARTZ

As SHYLOCK (In English)

THREE SCENES FROM "THE MERCHANT OF VENICE"

! PRESS COMMENTS !

"It is a passionate, furious portrait that he creates, but precise and controlled in diction and held closely to the rhythm of the verse. It leaves no doubt on the part of Mr. Schwartz as to the tragic implications of the character."—"TIMES."

"The episodes give Mr. Schwartz an excellent opportunity to display his remarkable dramatic talent."—"HERALD TRIBUNE."

"His interpretation of the vindictive usurer yesterday held in fascinated silence an audience—in the 'evening' speech especially. Mr. Schwartz reached a high peak of acting."—"WORLD."

"Schwartz as 'Shylock' earned a tribute that rivals any he has received at his own Yiddish Art Theatre."—"GRAPHIC."

"One of the finest Shylocks of the generation."—"TELEGRAM."

AT REHEARSAL

By Joe Laurie, Jr.

The Animal Act
Good morning, Mr. Conductor. Yes, those are my books. Play the gallop until the ponies start shaking their heads, then segue into the waltz very soft and when I say "Good girl Alice" give me a cord while the pony takes a bow.
Then back into the gallop until I set up the flags. I stop you when I'm ready, then after a speech I introduce Spotty the dog, give him a short cord; then I do a little speech and ask him to pick out the

different flags from the different countries. When he picks the flags you play the music like it's marked in the books; it runs the same each show. When he picks the British flag you play "God Save the King"; then comes Italy, German, Irish, French and America, they are all numbered there.
For America give me "Yankee Doodle" good and lively and double forte. Then you go back to the gallop.
Stop when I bring the monkey to

the footlights. I do some tricks with him. Mr. Drummer, give me a roll every time he turns around and a loud crash when he sits down. Then back to the gallop. Stop when I bring Aiipo to the footlights. I ask her how many days in the week and all that stuff, and Mr. Drummer give me the wood block when she taps her foot and at the finish the cue is "How many days would you want me to work?" Then give me a cord. She makes a bow. Then back to the gallop again until I stop you.

I make a speech about Jimmy, the dog, being the highest diving dog in the world. You don't stop until he jumps from the high stand into my arms. Mr. Drummer give me a long roll until he lands, then a loud crash and you go into the gallop again until the curtain comes down. Then a long cord for bows.

Thank you very much. Just watch me, you can't go wrong. I'll give you the cues.

The Hoofers
Hello, fellers. Two introductions, first piano, second forte vamp until cue. "So's your old man, but you play one and six. We sing a verse and a chorus and dance the other five choruses. It's song and dance stuff.

Segue to number two in the books. This is a Russian dance, good and lively. Play soft until I get into the floor stuff, then bring it up good and loud, and Mr. Drummer, give me plenty of cymbal stuff. That's it.

Then the partner comes on, makes announcement about giving invitations of different dances and asks which one they want. He gives you a direct nod for each one and says, "Do you know that one professor? O. K. Let's go," and you go into the ones that they call.

They're all marked plain so you can't go wrong. Frisco, Mosconi, George Primrose and the last is always Pat Rooney. That's fine. Then into the next one marked No. 4. Good and lively. We each do a few steps, just a short wait for a hand after each one dances, then pick the next one up right away. It's just us. It's a good wait but don't kill the hand. That's it. Plenty of cymbals Mr. Drummer when we go over the top. Everybody good and loud. That's it. You play No. 5 for bows. Thanks very much, fellers. You'll get it o.k. after the first show. It's a little tricky but the first show is a rehearsal anyway. Thanks.

The Sketch
Good morning, gentlemen. Will you be so kind as to play "Home Sweet Home" at rise of curtain and diminish until phone bell rings, and when the lady answers the phone, you stop. You have at least a 15-minute rest until the cue, "My wife. My husband. My hat." Then you play, "There'll Be Hot Time in the Old Town Tonight," and keep it up for curtain music. That's all. Thank you very much Mr. Lender and gentlemen.

The Single Woman
Hello, Julius. Hello boys. Gee, I can hardly talk. Had a party last night. Didn't get to bed until three and then had a long jump in here. Couldn't get a sleeper or nothing. I'm dead. Well, we'll do the best we can.

Two introductions first piano, second forte. Vamp until ready "Mince Meat Papa," two and two, keep it down nice and piano. Segue to "Red Red Roses" two and two. Just one introduction. That's fine. Now on the next one, "My Top Is a Flop," play the introduction until I give you the sign in the entrance. It's a hard change and keep it down very piano because if they don't get the catch lines it's lousy.

Segue into the ballad, "You've Paid Off Every Debt But Mine," one and one then I go into a recitation. Come up good and forte on the last four bars. Then segue into the next number for bows. Sometimes I sing it if they're good and sometimes I won't.

Watch me very closely. If I wave my handkerchief you stop the music then if I'm going to do the number, I'll give you a direct nod and pick up the vamp.

You gotta help me with this, Julius. I make a few cracks to you and you act bashful; then I go over to you, drummer, and you put your head in the kettle drums, and when I say "chicka chicka" let's make whoopee," you go into the verse two and two very piano for the catch lines. That's fine.

You play the music like it should be played. Last week they played it terrible. Thanks boys. Oh, I almost forgot. Jim and Fanny Oakes send their best regards to you and

(Continued on page 53)

2 New Publix Units

Two new Publix units are currently in rehearsal and will be spotted for the allotted 17 weeks' tour of Publix houses still operating with stage show policy.

"Home Wreckers," featuring O'Donnell and Blair and produced by Jack Partington, will bow in at the Paramount, New Haven, April 24. Support will include Billy and Elsa Newell, Andy and Louise Carr, Six Beverly Girls.

"The Blue Mill" is the other of the duo with Boris Petroff producing. Phil Phillips, Helen McFarland and Fred Evans Girls. It will bow in at the Paramount, New Haven, May 1.

R-K-O PAYS MARCUS \$12,000 IN SETTLEMENT

R-K-O came to terms with the Marcus Show last week, with the show's claims settled for \$12,000.

Marcus troupe, musical tab, was booked last season for a lengthy route over protests from many of the circuit's house managers. Following advent of the present R-K-O booking regime, Marcus Show's route was rearranged.

Settlement made was in lieu of time unplayed and for transportation claims.

Fox office has the Marcus Show for some dates in New York. Bob O'Donnell wants it for a run at the Crescent, New Orleans.

Irma Duncan, adopted daughter of Isadora, filed a motion in the Supreme Court to restrain Sol Furock (Irma's brother) from interfering with her contracts.

TOUGH FOR UNION, PRES. UNDER COVER

Chicago, April 22. With times tough, Actors' Union of America is retrenching. Phil Phillips, president, is working at a radio station under an assumed name and conducting his union activities at night. He states he is working gratis for the union.

Omaha Adds Act

Omaha, April 22. To offset new five-act vaude policy at the Paramount, formerly presentations, local R-K-O is adding an act weekly to the regular four-act Orpheum road shows. Extra act Chicago-booked.

Bert Lytell has had his nose lifted. He considered his proboscis a bit too ample for picture work and went under the knife wielded by Dr. Luis Berne, plastic surgeon in New York, to have it fixed.

WANTED IMMEDIATELY
YOUNG AND TALENTED
MUSICIANS
ALL INSTRUMENTS
TOP SALARY
E. K. NADEL
148 West 46th St.,
NEW YORK



ANGELINA
The Little Italian Girl
"The critics say:
"A pleasure to hear this voice in vaudeville."
"Her enunciation is perfect."
"A charming personality."
"A study in showmanship."
"Her intonations of bits very realistic."
"Her choice of songs, the audience want to whistle—and they do."

FRED CLINTON
The Little Italian Girl
writes her songs and is her accompanist.
BILLY JACKSON SAM ROBERTS
in Chicago in Chicago

ENOS
FRAZERE
"Acme of Finesse"
THIS WEEK
April 19, Spokane
MANAGERS
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JOHNNY JONES
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Musical Acrobatic Comedy Rhythmic
Comedy **billy m. greene** Harmony
Quality
Thank: AL GROSSMAN

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"INTERNATIONAL ILLUSIONIST"

SAILING MAY 14

ON S. S. "BERENGARIA"

RETURN SEPT. 20

TO PLAY

R-K-O ROUTE

Secured by CHAS. H. ALLEN

Week 1930	
Sept. 20	Chester and Madison, New York
" 27	Syracuse
Oct. 4	Rochester
" 11	Cleveland
" 18	Chicago
" 25	Minneapolis
Nov. 1	St. Paul
" 10	Winnipeg, Canada
" 16	Open for traveling
" 21	Spokane
" 29	Vancouver, Canada
Dec. 6	Seattle
" 13	Tacoma
" 20	Portland, Ore.
" 27	Open for traveling
" 31	Golden Gate, San Francisco 1931
Jan. 7	Oakland
" 15	Los Angeles
" 23	San Diego
" 30	Open for traveling
Feb. 4	Salt Lake City
" 11	Denver
" 20	Omaha
" 28	St. Louis
Mar. 7	Kansas City
" 14	Open for traveling
" 20	Oklahoma City
" 27	Fort Worth
Apr. 3	Dallas
" 10	San Antonio
" 17	Houston
" 24	New Orleans
May 4	Atlanta
" 11	Birmingham
" 18	Charlotte

THANKS TO

CHAS. H. ALLEN

M. S. BENTHAM OFFICE

Exclusive American Representative

European Representative
REEVES & LAMPORT

You Remember -

OH HOW I MISS YOU TONIGHT
CAROLINA MOON
JUST A GIRL THAT MEN FORGET
TIP TOE THROUGH THE TULIPS

well -

HERE'S ONE BY THE SAME WRITERS YOU'LL NEVER FORGET !!!

DANCING WITH TEARS IN MY EYES

LYRIC BY AL DUBIN

MUSIC BY JOE BURKE -

REFRAIN

For I'm danc-ing with tears in my eyes, 'Cause the
 (girl) in my arms is-n't you, Danc-ing with
 (boy)
 some-bod - y new, When it's you that my heart's call-ing
 to, Try - ing to smile once in a
 while, But I find it so hard to do, For I'm
 danc-ing with tears in my eyes, 'Cause the (girl) in my
 (boy)
 arms is-n't you, For I'm you,

Copyright MCMXXX by M. Witmark & Sons

ALL MATERIAL NOW READY

ARRANGED AS A SLOW FOX-TROT AND WALTZ

Important!
 AL DUBIN HAS WRITTEN ONE OF THE GREATEST SPECIAL RECITATIONS EVER PRESENTED FOR THIS SONG. -WRITE-WIRE- OR CALL- FOR YOUR COPY

M. WITMARK & SONS

IRA SCHUSTER ... GEN. PROF. MGR. ... BOB MILLER ... RADIO and ORCH. MGR.
 CHICAGO, 910 WOODS BLDG. ... 1659 BROADWAY, NEW YORK CITY ... LOS ANGELES, 6423 HOLLYWOOD BLVD.
 ST. LOUIS ... 401 AMBA/ADOD. BLDG. PHILADELPHIA ... 1118 CHESTNUT ST. DETROIT ... 901 WURLITZER BLDG.
 PITTSBURGH ... 1623 BLVD. OF ALLIES CINCINNATI ... 120A CENTRAL PARKWAY BALTIMORE ... 827 HAMILTON TERRACE
 BOSTON ... 108 TREMONT ST. DENVER ... 1527 CHAMPA ST.
 AUSTRALIA ... J. ALBERT & SON LONDON ... B. FELDMAN & CO.

AN ACHIEVEMENT IN SHOW BUSINESS BROKE HOUSE RECORDS

IN 90% OF TOUR JUST COMPLETED

175

CONSECUTIVE WEEKS OF KEITH-BOOKED THEATRES

RETURNED TO NEW YORK

THE MARCUS REVUE

"YOUTH AND BEAUTY"

TRIUMPHANT COAST TO COAST TOUR

THE ONLY PRESENTATION-REVUE TO PLAY ALL OF THE BETTER VAUDEVILLE THEATRES
IN THE ENTIRE UNITED STATES

50---PEOPLE---50

AND A CARLOAD OF

MAGNIFICENT COSTUMES and ELABORATE SCENERY

ESPECIALLY IMPORTED BY DAZIAN FROM GERMANY AND FRANCE

This Production Brilliantly Staged by LEON MILLER, with
ELMER COUDY, LEON MILLER, BEE WINSOME, DOROTHY COUDY, TOM MULLALLY, MARIA FOKINA
OTHER PRINCIPALS AND

24--SOUTHERN PEACHES--24

ALL PRIZE-WINNING BEAUTIES—THE MOST GORGEOUS EVER ASSEMBLED IN A REVUE

Week April 26—Fox's Crotona, New York
Week May 3—Fox's Park Plaza, New York, and Savoy, Brooklyn
Week May 10—Fox's Academy, New York
Week May 17—Fox's Audubon, New York

AN A. B. MARCUS REVUE
3 Other Companies Now Playing
Stock in Key Cities

Cirque d'Hiver (PARIS)

Like the Cirque Medrano, the Cirque d'Hiver (Winter Circus, although open the year round) is an intimate one-ring affair doing a consistent business, and proves, with the current bill, even more so than its original intention...

Paris, April 11. The Cirque Medrano, the Cirque d'Hiver (Winter Circus, although open the year round) is an intimate one-ring affair doing a consistent business, and proves, with the current bill, even more so than its original intention...

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air to the ground, but, of course, anchored by taps at the ankles, safely swings along very close to the ground. A thriller. Good showman, too. In Cuban dress, he leads the entrance and stripping splendidly.

Haring's Co., mixed quartet, with two vocalists, although the two actual man and woman gymnasts are the real act; the pseudo-comedy assistants are a waste of space.

Gaston Desprez is director-general of the Cirque d'Hiver; Les Fratelli, artistic directors; A. Deniau, secretary; Jean-Louis, secretary, general or press man; L. Lavats, assistant director; P. Blondeau, the official R. Pomplio, orchestra conductor.

Show usually runs 8:30 until midnight. Saturday night top, 25 cents (\$1).

STATE (Vaudeville)

Meat for b. o. in this week's lineup with "Love Parade" (Far) on screen and Will Osborne on stage. Osborne has a drawing of the week for himself as a draw. Osborne, with his radio following, will also attract.

Length of Maurice Chevalier feature and the dancing of the four or less than an hour, unusual for any combination house. Actual running time including the picture show, however, two hours, 41 minutes. That's enough for anyone, and plenty for the gate crowd here.

Next to closing on the four-acter, Ann Codes found good smooth. Still working with Frank Orth, partner for years, on the radio comedy. Act can stand tightening up in a couple spots, particularly in the middle when the trio stalks on.

Sammy Lewis and Patti Moore proved a good act. They sing, sing, and dancing turn. They found themselves well liked here, audience going for the hoke.

Blue is holding over after a smash first act. He is now on the radio. He decided to do an entirely new turn, which few ever tried at the Palace.

Fourth and fifth were Stuart and Lash, male duo team combining with their brassier orchestra of eight men for the final hot. Opening bit "Oh Doctor" in "on top" between the two men on some falls, tumbles and comedy falls, was good.

PALACE (St. Vaude)

Bill of convictions, in which one act took the edge off another, played over the entire evening. A considerable raw material, muscled itself into approval. Booking job also holding up brightly until the late finish.

Business surprisingly off Monday night. This is Easter Week, when biz at the Palace should be good, but notwithstanding. Not even close to normal.

Headliner is Maurice Schwartz, the East Side dramatic act, founder of the famous Yiddish Theatre. He is a R-K-O's answer to Loew's catting Mollie Picon. Schwartz is doing a remarkably good job of being a vaudeville act.

They liked the paper costumes, female impersonating of Lestra La. Business surprisingly off Monday night. This is Easter Week, when biz at the Palace should be good, but notwithstanding.

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thing, even brings out most singers for Horace Heidt, at the Palace for his first date since returning from Europe. Heidt and his orchestra crew featured their usual speed in the finish spot, not going on until close to 11, and for a minute or so after holding up brightly until the late finish.

Since this bunch went abroad many have tried their style, but none succeeded sufficiently to rate even a "one" with the police dog. Was in "one" with his six-playing master and the young cornetist also in "one" with his five triple blowing.

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PALACE (St. Vaude)

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HIPPODROME (Vaudeville)

Hipp bill all listen and mostly songs and music. Not a dance in six acts and "John" the police dog in the feature. "Horse" (Far) Vaude headlined with Notre Dame University Glee Club. Thirty-five acts, including the picture show, musical director, Joseph Cassaneta, a musical number even.

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58TH STREET (Vaudeville)

Good bill for first half with Irene Bordon topping and clicking with her song rep and gorgeous gown creations which provided a welcome pre-Easter eye feast for the femmes.

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STATE-LAKERS (Vaudeville)

Chicago, April 19. Savior of this haphazard five-act show was Billy Howe, recently at the Palace with his six-person song, dance and comedy skit, "Resolutions."

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R-K-O (Vaudeville)

Los Angeles, April 18. Tempest and Sunshine are the feature features in the four-acter. The act is a good one, based on 14 ten minutes in average style. Ulrich and Helen Kane impersonations get over nicely. Jimmy Walker is a good one, but not in the event if new.

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ALBEE, BROOKLYN (Vaudeville)

Brooklyn R-K-O leader is heavy on the make for kid trade this Easter Week. Three turns aimed squarely at the juvenis in the six-act bill. Street parade daily by Maude Henry's Elephants and Ike Rose's Circus. The show is full of newsways, in free, on a local daily tie-up filled the balcony.

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Bands and Orchestras

Routes for Next Week (April 21)

Permanent addresses of bands or orchestras will be published without charge... For reference guidance, initials represent: H—hotel, T—theatre, P—park, C—cafe, D—dance hall, B—ballroom, R—restaurant.

Boyd Senter Co... (10) Breen LeBards & B... (11) Ryan & Nobletts... (12) WRITE PLAINS... (13) Keith's... (14) Keith's... (15) Keith's... (16) Keith's... (17) Keith's... (18) Keith's... (19) Keith's... (20) Keith's...

16-N Y Beauty W... (21) Keith's... (22) Keith's... (23) Keith's... (24) Keith's... (25) Keith's... (26) Keith's... (27) Keith's... (28) Keith's... (29) Keith's... (30) Keith's...

SPRINGFIELD... (31) Keith's... (32) Keith's... (33) Keith's... (34) Keith's... (35) Keith's... (36) Keith's... (37) Keith's... (38) Keith's... (39) Keith's... (40) Keith's...

Arithmetic, Geo. Savoy H. London... (41) Keith's... (42) Keith's... (43) Keith's... (44) Keith's... (45) Keith's... (46) Keith's... (47) Keith's... (48) Keith's... (49) Keith's... (50) Keith's...

EXCLUSIVELY DESIGNED GARMENTS FOR GENTLEMEN

BEARNAPE

1632 B'way, at 60th St. N. Y. City... (51) Keith's... (52) Keith's... (53) Keith's... (54) Keith's... (55) Keith's... (56) Keith's... (57) Keith's... (58) Keith's... (59) Keith's... (60) Keith's...

Association

CANTON, OHIO... (61) Keith's... (62) Keith's... (63) Keith's... (64) Keith's... (65) Keith's... (66) Keith's... (67) Keith's... (68) Keith's... (69) Keith's... (70) Keith's...

Great States

JOEIT... (71) Keith's... (72) Keith's... (73) Keith's... (74) Keith's... (75) Keith's... (76) Keith's... (77) Keith's... (78) Keith's... (79) Keith's... (80) Keith's...

New York

Sliver Slipper... (81) Keith's... (82) Keith's... (83) Keith's... (84) Keith's... (85) Keith's... (86) Keith's... (87) Keith's... (88) Keith's... (89) Keith's... (90) Keith's...

Fanchon & Marco

ATLANTA... (91) Keith's... (92) Keith's... (93) Keith's... (94) Keith's... (95) Keith's... (96) Keith's... (97) Keith's... (98) Keith's... (99) Keith's... (100) Keith's...

Interstate

ATLANTA... (101) Keith's... (102) Keith's... (103) Keith's... (104) Keith's... (105) Keith's... (106) Keith's... (107) Keith's... (108) Keith's... (109) Keith's... (110) Keith's...

Mutual Wheel

Week of April 21-28... (111) Keith's... (112) Keith's... (113) Keith's... (114) Keith's... (115) Keith's... (116) Keith's... (117) Keith's... (118) Keith's... (119) Keith's... (120) Keith's...

Chicago

Golden Pumpkin... (121) Keith's... (122) Keith's... (123) Keith's... (124) Keith's... (125) Keith's... (126) Keith's... (127) Keith's... (128) Keith's... (129) Keith's... (130) Keith's...

Dalhousie, Dal. Capitol T., Detroit... (131) Keith's... (132) Keith's... (133) Keith's... (134) Keith's... (135) Keith's... (136) Keith's... (137) Keith's... (138) Keith's... (139) Keith's... (140) Keith's...

Atlantic City

Fabelio, Phil. Coliseum T., N. Y. C... (141) Keith's... (142) Keith's... (143) Keith's... (144) Keith's... (145) Keith's... (146) Keith's... (147) Keith's... (148) Keith's... (149) Keith's... (150) Keith's...

Los Angeles

Green, A. J. 340 West 63 St. L. A... (151) Keith's... (152) Keith's... (153) Keith's... (154) Keith's... (155) Keith's... (156) Keith's... (157) Keith's... (158) Keith's... (159) Keith's... (160) Keith's...

San Francisco

Hammond, Jan. Sky Room Milwaukee... (161) Keith's... (162) Keith's... (163) Keith's... (164) Keith's... (165) Keith's... (166) Keith's... (167) Keith's... (168) Keith's... (169) Keith's... (170) Keith's...

Fisher and Gilmore

Marcell & Faun... (171) Keith's... (172) Keith's... (173) Keith's... (174) Keith's... (175) Keith's... (176) Keith's... (177) Keith's... (178) Keith's... (179) Keith's... (180) Keith's...

NO-COVERS AND NUTTY FLOORS

The Whys of Chi's Gag Town Fixing Limit "Knowing"

Chicago, April 22. Chicago is a gag because if you know a certain guy you can have a keg of real beer put in your house and the same guy throws in a new beer pump with the first order.

If you know a certain guy and own a car you get a big gold plated star for your radiator that lets you hop traffic lights.

7-YR-OLD GIRL ACCUSES ENGLISH ACTOR, CULLUM

Charles Cullum, 32, actor, said to be with the road company of "Journey's End," was held for trial in Special Sessions on a charge made by Rita Carroll, 7, of 441 West 45th street. Cullum pleaded not guilty.

Cullum lives at 131 East 51st street. He was arrested by Patrolman Martin Flannagan of the West 47th street station. Joseph McCarthy of the Children's Society assisted in the prosecution. Assistant District Attorney Max Wieder conducted the prosecution.

Cullum is here only a short while from England. It is said the child charges that Cullum spoke to her and followed her to her hallway. He is said to have offered her 10 cents to answer certain questions. She began to cry. Cullum lay her down, stated Rita. Rita seized Cullum's brief case, she alleges and raced upstairs. Cullum, she avers seized the case from her.

BABY ROSE MARIE SANG AT MIDNITE IN CAFE

Court hangers-on will jam Jefferson Clarke Court this week by a view of Baby Rose Marie, five, who will probably accompany her father, Frank Mazetta, 36, salesman, of East 17th street, and Bernice Cummings, 39, director of 329 West 45th street who will answer to the charge of permitting a minor to sing at a public entertainment.

Mazetta and Cummings were paroled. They entered pleas of not guilty. It is believed that Baby Rose Marie will appear in court.

Coast Booze Quotes

Hollywood, April 22. Spring quotations for imported and domestic booze along the Coast and especially in Hollywood, show a decrease of more than 20 percent from prices prevailing three months ago.

Table listing prices for various spirits like Scotch and bourbon, with prices ranging from \$75.00-85 to \$20.00-35.

CHAS. LLOYD FREED ON 'FUGITIVE' WARRANT

Charles Lloyd, 33, salesman, of the Hotel New Yorker was discharged in West Side Court by Magistrate Francis McQuade. He was arrested on the charge of being a fugitive from justice from California. He denied he was guilty.

Lloyd was at the Hotel New Yorker and his friends. When arrested he detached himself from his guests and accompanied the sleuth to the West 47th street station.

Detective Neil Winberry arrested Lloyd on a warrant issued by Municipal Court Justice Louis P. Russell of Hollywood. Warrant and telegram stated complaints had been made to the district attorney of Hollywood by Carl Meyers; Metropolitan Finance Company and the Sun Finance Company and the Hollywood Auto Loan Company.

GYPES GROWING LAZY ON COAST; SELL MUDD

Los Angeles, April 22. Latest gag used by gyps for soft dough from tourists is the sale of adobe bricks, supposed to be relics from ancient California Spanish missions. Garcia Landmark Ass'n has received complaints from tourists taken by the racket.

All claim that when visiting the missions, the gyps were approached by one claiming he could get a brick from the altar or some other part of the mission. Charge is \$1 up. Sale is very secretive, with the gyps using the brick wrapper paper. The buyer is cautioned not to open the package until he is out of reach of the mission. When opened the package reveals an obviously unused slab of mud.

PARK AVE. AIDES SMART-TRIFTY

Many Want Little Piece of Any Dough Going Out—Plenty of Opportunities—Social Secretaries Oft-times Know All—Take Care of Everything

AGENTS FIND OUT

Agencies booking orchestras and talent for society events in the Park Avenue sector are annoyed by a mob of lady racketeers. Under the guise of social secretaries to the elite they solicit 10% commission on the grounds of being the power behind the social thrones.

On a recent placement one orchestra agency received phone communications from four different social secretaries looking for a cut. It is said that the average party in the upper fashionable tier runs from \$10,000 to \$15,000 and that the smartest society lady racketeers who pull the strings can chisel themselves around \$1,500 through commissions from hotels, florists, caterers, orchestras, bootleggers and others purveying to such ultra fetes.

Experts on Eligibility Social secretaries are invariably women of intimate familiarity with the wealthy classes. So chaotic is so-called society since the war with its influx of thousands of new millionaires and families of no previous standing that it takes an expert to discreetly investigate the exact degree of social eligibility.

That's where the social sees come in. Their job is to see that the invitation list to any big affair has been carefully edited and that the invited and invited have the necessary financial, family and personal prestige, to say nothing of good manners. Where it's a question of needing 500 guests at a ball very few hostesses can have a personal circle of friends sufficient to fill the big ball-rooms. Hence the pinch-hitters. No secret since the war that people are invited to homes or social events in hotels who have never before met the host or hostess and will not probably meet them again except at some other big splurge.

And his confidential agents sought to escape but found detectives from Inspector Paddy McCormick's staff on the fire escape. The raid was on the block with the famous Ritz theatres. The actors' (M. E. Union) church is close by. The defendants mostly racing charts and racing sheets together with alleged racing slips were found. They were taken to West 47th street station house. A professional bonanza directed at most simultaneously with the prisoners. He halted the prisoners. The cops as usual could not identify the persons making loud noises and making.

Usual Bookie Raid with Usual Freedom After

Joe Mulholland (Fingers), well known "bookie" of 2985 Broadway, by whose playground on 47th street, east of the Palace theater, was seized in a raid together with 16 other men on the fourth floor of 207 West 48th street. Mulholland and his partners were arrested at the Ritz theatres. The raid was on the block with the famous Ritz theatres. The actors' (M. E. Union) church is close by. The defendants mostly racing charts and racing sheets together with alleged racing slips were found. They were taken to West 47th street station house. A professional bonanza directed at most simultaneously with the prisoners. He halted the prisoners. The cops as usual could not identify the persons making loud noises and making.

No-Cover Eateries on B'way with Floor Shows Socking Class Cafes

Low-Stake Bridge

Vienna, April 9. What is modestly described as the First International Bridge Tournament will be held in connection with the First International Bridge Congress in Vienna, June 14-17. Contract bridge is to be played, the cards to be shuffled and distributed among the teams, and the winners to receive prizes and diplomas.

The quality of Vienna bridge is not, on the whole, very high, but the game is so popular that nearly every coffee-house has a bridge room, although the stakes are too low to make it worth while for the ordinary player to concentrate. You will see contract played in the house of a wealthy Vienna banker for stakes of 10 groschen, just a little over a cent per 100.

LADY CUSTOMER OF FINANCE CO. PUNCHED

Laurel Miller, petite astrologer, writer and lecturer, 1834 Broadway, appeared in local 58th Court with her night eyes badly disclosed as a result of a blow delivered by Donald Keith Abele, 23, manager of the Finance Corporation, she said, in the latter's office at 1860 Broadway. Abele denied the charge. He testified at great length but Magistrate Earl Smith held him for trial in Special Sessions court. A surety company furnished bail of \$500.

Miller narrated that her car had been seized by agents of Abele. She asserted payments were due, and when she offered the finance company the amount due, she said, refused payments.

"I went to Abele's office, Judge," said the astrologer. "I waited and finally he arrived. He said I could get the car if I paid \$189. I declined and stated that it was pure burglary." With that, Abele punched me in the eye.

FAY GERSHOFF DYING; MIDWIFE ARRESTED

Fay Gershoff, 22, dancer of 432 Van Sicken avenue, Brooklyn, is hovering between life and death in St. Mary's hospital in Brooklyn as a result of an alleged criminal operation performed on her, she told detectives. By Mrs. Josephine Sasser, 45, midwife, of 42 West 93d street.

Mrs. Sasser is out on \$5,000 bail. She pleaded not guilty. Detectives Tracy and James Carter of West 100th street bureau arrested the midwife following the statement of the dying dancer. Mrs. Sasser was taken from her home to West 100th street police station and a bondsman bailed her. Mrs. Sasser has been arrested before, but never convicted. Her first conviction was in 1924 when she was arrested three times before on the charge of homicide and discharged. These were alleged criminal operations. On two occasions, in addition to other arrests, her record shows that she was arrested on the charge of abortion and discharged. The defendant refused to make any comment about her arrest.

An entirely new type of night life habits has been created and brought to Broadway by the half dozen no-cover clubs dotting the stem. The places where a guy and a gal can have a whole evening's fun on a \$5 bill and a heck of a time for a sawbuck, having copped the hot polloi play away from the chop suey peddlers, are now proceeding to hand out more punishment to the Square's expensive places than the yellow peril ever was capable of delivering.

Folks and fogies who never before took part in Broadway's late-night play are now getting their first taste of what it's all about without straining the poke.

"No Cover Charge" is the new magic phrase of the Broadway cabare business. At present it's more magic than any personality name a covert place could possibly hang over its door to attract. A phrase so powerful, the high contract racket is liable to pass out altogether on Broadway from instant.

Nightly Velvet Although every night seems to be velvet for the no-cover, Saturday night is a new affair. Two of the places very nearly emerge from behind the eight ball on Saturday and ride practically clear the rest of the week.

Last Saturday night in a spot featuring one of those intentionally nutty floor shows, but two guests in the packed room wore tuxes. What a change from the type and the tripe in a sentence. Flaps and their saps from Brooklyn, or Jersey, who formerly had to stay at home or settle for a Chink look on Broadway are now getting the regular night club stuff for short sugar and having a great time. The surroundings are not so classy, but neither are the customers.

Beating Class Places

The no-cover places are scaling the class clubs in much the manner that the picture houses once trimmed straight vaudeville—giving them as much entertainment, presenting it more to the eye, charging less and making more through greater mass appeal and heavier turnover.

Minimum check in the no-cover is \$2 per head. It stands them that whether they take it out in eats and water or not. Two of the no-coverers are giving them as much as \$100 per head. The one found in the class places, and all are presenting pop shows that appeal to the people attending.

Meanwhile, the ritzier covert clubs are getting quite punny from the pop priced blows, are losing much trade to Harlem and the East Side, which the hi hats have apparently found to be more exclusive.

They learned the no-coverers are spilling practically the same stuff for comparatively nothing that the browny cabare floor shows with a heavy foot—and, anyway, what the masses can have "the set" doesn't want.

BULL NECKS OUTDRAW GLOVE BOYS ON COAST

Los Angeles, April 22. With the fight his having a tough time getting by, local promoters are beginning to take notice of wrestling. The bull necks are becoming increasingly popular, with a fair mat card now drawing from \$25,000 to \$32,000 at the Olympic Auditorium. "Strangler Lewis and Everett Marshall last week played to \$31,000. Bill is sealed at \$1 to \$3. What is rated as strictly a mid-western pastime has caught on here and is drawing from all classes. Promoters are beginning to get promoters, with half the houses being composed of the weaker sex. There's always the reason that the bull's getting to do nights in this sector.

RITZY

Hollywood Studios Have Two New Departments, Good Taste and Humor

On every studio lot in Hollywood there should be a Good Taste Department to watch particularly over the women's wardrobe and tip off producers to what well-born, sophisticated women do and do not wear.

Ostensibly they spend much time contriving backgrounds to convey an aristocratic note, and then ruin the effect by having the mistress of the man appear in a gown that would be suitable only for a masquerade. The department would teach the needed lesson that richness is not always attained through glittering rhinestoned and sequined applications. They would prevent actresses appearing for a quiet dinner party (as one does in "The Furies") wearing a bedazzling court gown with back decolletee creeping down to the hip line.

There should also be a Sense of Humor Department to curb the grand utterances that are expounded in "The Furies" dialog. Every one in the film goes around having beautiful thoughts and expressing them in as many words as possible.

Despite these drawbacks and that the murderer's identity doesn't come as a surprise, "The Furies" is an arresting picture, with at least two good performances to sustain interest.

Gatti in 1910. In Melbourne, where her name was Frances Adler, she was in musical comedy, starting in the chorus. Trained by her grandmother, Mme. Simson, music teacher. Her aunt, Frances Simonson, sang at the Metropolitan in the generation ago as Mme. Frances Saville.

May Collins has rented a penthouse apartment at 175 East 79th street, where she appeared this spring in "House Afire." Cory Ford, of the "Vanity Fair" staff, has a terrace apartment at 438 East 51st st. He wrote the serial "Salt Water Taffy." Harry D'Arrast, film director, has rented an apartment at 455 East 57th st.

"Drags" in a Mansion Many well known people attend the various public "drags" held in New York each season, but some of the private affairs are more sensational than the most interesting because of the circumstances and background, are those given in the palatial residence, one of the most magnificent in New York, of a multimillionaire who married his outstandingly beautiful mistress. The parties are given by this man's butler, during the protracted absence of the master and mistress. Not only is the master's cellar called on to supply liquid refreshment, the mistress' wardrobe is ransacked for silks and satins to adorn the host and his friends.

June Walker's Apartment June Walker has leased an apartment at 307 East 44th street. She and her husband, Geoffrey Kerr, are to share the apartment. Her leading roles in Belasco's "Bachelor Father." Born in New York, she got her start as an extra girl at the Esplanade in Chicago, along with Gloria Swanson, Agnes Ayres, Colleen Moore, Helen Ferguson and Virginia Valli. In 1928 she was in "The Betrothal" at the Shubert, in New York. Later she made a hit in "Gentlemen Prefer Blondes."

Geoffrey is a son of Frederick Kerr, English actor, who changed his name from Keen. Crawford and Broderick Helen Broderick and her husband, Lester Crawford, of the "Fifty Million Frenchman" company, in which Helen has made one of the outstanding personal bits of the season, have been living all winter in the Hotel Schuyler, but are opening their new house at Coney Island, anticipating a summer run at the Liberty theatre. The Crawfords, who were in audience for years, have been helping Mrs. Broderick, who plans, after leaving school, to circumnavigate the world, working his way.

Versatility Elsie Thompson, organist at the Metropolitan, claims to be the most versatile organist. When relieved at the console, she sings and dances to entertain the lobby crowd.

NINA OLIVETTE MAKES KNOT OF PALACE BILL

Nina Olivette tied the Palace show into a little knot Saturday afternoon with a nicely routine comedy-dance offering. The comedienne's likable faculty of poking fun at herself, added to excellent dancing, sent her into audience favor which culminated in a burst of appreciation after a charmingly funny adagio burlesque. The turn is well groomed.

Floria Veatoff, held over with Ben Blue, repeated her success of last week with her clever combination of tap and ballet work. A Spanish dance, added to Ben Blue's tressard number, which will be better with repeated playing, makes it more difficult to believe that her work is not limited to style.

Paper dress styles were exhibited by Lestra La Monte, female impersonator, who removed his wig every few minutes in an attempt to prove that he was only kidding. Talored costumes were badly fitted and dowdy, but elaborate show girl gowns were cleverly designed and successful as if done in fabric. Gowns of crinkled paper fringe had rare beauty. The Harrington Sisters, announced "Little Rosebuds," were the sort of thing to expect Little Rosebuds to wear, and were liked most in their familiar gold-digger number.

Warm Ballet at Capitol Leaves House Undecided

Capitol patrons, accustomed to circusrepert entertainment, may be surprised at Chester Hale's saucy little pantomime "What Is This Thing Called Love?" in which the ballet, assuming languorous postures in negligee, retires to separate coverlets with their partners and goes into the kick routine that caused so much comment in Carroll's "Sketch Book." A blackout terminates the action as gayly dressed callahan enter and divest themselves of their coats, preparatory to retiring. The number is delicately staged, but really quite amazing coming from a cinema house. It is treated at first in the first showing on Friday indicates the audience didn't know just how to take it.

Real to the entertainment is excellent stuff. Rosemary, pretty coloratura, and the Sydel Sisters, who nearly kill each other in a hectic Apache number, are there. As for the dancing, it is beautiful and quite away from the trite color number combinations of usual precision numbers. Frocks are of the puffly ballet type grating from white, through the dust shades, to black. The combinations are arranged beautifully in dance manipulation.

Daddies, Lovers, Plots

"Guilt" is another story of daddies who differ and children who love. Added feature has circumstantial evidence returning to convict the sons, whose father had used his ten years previous to jail an enemy. Virginia Valli is always Virginia Valli, never a change of expression with a different outfit. Miss Valli wore a good looking sport coat of printed linen with stiff double collar; a silk frock was pretty with its small ruffle, topping the skirt flares which enter at different heights and a similar ruffle on the upper sleeve, odd neckline.

MARRIAGES

Harry Van Hoven, Baltimore publicity man, and Helen G. Hammond, daughter of Mr. and Mrs. Augustus Quandt, of 3486 Piedmont ave., are to wed in the early fall. Lillian Wallace to Thomas Villalobos, of 1460 Lexington, Pa. Couple are leads with Jack Erickson's musical comedy company. Pat Rooney, 3rd, to Doris Dawson, 24 1/2, at Lynhurst, N. J., by the town justice. Carl Henderson, agent, to Dorothy Sauter, of Babe Egan's "Red-heads," April 12 in New York.

A Hollywoodian in New York

By Cecelia Ager

SWELL CUBAN BAND

Lynn Cantor, using Grace Hayes' "Snapshots" at the 86th Street, has also fallen heir to Miss Hayes' costumes—or, at least, their designs. Her delivery is similar to Miss Hayes', which means that she handles the numbers well, all but the giddy granddaughter bit, unsuited to her. Her closing song is one of those soupy, melodramatic patter things that audiences should laugh at, but don't.

On the bill making its American debut is a perfectly swell Havana Orchestra led by Don Justo Azpiazu, dispensing soft melody against the smothered beat of Cuban crap gadgets. Between numbers are specialties.

Minister-Showmen

(Continued from page 1) Dorothy Stone and even Mae West up, with Mayor Walker and Police Commissioner Whelan, have been there.

Religious faiths of his attractions don't bother the Rev. Mr. Reiser. Sole condition is that they draw crowds—and they do. The pastor's press agent advertises the attractions in advance, amounting to "Always a good show at the Chelsea M. E. Church."

Introducing the attraction of the night, the Rev. Mr. Reiser's talk will go something like this, while holding up a dollar bill: "This is a lowly dollar bill. So lowly is it that it will not even procure an admission for you into any legitimate theatre. But not so here—and here you have the biggest of stage and screen stars. My boys will now pass among you," he informs the congregation, significantly, and assumes a Billy Sunday air, "I am holding up a dollar bill."

"Who will fade me?" Still Another Congregation "fades" the pastor with a vim. Dollar bills float into the baskets brought around by "the boys." None of the dollars go into the spectacle attractions, they being present merely as guests. Money goes towards the \$5,000,000 fund being raised by the pastor towards the construction of the Broadway Temple, 30-story structure to contain a house of worship, apartments and offices.

On other than Sunday nights the church goes on with religious entertainment donated by Warner Bros. No charge or admission, but collections are always taken up. For a few dollars a trip, the Rev. Mr. Reiser gets \$20,000 a year, a duplex apartment in that part of the Broadway Temple already erected, and a Cadillac car. The Rev. Mr. Reiser has a competitor in the Rev. George Maychin Stockdale, pastor of the St. James M. E. Church, in Harlem. Rev. Mr. Stockdale goes in for more sensational stuff. Just now he is having six girls of the congregation taught to drop with parachutes from speeding airplanes for church publicity purposes.

Quincy, Ill., April 22. When "Uncle Tom's Cabin" was advertised for a Sunday night show by the Rev. Mr. Donald Chute, its pastor, Rev. Carl Glover, nearly passed out when he beheld it. Not the old Uncle Tom, of Harriet Beecher Stowe's but the jazzed up film version of the Duncan Sisters "Topsy and Eva." Congregation liked the picture.

BIRTHS

Mr. and Mrs. Jim Wong, of the Young King Chinese acrobatic troupe, at St. Vincent's hospital, Slough City, Ia., son. Mr. and Mrs. Charles Williams, in New York last week, son. Father is the actor. Mr. and Mrs. Fred Faber in West Hempstead, L. I., April 4, son. Father is in vaude. Mother has retired. Third child. Marcia Nordi, formerly on the "Grand" and with the Frank A. Munsey organization, has been added to the R-K-O publicity bureau to replace Kay Merrill.

Nobody says "Excuse me" when they bump into each other. First nights here are a plunging let-down after Hollywood's picture premiers... Sometimes traffic lights permit a three-block jaunt... Top-hats with dinner clothes are the province of short, for tall fellows... Very young sticklers for round coats... Finest food in town cooked in west side speak-easies... There is no escape from anagrams... Orchids and gardenias are cheap enough for everybody... Women who watch those things wear neither fern nor ribbon with their flowers...

Rubbering Skill of taxi drivers developed to gouging by half-inches... Fruit hereabouts should make the California market... Cops are indulgent and forgiving... Everybody wants to be told about Hollywood... Saleswomen manage somehow to be last words of style... A picture of a Hollywood picture chattering is deflated to normal.

Prominent actress in a Guild play wears short socks with high-heeled slippers and high-heeled shoes... Cops usurp the prerogative from the stage for suggestive lines and situations... Restaurant-night-club on Broadway is called "Hollywood... Apartment interiors have gone from "modern" to "romantic"... Evening women concentrate on the makeup of their eyes... Gals start wearing transparent boats are half last year's price... Crosstown traffic jerks just like Hollywood Boulevard and Vine...

Lay Offs Actors don't get a while keep in practice cluttering up the benefits... Fancy picture-set Childs on 8th avenue calls itself a Spanish Mission... Even so, small investors can't keep away from the market... Lily Damita is carrying on the De Lysian tradition she established for herself in Hollywood... New York radio programs actually start in New York... Philip Barry's intermissionless play was a mean thing to do to the first-nighters... Women are making out pictures looking for a pair of strapless slippers... Long slender feet are fashionable... Local press agents are all authors but prefer to be called press agents, now a more honorable profession.

Rough on Tan Rancho golfers lose their sultan in New York very quickly playing bridge... It is impossible to find a pair of slippers in New York... It is to find a good one in Hollywood... Short-legged golfers have discovered that turning up their sweaters at the waistline will still let them look longer... Former capacity speakies in the Times Square sector are keeping a lamp burning in their windows, waiting for their customers to come from the Hollywood district in New York puts up at the Warwick, or at the Ellysie if the wives are east-side conscious... All actors are waiting to be tapped for a bit of a blisful job is anything at the Paramount Long Island studios.

Women Needed Newspaper advertisements of the avenue shops stress the heat-catching qualities of their dresses... Local musical comedy is languishing for women... You can't see the clothes because the kaleidoscope of window displays on the avenue shops make you dizzy... When a New Yorker exits in Hollywood returns he eats oysters for a week... New York taxis are faster than a picture star's new automobile... In all New York drug stores you can get Russian dressing on your sandwich... Musical comedy ingenues are imitating Cecelia Ager... Fashion writers Lola Long, for the same reason... In New York it is the duty of the columnist to tell you how to live... Local repertie begins with "So what" and finishes with "Check and double check," a plague not yet visited upon Hollywood.

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15 YEARS AGO

(From Variety and Otis)

David Warfield refused contracts for pictures totaling \$100,000.

Joe Lebling, "the cut rate king," paid A. H. Woods \$50,000 for eight weeks of "Songs of Songs" at the Eltinge, taking the house also for that term. Lebling wanted to demonstrate that cut rates could make a doubtful play prosper. Piece called for \$5,000 a week to break even. By pushing sales in his agency, Lebling had already made the attraction turn a profit of \$2,000 for the first week.

Gideon Society and several anti-alcohol societies had taken title to a film called "Prohibition" and proposed to use it in the coming election campaign. William J. Bryan and Joseph Daniels appeared in a celluloid prolog.

Legitimate stars were being attracted to the pictures in increasing numbers. New names attached to picture contracts included Mr. and Mrs. Vernon Castle, Viola Allen, Florence Reed, Ann Murdock, Walker Whiteside, William Courtenay and Charles Richman. Vitaphone angling for Maude Adams and Margaret Anglin, while George Arliss was thinking it over.

The Keith people were about to experiment with "family vaudeville" over the summer instead of closing his New York houses. Policy was to go into the Alhambra, Orpheum, Prospect and Royal, while the Colonial was to close in May.

Fred W. Taylor was found guilty in Special Sessions, New York, of fraud, first conviction of a fake dramatic school, which were multiplying because business depression encouraged people to seek new fields of employment.

50 YEARS AGO

(From Clippings)

First mention occurs in the Clipping of John L. Sullivan. Paddy Ryan and Joe Goss were matched for the world heavyweight title. While training in Rockaway Goss went to Boston to take a benefit, as was the happy custom, in the Boston Music Hall. During the show he appeared with half a dozen local favorites. Clippings end the account with this comment:

"Goss met Sullivan, a young heavyweight of the Hub, in the wind-up, and from all accounts the latter performed in a more satisfactory manner than his antagonist."

Approves of the start of the circus season, Clippings publishes the biography of "Dr." G. R. Spalding, famous circus proprietor of the previous generation, relating that it was he who in 1859 invented the quarter pole and the 11-tier seats, which for years were standard. Article relates that "Dr." Spalding was so called because he was a white wind-up, and from all accounts the latter performed in a more satisfactory manner than his antagonist."

An attempt was made to put "Robinson Crusoe" on the stage in Boston. But it was a failure.

The American Horse Exchange was founded in New York, where it flourished for many years, by W. K. Vanderbilt, whose son later on as auto speed maniac did his part in ruining the horse business.

Inside Stuff—Legit

The story last week on "Legit Stars Washed Up" did not mention Jane Cowl as a box office draw, so John Peter Toohy points out. Text of the yarn mentioned that several names might have been overlooked. There is no question about Miss Cowl's draw, especially out of town. Last season when trying out "Jealous Moon," the gross in Newark was \$23,127. "Jenny" got \$19,000 last fall before it came to New York for a moderate engagement. Same figure applied to "The Road to Rome" when she first appeared in it in Washington.

Mrs. Marie O'Connell, who has been suing Earl Carroll for \$50,000 on the ground that she enlisted the backing of Mrs. Anna Weightman Penfield for "Floretta" to the extent of \$250,000, wants to drop her suit and file an application for permission to do so in the Supreme Court. Carroll has denied that he had any arrangement with Mrs. O'Connell as to the financing of the expensive flop which has drawn Mrs. Penfield into litigation with Dorothy Knapp, who claims the wealthy angel and others caused her to be dropped as star.

Stadler and Rose, American dancers, were approached by Lee Ephraim at the last minute to augment his show, "Rio Rita," in London. Team were to be placed in the cabaret in the ship scene, in the second act. They rehearsed for hours on the eve of the production, when it was found permission for their appearance had to be obtained from the General Theatres Corporation, with which they are under contract. Ephraim approached General Theatres. It blankly refused.

Inside is that General is sore at Ephraim, due to his charging it \$2,500 a week for his touring show "Sunny," booked by General on Ephraim's say-so, and which General figures is not worth the money.

Fly is that Stadler and Rose would probably have grabbed the "Rio Rita" notices, as the show was in dire need of a first rate dance team.

Cast of "Strictly Dishonorable" in Chicago friendly again, now that Margaret Perry isn't playing lead. When the show opened at the Adelphi, Edward Raquello bore the blame for a weak second act until it was discovered he couldn't be ardent, with Miss Perry shying at even a stage kiss.

In the meantime Raquello had been accumulating most of the company's publicity, particularly played by the "Times," tab, in a Valentino contest. Ill feeling grew and finally flared up when Raquello and Charles Richman playing the judge clashed after a rehearsal at which Antoinette Perry was present.

Mary Cullinan replaced Miss Perry last week and got off to a lauded start, with the entire company working together.

Despite the numerous new writers who have cropped up in bunches lately, the legit mart is short of substantial comedy sketches.

Connolly & Swanstrom's summer musical comedy production is being delayed due to an absence of punch blackouts. It is meeting the same difficulty which befell the lot of the second "Little Show." Latter was held up for months because they couldn't get strong comedy material, even though they advertised and asked anybody who thought he had a good idea to mail it to them.

Lack of comedy material is placed at the door of the established writers, who formerly devoted their pens to supply legit comedies but are now working for films.

The Actors' Fund of America, which received \$200,000 as residuary legate under the will of Mrs. Stella Cooper Megrue, mother of Rol Cooper Megrue, playwright and playbroker, lost \$23,034 additional by a decision of the Appellate Division on Friday from which Justices Finch and Martin dissented. The majority of the court rules that the executors Sidney Struble, John Brennan of Selwyn & Co., and Mrs. May N. Benson, had a right to divide this property among themselves as executors under the third article of Mrs. Megrue's will.

This article provided that all personal property not otherwise disposed of in the will was to go to the three executors for distribution in their discretion, but they were to "follow as near as possible instructions in a letter" to be delivered before Mrs. Megrue's death. The letter was never delivered, and when the executors accounted in the Surrogate Court they credited themselves with the property not otherwise distributed, which ranged from a plate worth fifty cents to a bar pin valued at \$2,800.

The Actors' Fund objected to this item in the account, but Surrogate Foley ruled that no trust was created as to this property, and the majority of the Appellate Division upheld the decision. In case of a reversal the property would have been part of the residue going to the Actors' Fund.

Lad who held a nice advance job with a Coast musical, later elbowed out the person who got it for him. The producers who allowed themselves to be argued out of their first choice have since been kicking themselves.

Told to lay off street car advertising, the new advance man went ahead and had 50 banners cut. Upon receiving a hot telegraphic nix, he turned the banners over to a sniper who charged 40 cents each for spotting them around Los Angeles. During their opening week out of town the producers discovered that a C note, turned over to the advance man to clinch the sub-lease of a Hollywood house, had not been paid in and it looked as though another show was going into the house. There being some confusion as to who held the lease by this time, the producers told their advance man to go directly to the owner and give him \$500 to clinch the site. Some kind of conference, but that \$500 wasn't laid down and at the showdown with the banker the advance man produced \$300 cash and his personal check for the balance, then stopped payment on the check.

Theatre owner was so burned up by the advance man's approach that he demanded and is receiving \$1,125 weekly for a house for which the standard rental is \$1,000 and which has recently gone for \$2,000 a month.

Alexander Gerry, co-author of "Penal Law 2010" which he produced at the Elthorne last week, is a young attorney. Gave up his practice, turning cases over to associates and took his name off the door, to enter show business.

"Hotel Universe," the Guild's new production at the Beck, drew as sharply diversified opinions from the critics and first nighters as any show this season. The unusual program, featuring excerpts from both the good and bad notices, notting them side by side in the dailies. The only comment made was: "There seems to be a difference of opinion."

Inside Stuff—Pictures

The president of a local (in one city) theatre circuit, since gone broke, was approached at one time by a man who had investigated the business arrangements of the theatres and discovered that everything was not run according to Hoyle.

Said this man to the president "About a hundred thousand dollars or more a year is being stolen right out of the box office in your various theatres. Everyone is getting away with something. One fellow will take his \$6 a week and so on until the ultimate result is the loss to you of huge sums of money. Now I can show you in detail just who gets the money and how he gets it. So just let me get these fellows into a room, face them with the facts and make them confess. There is no use in you being cheated in this wholesale fashion."

Said the president, "Listen, I know all that. You don't have to tell me. But what am I going to do about it. All the people in my theatres are either my relatives or my wife's relatives and I would have to support them somehow anyway. The way things are is the best because the stockholders have to support them instead of me."

Warners had a 10-page special section of the New York "American" (Hearst) April 20 for the premiere of its new Hollywood theatre on Broadway last night (Tuesday). "Sunday American" has a circulation of around one million.

The section carried about \$18,000 in advertising, a large amount for that sort of quick snap, with plenty of readable matter and profusely illustrated by Warner execs. Majority of the advertising came from firms concerned with the building and furnishing of the theatre, the Warners taking but one page for the house. An excellent publicity push and, for a picture theatre, attracting more than casual observation.

Warners' publicity office is said to have co-operated with the newspaper in the very good all around results.

Hobart Bosworth, playing his first talking film part in "Devil's Holiday" for Paramount, recalls that 16 years ago he was party to one of the first film mergers in motion picture history. In 1914 Bosworth was president of the Bosworth Film Co., making Jack London productions. Adolph Zukor and Jesse L. Lasky had just become partners, and wishing a further alliance to meet a certain production total, formed a combination with Bosworth. Output of the three producers was released under Famous Players-Lasky-Bosworth title.

Bosworth has been back at Paramount only twice since completing his contract with Zukor and Lasky. First in 1916 and then in 1926, supporting Esther Ralston in "Sawdust Paradise."

Pathe grabbed off the only interview with Ruth Hanna McCormick after her Senatorial nomination in Illinois. Mrs. McCormick had at first refused to talk but agreed to have her secretary read a congratulatory letter at the station in Chicago. News got out. Reporters and newsmen went to the depot.

Meanwhile, Pathe had fixed up a room at the Palmer House, just a few doors from the nominee's suite. An hour before train time, they explained to her there would be too much noise at the station, and wouldn't she rather do the deed now and have it over with. Mrs. McCormick consented.

John W. Davis, widely known lawyer and one time Democratic Presidential candidate, has been retained by distributors to argue the appeal from the Thecher decision when it comes up before the U. S. Supreme Court.

According to inside distrib sources, Davis and other lawyers feel that they have a good chance of winning the appeal, which would mean ability to revert to the old Standard Exhibition Contract form and compulsory arbitration under Film Board rule.

Coast studio exec was in a quandary. He wanted a player for three weeks but the player was holding out for a four-week guarantee. Finally the producer explained. His wife, starring in the picture, was to become a mother in six weeks. As he felt she should have at least three weeks' rest before the happy event, he couldn't use the player more than three weeks.

Even the arrival of a future producer wouldn't bite the player. Four weeks or nothing; and he got the four weeks.

A long term best seller being given its first talker production on the Coast had every available male lead in Hollywood up for consideration. Contract giving 25 grand flat went to a lead then playing a Hollywood theatre. He dropped out of the legit cast to play the film part, and then lost the part when he was pronounced too "heavy."

It cost the studio 25 grand to start shopping for another lead.

Two film producers were after Amos 'n' Andy; Radio Pictures and Paramount. The race started some weeks ago when Radio made the first offer of \$100,000 guarantee and 50-50 on the net profit of the talker. Negotiations were held up at that time with the proposal of Paramount of \$200,000 and the same split.

When Radio met the offer, Paramount made no further bid and the other pair went with Radio.

Inside Stuff—Music

Feist will publish "Song Without a Name" which tune recently won a song contest. Song was written by Horne Russell, who has been writing professionally for many years.

Some importance in Los Angeles is attached to the number of employees in local music publishing offices, higher by fifty than anywhere else in the country.

Robbins leads with a staff of five. Next is Famous with four, then Berlin, Shapiro-Bernstein, and Witmarks with three each. Feist and J.-Sylvia Brown and Henderson are entrenched with two apiece.

Singles go for Henkle, Harris, and Stanley Blue, the latter concern being the only independent in the field.

Play Censor Question Revived; N. Y. Gov. in Doubt on Post Bill

Broadway play censorship cropped up again last week when 11 of the jurors in the "Pleasure Man" case who resulted in a disagreement wrote Governor Roosevelt that a censorship bill should be introduced at Albany at the next session. The topic has views, since since it was aroused by "The Captive" and then ended with the Wales "padlock law."

Last week it developed that the chances of the governor signing the Langdon Post amendment to the Wales law, were somewhat doubtful. The amendment provided that actors should not hereafter be summarily arrested by police in cases of "immoral" or "indecent" shows. The Post bill was passed by the last New York legislature. Assemblyman Post and Frank Gilmore called on Governor Roosevelt last week to urge his signature.

Form Not Workable
District Attorney Crain had written the governor that the Post bill would make negative laws that have been on the statute books for a number of years. Gilmore pointed out that such laws against the theatre were no longer necessary because of changing conditions. The governor said he believed the bill a just one, but he was advised it was not practical in its present form. He added that he would leave the Post amendment unsaid by the legislature to see the bill reintroduced at the next session of the assembly in a form that would be workable.

One of the folk stocking jurymen in the "Pleasure Man" case refused to sign the letter sent to the governor by Irving A. Chandler, foreman. The missing name was accounted for by the claim he was out of town. Next day the man spoke in public, saying he was opposed to censorship in every form and particularly in the theatre. He is credited with having said he refused to recommend any censorship of the theatre, lower theatres to the same category as speakeasies—open for raiding by the police at will. One of the dailies is credited with digging up the commentator.

Juror Opposes Control
The jurors' letter to the governor, inspired by the remarks of Judge Bertini, who presided at the trial, said in part: "The unsatisfactory termination of this case, and the case tends to demonstrate that censorship of plays by criminal litigation is not the most effective and most reliable means of assuring the playing of pure and good plays. No play will be presented that tends to corrupt the morals of the young. Obscene, immoral and indecent plays and those which show a glaring sex degeneracy and sex perversion must be banished from the New York stage by a positive method."

We do not believe it is the best procedure to wait until an obscene play is produced and then make arrests or criminal trial. We believe in obviating this by effectively preventing the presentation of such plays."

After the censorship wave that started with the "Captive" incident, it was sought to censor plays by a citizens' play jury. That idea started well but died in the Bronx Citizens on the "Juries" which judged half a dozen shows became subject to all sorts of pressure from the audience and were harassed by protesting parents and phone calls. Then District Attorney Banton decided the system was not making good. In one case where the jury turned thumbs down on a show ("Bunk," a nude revue) a woman on the jury changed her mind and the show reopened.

The managers and Equity then decided another plan, that of the American Theatre Board, which was to judge the doubtful shows, it being agreed to stop any deemed unworthy. That board was aimed as a counter to the present bill on the padlock bill. Where the latter became a law, the board ceased to function since there would have been two agencies to judge the bad plays.

Moskovich Casting
Los Angeles, April 22.
Maurice Moskovich will produce locally "The Outsider."
Now starting to cast. No theatre...

MOSBY'S WIFE DEMANDS \$2,000,000, DIVORCE

Names Gladys Deering in Suit Against "Woof Woof" Angel

Cincinnati, April 22.
Divorce trial of Mrs. Gilbert H. Mosby, who charges her husband, a Metro film and medicine manufacturer, with intimacy with Gladys Deering, Broadway dancer, is Cincinnati's current front page sensation.

Albany is described the angel who dropped \$150,000 in "Woof, Woof," flop musical, in which Miss Deering was a principal. Gay parties in New York, Atlantic City and elsewhere were described in testimony. Mrs. Mosby wants \$2,000,000 alimony.

Surprise witness was Claude Rosenberg of Chicago, husband of Miss Deering. Mosby said he didn't know Gladys was married. Rosenberg testified his marriage lasted from 1924 to 1928 and until last Christmas he heard from his wife regularly by mail and she had visited him several times. Six weeks ago Miss Deering sued him for divorce.

Mrs. Mosby denied charges by her husband that she had been friendly with Major Hugh Watson, local airport owner. Watson also denied charge.

CARROLL AFTER TALENT IN FILM COLONY

Hollywood, April 22.
Earl Carroll is reported dickering with Laurel and Hardy, Hal Roach comedy team, for his new "Vanities."

LeRoy Prinz left here Sunday for New York with photographs of 18 Hollywood girls. Carroll will select eight for his revue.

"Vanities" Deal Makes 1930 "Follies" Doubtful

Earl Carroll's "Vanities," which is slated for the New Amsterdam in June, will have the Erlanger office interested in the production. It is said Erlanger's share will be a minority percentage, Carroll retaining control but welcoming the Erlanger representation.

Ziegfeld and Billingham are on the Erlanger board of directors, with the former who is on the coast reported protesting financial participation in "Vanities." The New American houses most of the "Follies," but with Ziggy in Hollywood plans for a new "Follies" this summer have apparently been indefinitely side-tracked.

BRADY'S ILLNESS SERIOUS

The condition of William A. Brady appears to be more serious than earlier reported. The appendicitis operation was a drainage case.

Although his condition is claimed to be favorable it is doubtful if he will be able to leave the hospital for at least another month.

No Change

Hollywood, April 22.
Paul Gregory was only in town three hours when he had procured a colored sweater, beret, and rented Greta Garbo's house.

His last words on completing the latter deal were, "And don't change the sheets."

SHAKESPEARE CAST SOUGHT ON COAST

Hollywood, April 22.
Jane Cowell reports out here trying to recruit a Shakespearean repertory company for New York next season.

Understood Frank Helehar now with Metro has been approached as stage director, but doubtful if he would be at liberty.

BORDONI VICE DAMITA, HOW ARMIDA LOST OUT

If, and when, Lily Damita steps out of "Sons of Guns" May 10, the part will probably be taken over by Irene Bruni. Armida is set at the Imperial, New York, until Oct. 1.

Armida, Mexican ingenue from Hollywood, mentioned for the role, but idea abandoned when Gus Edwards, her manager, demanded \$13,000 for himself, for her release. Show offered Armida \$1,100 weekly.

Erlanger Will Truce?

It is reported that the claim against the Erlanger estate filed by Max D. Steuer on behalf of Charlotte Lesley Fixel, reputed common-law wife of the late A. L. Erlanger, is in process of settlement.

That might explain the surrogate's delayed decision whether the will contest shall be heard by a jury. The ruling is optional with the court. Skowhegan attorneys for both sides have requested the decision be held in abeyance, pending the reported settlement negotiations.

Gillette's Farewell

Pittsburgh, April 22.
William Gillette will close his tour in "Gillette Holmes" here at Nixon week of May 5.

Newspapers are telling readers that when Gillette walks off Nixon stage last Saturday night performance May 10 he will walk off the professional stage finally.

Just Drops Out

"Marching Men," listed to open at Erlanger's this week, dropped out of the list suddenly. The show's players went back to work.

Failed to pay salaries and was taken off.

Greenroom "Pilgrimage"

Paul Meyer, promoter of the Greenroom, is at work on a scheme to send a club troupe through the smart towns of Long Island this summer.

The show will be from the sketches and bits done in the club during the winter.

Why Pick on Leblang?

Broadway's ticket thing is boiling again. Several producers opposed to the New York Theatre League, designed to control high prices, have issued statements why they don't like the idea.

One producer after his argument against the plans mapped out for ticket agency operation June 1 switched to cut rates, saying that was mostly the matter with legit show business. Perhaps that is just a point to pick on. But why? There are plenty of arguments against cut rating but there are as many and more in its favor. The growth of the production theatre has been accompanied by the growth of the cut rate system.

Joe Leblang, who has developed out rate selling, is proud of his institution. He believes it a real service to the public—that public which cannot afford to sit down in rows nor pay the normal rate for such tickets, Leblang certainly has a strong case in his favor. He keeps shows in for runs that could not survive on their lower floor trade.

Bulk Upstairs
The bulk of out rate tickets sold are for the balcony and gallery. The small salaried playgoer cannot afford to pay the box office scale and probably never would have been attracted to Broadway if it were not for Leblang's office. He has therefore widened the field of the theatre-going public. That is a service to the theatre and certainly to the public.

It is contended that cut rates never hurt a hit. Perhaps there are people who will wait for the tag end of a run in order to see the show cheaper. Certain it is that all successes command strong business, with no need for cut rates.

But a ticket selling became possible because of the poorer or mediocre class of productions. Not all shows can be hits. There therefore are bargains in theatre tickets for some shows, the same as there are bargain sales in the merchandise field in stagnant stocks that must be sold.

The proof is that there is always a score or more attractions on Broadway for which no cut rate tickets can be had (save where a broker dumps in bought tickets at the last minute).
Leblang's argument goes further. "While the outlet of his cut rate exchange, many more theatres would be dark." Producers cannot rush new shows onto the boards as soon as it is seen that replacements are necessary. By cut rating the engagements are prolonged, actors kept working and also stage hands, musicians and other theatre employees.

Leblang has no present intention of considering the securities about cut rating. It is primarily concerned with lower floor tickets and the sale of such tickets at not more than 75 cents premium in ticket agencies.

"Peephole" Sloughed 5th Time in San Francisco

San Francisco, April 22.
They're apparently making an endurance contest out of the battle between the Capitol theatre and the police department.

Arrested three times on police court warrants and once on a grand jury indictment all charging production of an indecent play, Manager Sir Goldtree kept his theatre dark for five weeks. In two instances the jury trying the case disagreed and in two others voted not guilty.

On this showing Goldtree decided his theatre was clear and he could proceed with "The Peephole."
Goldtree reopened "The Peephole" last Tuesday night and before the evening was over down swooped Captain Layne again and took Goldtree and 12 members of his cast to the hoosegow. Again he charged them with presenting an indecent show.

Street impresario with violating 12 sections of the theatre building laws. So again the Green Street theatre is dark and the manager and cast have asked for another jury trial. Date has been set for this week.

Shubert-Erlanger Pool On Road Bookings Up

A recent conference between Lee Shubert and former Judge Mitchell Erlanger led to the report that the often talked-about merger between the Erlanger and Shuberts interests might occur.

It seems, however, that the Erlanger office has no such idea in mind. The conference was said to have been arranged to talk over continuing pooling arrangements between the theatres of both road towns. An Erlanger executive stated that office saw no particular advantage to that side in the pooling scheme.

Cohan Summer Revivals

George M. Cohan, who successfully opened his season at the Fulton in "Gambling," returns to that house May 15, at which time he will revive and appear in "The Tavern."

A summer stay is anticipated. Cohan has been showing in "The Tavern" in Boston to big attendance, subordinating "Gambling" to matinee showings. During the Fulton date, Cohan may also revive "The Song and Dance Man."

Courtlight's Return
William Courtlight, agent by Max Fishman, will stage a vaude revue, opening for I-K-O in two weeks.

HOPE HAMPTON'S SOLE DESIRE IS GRAND OPERA

Hope Hampton will sing July 3, 10 and 17 with the Monte Carlo Opera. Sept. 25 she will make one appearance with the San Francisco Opera, Oct. 6 a single appearance with the Los Angeles Opera.

Former picture star now the wife of a Washington big money man is only in opera. By report she has rejected offers to do screen operettas.

Fight for Washington Poli's Up to Congress

Washington, April 22.
Shuberts and Poli don't want to give up Poli's here as the Government has notified them they must do on July 1 next.

Attention is being taken in Poli's name for a fight before Congress.

Under the leasing arrangement Shuberts and Poli have the house at an annual net rent of about \$5,000 due to a kick back by the government to repay the government for renovation of the house to make it come up to legal requirements.

Eight 16 to keep the house until after a fight before Congress. Celebration here in 1932 which will bring thousands of tourists.

Odder are about 10 to one that the park, which the government wants the plot of ground for, will be there in 1932.

Children in Play

The children's school of the theatre, the Professional School, gives half a dozen children in opera roles, April 23 at the 14th Street theatre, New York.

Molliere's "Would Be Gentlemen" is the play.
Graduation day of the school is scheduled for the end of May at the Longacre.

Warren a Phoney

A free duet chaser calling himself Warren is again telephoning for passes for Broadway shows, saying he is with Variety. No such person is connected with this publication.

Colbert-Foster Trip
Hollywood, April 22.
Claude Colbert and his husband, Norman Foster, will leave shortly for a trip around the world.

Shows in N. Y. and Comment

Figures estimated and comment point to some attractions being successful, with the same gross accredited to others might suggest mediocrity or loss. The variance is explained in the difference in house capacities with the varying overhead. Also, the size of cast, with consequent difference in necessary gross of profit. Variance in business necessary for musical attraction as against dramatic play is also considered.

Classification of attractions, 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 tax applies on tickets over \$3

Holy Week business sub-normal; therefore recent average grosses estimate instead.

"Apron Strings," 49th St. (20th week) (C-959-\$3). Staying to moderate but profitable takings; average weekly gross \$8,000 or a bit more.

"Berkeley Square," Lyceum (25th week) (C-357-\$4.40). Has eased downward; one of the season's stand-out attractions; recent fall price to Holy Week around \$13,000.

"Bird in Hand," 46th St. (56th week) (CD-708-\$3.85). One of several long-run English plays; \$7,000 to \$8,000 average lately; date still indefinite.

"Death Takes a Holiday," Barrymore (18th week) (D-1,090-\$4.40). Maintained profitable pace after slow start; recently slipped to \$11,000; another month or so indicated.

"Dishonored Lady," Empire (12th week) (D-1,099-\$4.40). Expected to stick until May 30; melodrama with a class draw; around \$12,000 lately.

"Dora Mabrige," Little (1st week) (C-600-\$3). Opened Saturday night; impressed as a cut rate.

"Fifty Million Frenchmen," Lyric (22d week) (M-1,406-\$6.60). One of the leading musicals; aimed for summer continuance; making plenty at \$43,000.

"First Mrs. Fraser," Playhouse (18th week) (C-879-\$3.85). Maintained strength a feature of this run; business down around \$10,000 but will last into "harm weeks."

"Flying High," Apollo (8th week) (M-1,168-\$6.60). High in ticket demand at agencies; capacities all performances with approximate weekly intake \$46,000.

"Hotel Universe," Beck (2d week) (CD-1,139-\$3). Sharp difference of opinion over this new drama; has Guild subscription for support, however; \$10,000 first week.

"International Revue," Majestic (5th week) (R-1,710-\$5.60). After a wavering start business built to better than \$30,000; using cut rates, but agencies active too; away off last week.

"Jonica," Craig (3d week) (M-1,300-\$4.40). Hasn't shown any strength as yet; takings estimated considerably under \$10,000.

"Journey's End," Miller's (56th week) (C-945-\$4.40). Price to Holy Week probably about \$8,500; whether show can continue opened to talking picture should be indicated by next week.

"June Moon," Broadway (29th week) (C-1,118-\$3). An early success that has been going along at moderate money lately; about \$10,000.

"Lady Clara," Booth (2d week) (C-705-\$3). Opened Thursday last week; general opinion unfavorable.

"Little Obedient Annie," Biltmore (1st week) (C-892-\$3.85). Price to Holy Week estimated \$12,000; after this week will indicate length of engagement.

"Nancy's Private Affairs," Longacre (15th week) (C-1,019-\$3). Average trade has been around \$7,000 mark, but less lately; expectation is for date to continue into warm weather, however.

"Penal Law 2010," Biltmore (2d week) (D-1,000-\$3). Opened Friday last week; brief engagement indicated.

"Rebound," Plymouth (12th week) (C-1,042-\$3.85). Smart comedy

did very well first two months; off lately to about \$13,000, but should last through May 3.

"Room 349," National (1st week) (D-1,164-\$3). Independently presented; written by Mark Linder; opened Tuesday.

"Simple Simon," Ziegfeld (10th week) (M-1,622-\$5.50). Finished Holy Week to capacity; average gross estimate \$45,000 with nothing getting more.

"Sketch Book," Channin's 46th St. (34d week) (D-1,413-\$6.60). Longest running English revue going with about one more month indicated; eased off to about \$20,000.

"Sons of Guns," Imperial (22d week) (M-1,460-\$6.60). One of Broadway's musical big four; average lately around \$46,000; a clinch for summer holdover.

"Stepping Sisters," Waldorf (1st week) (C-1,101-\$3). Independently presented; written by Howard Warren Constock; opened Tuesday; first announced for Broadway.

"Street Scene," Ambassador (6th week) (C-1,200-\$3.85). Longest run drama on the list; business lately clearing around \$13,000.

"Strictly Dishonorable," Avon (32d week) (C-830-\$3.85). Only "Green Pastures" getting more among non-musicals; very little affected last week; \$19,600.

"Strike Up the Band," Times Square (15th week) (M-1,057-\$6.60). Has excellent business going; average up to last week business average better than \$32,000.

"Subway Express," Reppulte (32d week) (C-1,011-\$3). Claimed to still making a little money with recent trade quoted over \$7,000.

"The Apple Cart," Alvin (9th week) (C-1,011-\$3). Business going here; Shaw play did fairly well; had dropped to \$10,000, but less last week.

"The Blue Ghost," Forrest (7th week) (C-1,115-\$3). Around \$6,000; producer satisfied at that pace, but it means nothing for house.

"The Green Pastures," Mansfield (9th week) (D-1,050-\$4.40). Was not affecting business; non-musicals with weekly pace over \$26,000.

"The Infinitesimal," Shubert (10th week) (CD-924-\$3). Final week; engagement rather a disappointment; recent pace, \$7,000.

"The Last Mile," Harris (11th week) (CD-951-\$3). Stern melodrama commands profitable trade, though not actually among the leaders; \$14,000 lately.

"The Old Lady," Bijou (5th week) (C-806-\$3). Business moderate, but new Hedge comedy should make the grade; paced around \$8,000.

"The Plutocrat," Vanderbilt (10th week) (C-771-\$3). Week to week; business has not built as expected; \$6,000.

"They Never Grow Up," Masque (3d week) (C-700-\$3). Final week; takings only \$300 and 400 nightly.

"Thou We Love," Golden (10th week) (CD-900-\$3). Has been going along to moderate trade, but apparently bettering an even week at \$7,000 or better.

"Three Little Girls," Shubert (3d week) (C-1,093-\$3.85). Management apparently satisfied with first week at \$17,500; should materially improve this week.

"Topaze," Music Box (11th week) (D-1,000-\$3). One of the surprise hits; average better than \$16,000; average through summer, probably moving to Barrymore (After May).

"Uncle Vanya," Cort (2d week) (D-1,042-\$3.85). Drew some rave notices from reviewers; attendance going up through Holy Week start, bettering \$15,000.

"Virtue's Bed," Hudson (2d week) (C-1,093-\$3.85). Think this drama will build; about \$6,000 first week; no special reason for low-price scale, which may be "shortly" raised to top.

Shows in Rehearsal

- "The Conquering Male" (Arch Selwyn), Times Square.
- "The Trailor" (A. S. Brown), Eldorado.
- "Gold Brail" (Louis Safian), Bryant Hall.
- "Hash" (Ted Reilly), Wallack's.
- "Winings of Helgeland" (R. Herndon), New Yorker.
- "The Solid South" (Alex McKaig), Little.
- "Wings in Rome" (John Golden), Golden.
- "Dear Love" (Shuberts), National.

4 Shows Out

Four shows on Broadway's exiting list.

"Wake Up and Dream," presented by Arch Selwyn, Flo Ziegfeld and C. B. Cochran, leaves the Selwyn after 11 weeks, ending around \$40,000. Supported by a strong agency buy.

WAKE UP AND DREAM

Opened Dec. 30. Brown (Play summarized): "Well danced, pleasantly acted, but very tiresome revue." Little (World) said: "Not all it ought to be." Seides (Graphic): "Among the best reported, lavish and entertaining." Variety (Sid) thought: "Not better than a moderate rating."

"The Infinite Shoeback," presented by Leo Shubert, withdraws from Maxine Elliott's Saturday. Came in with rep, but never able to command good business. Ten weeks.

INFINITE SHOEBACK

Opened Feb. 17. "Worthwhile drama," reported Darrton (Eve World). Anderson (Journal) opined: "Author never clearly states his case." Mantle (News) not-opinioned: "Should appeal most strongly to a sentimental sisterhood, but I doubt if any of them will understand it." Variety (Ibee) said: "Limited engagement indicated."

THEY NEVER GROW UP

Opened April 7. "A bit childish," stated Mantle (News). Anderson (Journal) complained: "Pretty backward even for Broadway in the silly season." Variety (Ibee) figured: "Has little chance."

"They Never Grow Up," presented independently at the Masque, will fold Saturday. Three weeks.

LOVE HONOR AND BETRAY

Opened March 12. "More than usual brutality and offensiveness," declared Little (World), and Gabriel (Sun) echoed: "One of the dreariest." Variety (Ibee) ventured: "Doubtful of catching popular favor."

Cast Changes

Mary Cullinan replaced Margaret Perry in "Strictly Dishonorable," Chicago. Mrs. Perry will have the lead in London company.

Mary Boland with John Golden for new production.

Arthur Byron for Molnar's "Ours, Two, Three." Gilbert Miller.

well into summer; business average estimated around \$14,000.

Special Attractions—Little

The Sir Harry Lauder, Johnson's; one week only.

"Courtship" President; one person play; opens Monday (April 29).

"Romeo and Juliet," 14th Street; Civic Repertory.

"Felix Baraga Revue," Gansvoort (Village).

"Michael and Mary," Hopkiss.

"Bare Face," Chicago (Village).

Old-Time Minstrels, Royale.

Ruth Draper, Comedy one, none.

"Hans" Wallack's; a mixed cast show due to open Saturday.

London as It Looks

By Hannen Swaffer

London, April 11.

There was a frantic rush for "Variety" when it arrived in London with the streamer, "Swaffer Raps Rothermere" across its front page. I got my copy by post in the morning. It was about four o'clock when I heard in Fleet street of the sensation caused by my defense in "Variety" of journalism and the theatre against the boosting of certain plays and certain players in the "Daily Mail" and associated newspapers to the detriment of theatres, plays and players who, for reasons which they do not understand, were not chosen for continuous publicity. From Northcliffe House came stories of excitement.

Yet, although no newspapers referred to it, word of the London theatre talked about little else all the week and, on all sides, I heard the opinion that "Something had to be said by somebody or the situation would have got worse."

Clayton and Waller Speak Out

William Mollison was the first one to express an opinion for me to quote.

"I would like you to say, Swaffer," he said, "that whereas I have produced, for Clayton and Waller, an English show called 'Silver Wings' at the Dominion theatre, we have found it difficult to get publicity for a play built up and produced in this country so that we can export it abroad—and we have already received an offer from America—whereas an American play called 'The Three Musketeers' has been boosted in the 'Daily Mail' to our detriment. Why this is, we do not know."

"I am not sorry that Cochran has obtained a lot of Rothermere's publicity for his new revue. I would not say anything to his detriment, but what I would like to know is how can 'Silver Wings' get similar publicity? We have been taking \$25,000 a week at the Dominion and yet the 'Daily Mail' does not seem to have heard of us."

A "Variety" Blow for Fairness

When I was in their office on the next day discussing their firm's future with both Herbert Clayton and Jack Waller said that my article in "Variety" had been a fine blow for fairness, and for the theatre generally. "We do not mind being criticized if we have a bad show," they said, "but why can't 'Silver Wings' obtain publicity if Cochran's show is boosted every day?"

"Why don't you call a meeting of the West End theatrical managers to discuss the situation?" I asked. "As if, in your success seems to be at the mercy of the whim of one great newspaper firm."

If the "Daily Mail" is boosting certain shows, the owner of a rival play cannot very well go to other newspapers and ask them for a boost, to make up for it.

"You know very well, the West End managers will not agree on anything," said Jack Waller. "I do not know what we can do."

"Must".... "Must".... "Must"

For some weeks now there have been a series of "musts" issued from somewhere in the Rothermere firm, by which I mean that orders have been given, by somebody or other, that certain shows are to receive publicity almost every day. Rothermere's own staff discuss this openly with managers.

Among the shows is "The Co-Optimists," one of the directors of which told me that he was tired of these "musts."

"Somebody on the 'Daily Mail' has been pestering us every day for news," he said. "I have told him I have no news. 'You must find some for my sake,' the young man has said. 'My objection to a 'must' is that it soon becomes a 'must not.'"

"I mean that, if our show is over-boomed for some weeks under orders, everybody else is sick of it."

Now the reason seriously given to me by a "Co-Optimist" director for the fact that a lot of dull news about their show has appeared in the "Daily Mail" is that, quite recently, one of Lord Rothermere's chiefs had a mother who was staying at the Mayfair hotel and she was so nicely treated that her son asked one of the "Co-Optimist" directors what he could do in exchange for their kindness.

jokingly, it was suggested that "The Co-Optimists" was "coming along soon."

Clifford Whitley, the publicity manager of the Mayfair hotel is one of the original directors of the "Co-Optimist" syndicate.

I would not credit this story, but I was told it in all seriousness, and by one of the directors.

Anyway, it is certainly true that so much news about the "Co-Optimists" has appeared in the "Daily Mail" that it has caused laughter—and boredom.

The Curse of the Must

Newspaper men hate these "musts" because they are a bore and they crush individuality. Theatre managers hate them when their own shows are not "musted." Press managers always hate them. They only want to run their own business in a decent way and not find a lot of silly news, when there isn't any, just because, weeks before, somebody gave an order.

Besides, if the "Daily Mail" is boosting a show, other papers leave it out.

"Give it to the 'Daily Mail,'" they say in another newspaper office, jeeringly, when theatre news comes in.

The Rumors Begin

Rumors went round today that "The Man I Killed" was going to be a "Daily Mail" "must." Silly rumors of this sort spread every day.

I saw a press manager, the other day, with a grin in the jaw. "I hear the Andre Charlot revue next July is going to be a 'must,'" he said.

"The 'must' makes news musty. They ought to hire me for the job. I am very mustard."

In the interests of my own profession, and its dignity and its tradition, I do hope all this nonsense will stop. It has got to stop, or the whole of journalism may be tainted with this sort of thing. I protest, too, in the name of the entire world of the theatre.

I have never obeyed a theatrical "must" in my life and I never would.

"Pity the Poor Press Manager"

Meanwhile, an air of gloom permeates the purilious of publicity funardom.

The latest joke is that one press manager went up to another yesterday and said, "I so sorry you're on the 'must' list, old man."

In the mean time, the new theatre poor guy would have to see the same distracted little "Daily Mail" man every day, for two weeks, and that, in reply to his moan, "I don't know anything more," he would hear the words, "Do help me out, there's a good fellow. I've got to get something, even if it isn't worth using."

The Man Who Said "No!"

Gordon Beckles, when he was doing the "Weekly Dispatch" theatre stuff, some time ago, received honorable mention in this column for refusing to oblige some silly "must" about an actress. He flatly refused to

(Continued on page 69)

Broadway Easter Recovery Sluggish; Advance Sales Promise Recovery

Only the leaders of Broadway's legit stood up to approximately normal business last week, indications of a typical Holy week. An extra attraction in the zone got big money, too, being the Ringling circus at the Garden, where matinees topped the nights throughout. School holidays counted in favor of the Easter outdoor business early this week saw no prompt recovery. Easter Monday matinees were held, the circus probably an opposition factor, too. Extra performances carded for later in the week are expected to monitor the advance sales point to that result. Grosses for last week, being sub-normal, are not truly indicative of business generally, and therefore such estimates would be misleading.

The new shows offered during Holy Week were more numerous than usual. Three stood out: "The Little Girls" got a fair start at the Shubert at \$17,500, and figures to do better; "Uncle Anya's" drew rave notices at the Cort and started at better than \$15,000 in seven performances; "Hotel Universe" promised a sharp difference of opinion at the Beck. "Virtue's Bed" attracted some attention at the Hudson, but started back at around \$6,000; "Lady Clara" was given a critical turnaround at the Booth; "The Law 21st" and "The Girl" and "Dora Mordridge," at the Little, neither rated having any chance. This week "Wake Up and Dream" will leave the Selwyn, which gets "Lost Sheep" next week (last scheduled premiere); "The Little Girls" stops at "Fanny Elliott," which probably goes dark; "They Never Grow Up" closes at the Lyric with new cast; "The Girl in the Hat" and "The Girl in the Hat" stopped last Saturday, Eltinge.

BAINBRIDGE CO'S HOLY WEEK TOPS NAME STAR

Minneapolis, April 22. With their second woman, Ruth Lee, playing the feminine lead and minus any guest star, the Bainbridge dramatist company, at the Shubert theatre, has again had the previous week with Florence Reed, noted Broadway luminary and long favorite, heading the cast and a \$125 scale. Eugene O'Neill's "All God's Chillun Got Wings" turned in a great ticket, helped by some great acting by Victor Jory, leading man, and Madeline O'Neill above at the box office here in stock and out-of-it. "All God's Chillun" topped nearly \$5,000. The intake for the week in "The Truth" was only about \$4,500. Bainbridge released Blanche Yurka from a contract to open a guest star in "The Truth" at the Lyric from the sea, in order that she might appear in New York in a production of the Norwegian dramatist's, "The Viking." In place of the Ibsen play the Bainbridge company is going to do "The Girl in the Hat"—some contrast. The outfit jumped on O'Neill's "All God's Chillun," a musical comedy, claimed to be one of the longest theatrical leaps ever negotiated.

Bad Slump in Boston

Boston, April 22. Boston theatres took it on the chin today. "The New Moon" at the Shubert that has played to full houses durably, but has been in a slump in town got about half its accustomed figure. "The Girl in the Hat" at the Plymouth "Little Accident" took a wide drop. "Candle Light" at the Wilbur was even worse. Erlanger M. Cohan played "The Tavern" and did better than expected, up a grand from the week previous. Easter Monday has put new heart into the business. Two shows opening in the Frisco are "The Girl in the Hat" at the Hollis, and Fred Stone in "Ripples" at the Colonial. Estimates: "The New Moon"—Shubert. Now in 11th and last week. Sank to \$10,000 last week from around \$30,000. "Little Accident"—Plymouth. Low at \$10,000. Now in 14th week and has done up to \$15,000. "The Tavern", with George M. Cohan—Tremont. Not bad at \$17,000. "Candle Light"—Wilbur. Now in 13th week. Last week at \$8,000 low. "Ripples", with Fred Stone—Colonial. Opened Easter Monday. "Let Us Be Gay"—Hollis. Francine Larrimore in lead. Opened Easter Monday.

ONLY FOUR SHOWS DEFY PHILLY'S HOLY WEEK

Philadelphia, April 22. With only four houses opening during the week, business in the legit was about average for the Holy Week slump period. "Bird in Hand" has caught on solidly here, and while no smash got better than \$13,000 last week at the Lyric. Natural drop Thursday and Friday, but the week presented it hitting considerably higher, as it was well ahead of both previous weeks up to and including the Wednesday night performance. It is now announcing seats three weeks in advance and looks set for a total run of from six weeks to two months.

Miss Le Gallienne's company, giving five plays, trailed "Bird in Hand" at the beginning of the week, but jumped well ahead at end, with big help from the "Peter Pan" matinees. An extra afternoon performance of "The Women Have Their Way" was also given Thursday. "The Girl in the Hat" presented its offerings. Not up to last year's figure, but fine under circumstances and considered selling. "So This is Paris" opened to better than \$4,500 Saturday night at the Shubert, best opening of any show at this big house all season. Adelphi has "Holiday," presented by John Sharp Players, with Dorothy Glush as guest star. Both engagements are for two weeks. Both started briskly Monday night. "Walrus" opens next Monday with "Lysistrata," first of three offerings by newly organized Philadelphia Theatre Association, which is planned for three weeks' stay. Fay Bainter, Miriam Hopkins and Ernest Truex head the long cast of celebs.

George M. Cohan in "The Tavern" May 5 at the Garrick, with same star doing "Gambling," at both matinees for two weeks' stay. "The Girl in the Hat" is going to the Broad for single week. On May 13 "Let Us Be Gay" comes to the Lyric, with Cohan, now on the 19th Philadelphia Theatre Association gives "The Discovery," its second offering.

Estimates of the Week
"So This is Paris" (Shubert, first week). "Chic" Sale show opened very powerfully Saturday night. Box office not far under \$5,000. Show needs fixing, but looks good for run.
"Bird in Hand" (Lyric, 4th week). Continued strong last week, in fact, except for Good Friday drop, would have topped \$13,000 above at previous figures. At that \$13,000 or better. In for run.
"The Girl in the Hat" (Broad, one week only). Moved here from Garrick, with dismal indications for first week. Miss Le Gallienne's first week performances last week.
"John Faut, Ph.D." (Garrick, first week). New and Wig's latest show looks to be one of best of series. "Interlude" dropped to \$15,500 in eighth and last week at the house.
"Forest-Dark, Follow Thru" got \$5,000 or thereabouts in fifth and last week.

Frisco Grosses

San Francisco, April 22. "June Moon," in its third week at the Grand, continued at profitable scale at better than \$11,000, only a slight drop from the preceding week. "The Girl in the Hat" had a nice week after "Rope's End" waiting for Louis Maclean's "New Moon." Erlanger's Columbia had houses also enjoyed prosperity. Alcazar brought in "Elizabeth Sleeps Out" and got away to a head start. "The President" took \$5,000. At its President "The Blue Girls" continued to hold up at box office, gathering \$5,000. Erlanger's Columbia had road show film, "Around the World With Mr. and Mrs. Martin Johnson," at \$1,000. "The Girl in the Hat" drew satisfactorily. About \$7,000.

AHEAD AND BACK

H. Elliott Stuckel, ahead; Joe Williams, back; Richard Bennett in "So This is Paris" (Chic Sale). Fred Jordan, advance; E. Postwick, back; "Deah Old England." Frank McGrann, ahead; Eddie Rosenberg, manager. "So This is Paris" (Chic Sale). Sam Stratton, advance. "Dear Love" (Shuberts). "Delinator," one of the most astute of the women's legit, will go in for stronger action.

Pittsburgh Legits

Pittsburgh, April 22. Lone legit attraction here Holy Week "Strange Interlude," which rounded out a three weeks' engagement at Nixon and took more dough out of this town than Ponzl. Did \$34,000, which tops every legit Holy Week figure and shows O'Neill play approached \$115,000 for three-week run. It returns next season, Guthrie promises. "The Girl in the Hat" Nixon dark first half of this week, reopening April 24 for Mrs. Fiske's three-act play. Next week house goes to University of Pittsburgh Cap and Gown Club for annual show, and closes May 1 with William Gillette in "Sherlock Holmes." Alvin has return engagement of "Journey's End," to be followed in turn by "Babes in Toyland," Walter Hampden and return of Thurston. Stock at Pitt had "Charlie's Aunt" and fairly creditable showing considering season.

Future Plays

"Garrick Gaiteies" will be revived this summer after a three-year lapse with several of former editions alumni behind the new production and with the Theatre Guild, which formerly presented, lending a helping hand, although not actually behind the production. Sterling Holloway and Philip Loeb will have charge of the production, the former appearing in it also and the latter staging. "Garrick Gaiteies" was previously projected by the Theatre Guild with members of the Junior Guild comprising the cast. Herbert Fields, Richard Rogers and Lorenzo Hart collaborated on previous editions and first attracted attention in this connection. The new edition will not have the same trio, but will have skits and songs of the same light comedy purport. Piece goes into rehearsal next month. "Check and Double Check," musical revue by Edwin Kimball and Robert Hood Bowers, is being readied as initial production of Robert Burke, formerly associated with the Chanins in managerial capacity and now running a ticket agency. Title may be changed since Amos and Andy, radio comics, originated the catch words and has been signed to make a feature for R-K-O Pictures of the same title.

"Callets," which was to have gone into rehearsal week for Richard Herndon, has been sidetracked until later. "Whatta a Break" is being readied for production by Conness & Reed, with new and Wig's latest show will be done on commonwealth with cast waiting bond. Two new plays for fall production have been announced by the East. "Nearer the Rainbow," by Alexander L. de Meroff, and "On the Verandah," by Tom Blair. Former will be given an early summer tryout under plans unveiled.

"Colour Blind," starring Helen Menken, produced by the Shuberts. "A Graceful Generation," story of Miss Josephine, by Brad and Wiman, to be tried out by Brady and Wiman. "Triplets," farce by Mark Linder, will reach production next month via Colby rehearsal week. "Maybe She Will," musical by Elwood Engelhart and Frank Fisher, is being readied for immediate production by the East. "The New Man," new producing firm with Harry Macdore as managing director. Now casting and due for rehearsal in a new cast. "Ladies Must Live," comedy by Dorothy Hyde, went into rehearsal last week with Frank Shaw producing. It bows in at Allentown, Pa., May 15 and follows into New York house two weeks later. Cast includes Frank Wagner, Margaret Clark, Marie Polk, Danilo Sulzberger, Billy Deane, John Evers, Frank Callahan, Claire Ward, Gertrude Foster, Elsie Ardley, Ed McLaughlin, William Seabook and others.

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COLLEEN MOORE BACKS SHOW FOR BROTHER

Los Angeles, April 22. Holy Week is beginning to lose its grip on L. A. legit theatres. With the seven days figured as a possible bloom, all theatres turned in normal business. "Rah Rah Days" built over week before. "Your Uncle Dudley," "Hero" and "Broken Dishes" fell off, but all three are at the end of their run and the drop was expected. Fay Marbe came into the Belasco for one week with her one-girl show. On percentage, Miss Marbe made money for herself and the house. "Philadelphia" got about net money and folds Saturday. It marks the finish of Andy Wright as a local producer. "Holiday" in its first week at the Hollywood Playhouse got about average take for the theatre. Six openings slated for next week, with "The Girl in the Hat" getting its premiere at the Egan. "June Moon" has Clive Moore, brother of the late John, in the lead. Clive Moore bankrolled the production for 10's, and it figures to get a good picture crowd draw due to the attraction. Revival of the Student Prince" opens at the Majestic Thursday (34th) with Allan Lane in the lead. "The Girl in the Hat" next is "Imaginary Invalid." "Among the Married" goes into the Lyric with its cast. "The Girl in the Hat" starts a run at the President.

Belasco—Fay Marbe went in for a week with her one-girl revue and took close to \$8,000. Only expense was a couple of shows. She should have made a nice profit. "June Moon" opens April 21. Hollywood—"Holiday" (1st week). Opened to fair take near \$3,300. House has been having a fair picture crowd draw for the year, and it doesn't look as if "Holiday" will help matters. "Broken Dishes" (3rd week). With an unknown cast this one didn't get started; should move into two weeks. Estimated at \$4,900. Mason—"Rah Rah Days" (4th week). Building up every week and should get over \$10,000. Going in for radio plugs.

Music Box (Civic Repertory)—"The Girl in the Hat" (1st week). Draw so far for the Civic Rep. cashed in for \$4,500 on final week. "Imaginary Invalid" opened Monday. President—"Your Uncle Dudley" (2nd week). Picked to \$4,700. President's banner attraction (1st week). "Blue Ghost" opened Sunday. "The Girl in the Hat" (3rd week). Final week. Last week got \$3,000, all quiet. "Among the Married" opens April 21.

Hudson, Edwin Stanley, Karl Huebel, Charles Lewis. "The Vikings of Heligoland," starring Charles Lewis, has gone into rehearsal under direction of Richard Herndon. Opens at the New Yorker, New York, May 12. "Mixed Marriage," produced by Cort and Abramson, has been withdrawn for recasting after two weeks out. "Courtesan," play with solo cast by Irving Davis, which was to have bowed in at the President, New York, tomorrow night (Thursday) has been postponed until next week due to its single player, Elsa Shelley, having contracted laryngitis. It is said. "Times Square," by Sam Orange and Montag Burton, going into production by Sam Orange. Now casting.

"Yesterday's Husband" is the joint work of Allan Dinehart and Joseph Hershfield. Latter is credited with sole authorship. He wrote "The Behavior of Mrs. Crane," last play in which the late Margaret Lawrence appeared. Dinehart will play in "The Girl in the Hat," which has not found a producer as yet. "Barbara of Seville" is a newly written operetta with the book by Harry Hershfield and the score by Joseph Hershfield. Latter is well known composer of the East Side, doing the scores for the Molly Picon shows. It is his first shot at Broadway. Hershfield first wrote the story in "The Girl in the Hat" section, a producer mentioned to put it on. "Hash," a mixed cast specialty show was the week's opening attraction. Broadway, in "Wallack's Saturday night. First part has a girls' band with a minstrel layout, there being colored end men. Second part an act with the third section an afterpiece with an all colored cast.

8 NEW CHICAGO LEGIT ENTRIES

Chicago, April 22. Consolation is that Holy Week business was not as expected. Plenty of papering, though, to keep the houses from looking spotty. Eight new legit entries, both Shubert productions, "Nina Rosa" slipped again while "Street Singer" went to top after playing two weeks. "Strictly Dishonorable" was lower but held the lead. "Let Us Be Gay" went to top after playing 12 weeks, although cut-rated toward the end of its run, and was consistently in second place.

Eight openings opening live things. At the Erlanger, "Mebbe," comedy with Charlotte Greenwood, follows three weeks at the Shubert. "Wonderful Night" opened at the Grand, which was dark Holy week; "Little Show" got into the "The Girl in the Hat" getting after several weeks; Joseph E. Howard's "second edition" of "The Time, The Place and the Girl" opened at the Harris instead of the Garrick, as scheduled; "Merry Widow," Shubert production, is in the Blackstone, which also was dark Holy week; light opera opened a nine-week engagement at the Erie. "The Girl in the Hat" replaced "City Haul" at the Cort, and the Goodman, which was dark in its last week, and business later, opened with A. A. Milne's "Arlande," known in England as "The Girl in the Hat." Studebaker went dark, unable to obtain a suitable attraction to succeed to the Erie. The Erie, which extended Mel Lan Fan's original one-week engagement into four days of last week, and found a new attraction, "The Girl in the Hat," Blackstone and Illinois, Erlanger spots, remain dark. Garrick and Madison Square, after the first six weeks, dependent on the amount of competition.

Estimates for Last Week
"Let Us Be Gay" (Studebaker, 12th week). Opened cut-rated. It did Holy Week business of around \$10,000 and left, going to Boston. "Little Show" (Selwyn 1st week). One of several Sunday openings, with great chances and in a choice spot. "Merry Widow" (Cort, 1st week). Comedy played "City Haul" which left for the east after six weeks of top box office; never strong. Final week \$4,000. "Mebbe" (Erlanger, 1st week). Farce comedy in for three-weeks engagement at the Shubert. "Nina Rosa" (Harris, 1st week). Comedy and nine in San Francisco. Company did well on the road. Thurston closed a three-week run at the Erlanger with \$9,000. "Street Singer" (Apollo, 7th week). Musical going along evenly and not badly. "Arlande" (Goodman, 1st week). Musical comedy, in for three weeks. "Strictly Dishonorable" (Adelphi, 11th week). Holy Week slump to \$11,000, but no worry and will run past its prime. The non-musical leader.

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Special Attractions
Civic Theatre—Light opera, in for nine weeks. "The Girl in the Hat" (Plymouth, 11th week). Light home-folk comedy on cut-rate basis held. Holy Week, dropping two grand to \$5,000, but "The Girl in the Hat" may make a bid for a summer run.

Two book agents, making the rounds of the New York office buildings, are selling "Aphrodite," "Majestic" and "The Merry Widow" revival. "The Girl in the Hat" (Plymouth, 11th week). Light home-folk comedy on cut-rate basis held. Holy Week, dropping two grand to \$5,000, but "The Girl in the Hat" may make a bid for a summer run. "Street Singer" (Apollo, 7th week). Musical going along evenly and not badly. "Arlande" (Goodman, 1st week). Musical comedy, in for three weeks. "Strictly Dishonorable" (Adelphi, 11th week). Holy Week slump to \$11,000, but no worry and will run past its prime. The non-musical leader.

UNCLE VANYA

Comedy in four acts presented at the Court Theatre by Jed Harris...

"Uncle Vanya" is the second comedy from the Russian to be produced on Broadway within a month.

Jed Harris returned to Broadway with "Uncle Vanya," technically a revival though never given the care and attention as now.

The play is presented in four acts but two intermissions are three-minute intervals, so there really are two long acts.

The story is enacted in the country estate of Professor Serebrakoff with Uncle Vanya, his brother-in-law, ascribes to the comedy.

The professor has been writing and lecturing upon art which he knows nothing about but he knows things that has been written before.

There is a daughter, Sonia, a plain girl, who is the only one who has any respect for her high breeding.

There is one time when Helena lets herself go, accepting the embrace of Astrov, the country doctor.

The quarrel is all patched up before the production of the first flower depart. The doctor who has been neglecting his practice also leaves.

"Uncle Vanya" not only brings back to the stage the name of the Lillian Gish, that graceful figure of the screen.

Three Little Girls Musical comedy three acts and 18 scenes by Herman Polner and Bruno Harrod.

One of those small town plays with a theme the same that one was considered strong dramatics.

On the eve of a church festival Doris early life comes to step her parents her at the altar.

Elaborate scenic and "costume" production of a trick revoluting stage, overloaded with sentimental story and utterly lacking in any comedy.

commercial success of "Bitter Sweet," to which this is inferior in all respects.

Some perfunctory effort has been made to introduce an enlivening element of dancing, but it isn't much more successful than the conventional.

Charles Hedley is the tenor, doing a technical musical comedy lead with about as much character as is possible.

Score is indefinitely agreeable—sort of studious Victor blended with a bit of Strauss and some bits of others.

Production follows the Shubert formula. Much is casual and lacking in high effect.

Comedy-drama in three acts presented at the Little and 19 by Louella Mott.

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Elaborate scenic and "costume" production of a trick revoluting stage, overloaded with sentimental story and utterly lacking in any comedy.

EAST SIDE OPERA

Verdi's opera presented by the Royal Grand Opera at the Court Theatre...

Bringing grand opera to the East Side has disadvantages. Grand opera can't be had cheap and cheap opera can't be done at all.

Understood that a pastry king or such dug up the idea. Royal Grand Opera is the name of the new theatre.

Neighborhood is mostly Jewish with a good measure of Italians and goes Italian Polish.

Most interesting part of this house where Max Gabel played his Yiddish role.

Comedy-drama in three acts, three scenes presented by Lohmuller and Emery, Inc.

"Lady Clara" is another one of those Cinderella themes, this time local and presented by the Earl of Drummond.

Clara has the entire aristocratic end of the family in the palm of her hand, to manipulate as she will.

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PENAL LAW 2010

Melodrama in three acts, presented at the Biltmore April 18 by Alexander Grey.

Roger Stuart, Jr. is the star, playing the role of a young man who is accused of murder.

The accusation is made by Doris Sandrey, a maid in the home of Roger Stuart, a sterling lawyer.

As the play travels it opens on the roof top of an imagined fancy hotel in North America.

General and minor officers alike go for the prima donna, who rates 10.0 for good singing.

While thinking of that, the old boy returns for joie de vivre with Eileen, the p. d.

The fact that Roger Stuart is a bona fide lawyer, who elects to defend himself.

Alexander Grey, said to be an attorney, should know his law.

The young man had been kind to the maid Doris, helping her financially.

But—the major comes in on a return home tour and begins to kick the act. He can't let Eileen "sneak

Into his relatives' homes and family life—that, Eileen decides to tell her tale—and she does by way of a novelized presentation.

"Why didn't you commit suicide?" someone asks naively. "Nobody wants to die," says Eileen.

Suicide is then attempted by Eileen but thwarted by the major and she ends in a love pact to marry and go to South America.

Though laid among English there is only a faint tinge of a British color to the new play.

Others who the cast proves able to do so enthusiastically.

Strange does his part, but his accent is off. Little to say for the rest except that they carried out what was intended but they were the types.

And it's in this that the play gets its slum, which will be noted easily by the audience.

It might be imagined that the play is daring but hardly. Just in the first act only, where the regular plot of the melodrama is used once by one of the girls.

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roduces a diary in which supposed intimacies are set forth. Only in one detail is Roger able to dent that...

Countless cases of women who make accusations against men have been decided against the man where...

A woman is brought into court when the decision has been made. She is the wife of the chauffeur...

The acting was mainly indifferent, but Frank Milan's playing of the accused lawyer made a good impression.

Kilpatrick's Minstrels

Old-time minstrel show produced by Thomas Kilpatrick. Staged by J. A. Shipm...

Major as was three decades back is incorporated in this production with a toss as to whether the gags...

Although the show has its entertaining qualities, mostly in the song and dance section, it is woefully deficient in comedy.

The principals are there 40 ways on vocalizing, with soloists and choral groups clicking in yesterday's numbers.

Old held Harrison Blackburn in a number of his own manipulations in finale of first part.

and Cooper's ventriloquist stuff topping the rest. The afterpiece just another one of those things that...

LITTLE ORCHID ANNIE

Fare comedy in three acts presented at the Eltinge, April 21, by Myra Foster...

"Little Orchid Annie" is a raw little comedy, and the most of the play. Title doesn't mean much, but there are "lines," some with double...

It is the same play that was presented in Los Angeles about a year ago by Howard and the Myra Furst, new to the east, is offering it now.

MEBBE

Fare comedy in three acts by B. M. Faree, presented at the Eltinge, April 20...

The other girls know their stuff and won't believe the relations between Annie and her rich boy...

The guests are in all kid clothes, being a Mother Goose affair. One of the men comes as an infant...

That solved things for Annie, since Kuppy, George and Danny had all been together...

"Houseparty" this season she attended every night, and she answered some her "I Pack My Bag" but seemed pretty strong.

Miss Kelly chose best—the same Kelly Lawrence piece of the Ziegfeld group but now somewhat rounded out.

"Lost Sheep" is a lively farce, or variety, given close direction, acceleration and a final curtain with a punch.

"Little Orchid Annie" should give the ticket bargain hunters some amusement but that's about it.

Out-of-Town Reviews

SO THIS IS PARIS

The new Schubert musical play had its first performance at the Eltinge...

side to chuck aside won't be missed —it's that kind of a show.

The plot, adapted by Edgar Smith from the French play "Chic's Story," "Chic's Maid to See Paris," is the main object to present. There's too much of it.

But it does give Sale opportunity to give a remarkable portrayal of an old man. There are good bits that Sale injects from his Harmony Hall and schoolroom skits of 'vaudeville' and several references to "The Specialist."

Miss Mayhew and Nat. C. Haines, who plays Aunt Min's father in the last 20 years, help in creating some of the most beautiful moments when Sale is not on the stage.

Of Russell Tarbox's music two tunes, "The Blue Moon" and "Once in a Blue Moon," may at all in popularity.

MEBBE

Fare comedy in three acts by B. M. Faree, presented at the Eltinge, April 20...

Charlottee Greenwood turns a small town courtroom into a bathroom. She swings her legs and...

Story details a woman lawyer in a breach of promise case, with her fee from the banker-defendant to be some...

A fair cast has Bryant Washburn as attorney, William Robinson as Ely Swoozy, Jane Morgan as Pansy Hooper, and William Turner as the judge, handling their parts well.

All of the laughs are slapstick and most of the catch lines puns. Miss Greenwood and Ethel Barrymore now have something in common.

LOST SHEEP

"Lost Sheep" is a lively farce, or variety, given close direction, acceleration and a final curtain with a punch.

The Selwyn theatre is to house this play, which is being produced by George Chooz and Jack Donahue, the planning committee and a limited company to bring the play doctor to fix it up.

"Lost Sheep" is a lively farce, or variety, given close direction, acceleration and a final curtain with a punch.

"The Duchess Who Was 'Dearie'" There was nearly a tragedy in the life of the Duchess of Lelstner, except, of course, that her life has been tragic for some time.

"The Lady" With Cowheel This reminds me of a story Dorothy Ward told me when she was on tour with a vaudeville troupe who she thought to be the wife of a knight, until his death proved the she was not.

"She don't live here," said the landlady. "Is that Mrs. Frank Elton Dorothy?" "Is she 'Her Ladyship'?" asked the old woman. "I didn't think she'd be, because she had a school for 'upper last night'."

London As It Looks

(Continued from page 66)

put the woman's name in. He knew she did not matter. He even braved his editor. He won!

Some more of them ought to behave like this—and then make speeches in Trafalgar Square.

The Play They Did Not Must

"Suspense" Patrick MacGill's new play, is on the "must" list. It is a serious study about the war and how men died, written by an earnest young man who was once a navy and who has no pull of any sort.

"Evening News," one of the Rothermers papers which boosted the Cochran revue said, "This play never stands up." Perhaps they take it lying down.

June Gets in the News

June made a bad break the other day. She is Lady Inverclyde now, you know.

"The Evening News" published on the front page a statement by her that, when she saw "Suspense" that night, she would see her dead brother on the stage.

At the Battle of Loos, she said, her brother, Dudley, went out in front of the line alone, captured a party of German soldiers and brought them back.

"Well, when June saw the play, she saw that the young man was not her brother, but a young private who, full of funk, ran across No Man's Land, was found by his own company and was subsequently placed under arrest for desertion.

"The Evening News" was made to look an awful ass. So were the critics who received from their editors at the theatre the cutting, with a message, "Interview June on this."

June would not be interviewed. I do not blame her.

The "Must" Men Miss the Story

The "Daily Mail" missed the story of "B. J. One," the next night. It was out getting "musts," I suppose.

There was the launching of Maurice Browne, Ltd., founded on the fortune of "Fourteen Eves." They had an idealistic program, given away and full of blah, and with all the names of the 14 executives carefully printed, with the aims and objects of the firm, and the play was an idealistic one, staging the Battle of Jutland and urging co-operation in peace time, just as you get co-operation in war.

Yet the "Daily Mail" did not know that three of the executives had already resigned—one Clifford Hamilton, the general manager, because there had been too many arguments in the Browne office; Walter Havera, manager of the Globe theatre, because he had sacked seven program girls who had been taken on again by Maurice Browne, who said, "Humbug, comes before efficiency"; and Thomas Warner, the stage director, who sent me a copy of the program and said, "I have resigned. After reading this program, I would prefer to starve."

Idealism-Goes Wrong

Maurice Browne is the most idealistic theatre manager I know. Now, surely the "Daily Mail" must have known that there was a good story in that night's play? No, it just printed an ordinary criticism, and did not see the drama going on right in front of its eyes! They ought to have musted! Maurice Browne. Then they might have known something about it.

I saw their news man in the house, looking as though he had walked in on his way from Cochran's Revue to the "Co-Optimists," with his pocket full of musts, and knowing nothing about it.

"Now, I hope Maurice Browne will be practical as soon as he can. "B. J. One" is a naval disaster.

Who Is Elsie April?

There was quite a sensation at the party which Charlie Cochran gave at the Savoy to celebrate the 300th performance of "Bitter Sweet," for suddenly, there came loud cries for a speech from Elsie April.

"April" April" shouted the members of Cochran's companies. She stood up, blushing, sat down, and stood up again, while the scores of guests who were not members of the Cochran companies, were asking, "Who is Elsie April?"

"Who is Elsie April?" asked Gordon Beckles, the music critic who, after the first night of "Bitter Sweet," had written, "There were two important omissions from the program—the name of the woman who transcribed the music and the man who orchestrated her work."

The woman was Miss Elsie April, who has written music for scores of London's so-called "composers" and the orchestrator was Albert de Orellana.

Cochran Puts an Omission Right

Cochran had to write to the "Daily Express" and admit that Cochran was not technically capable of writing down music fit for playing.

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The Duchess Who Was 'Dearie'

There was nearly a tragedy in the life of the Duchess of Lelstner, except, of course, that her life has been tragic for some time. She was a chorus girl, or something of that sort, called May Etheridge when she married the heir to a not-rich dukedom and, since then, she has been living in poverty, trying to get film work. A few days ago she was invited to lunch with William and Dorothy.

"I know she wasn't Mrs. Williams," said the old woman, "so I could not call her that, and although I know she was the Duchess, I could not possibly call her 'From Grace.' So I used to call her 'Dearie.'"

The 'Lady' With Cowheel

This reminds me of a story Dorothy Ward told me when she was on tour with a vaudeville troupe who she thought to be the wife of a knight, until his death proved the she was not.

"She don't live here," said the landlady. "Is that Mrs. Frank Elton Dorothy?" "Is she 'Her Ladyship'?" asked the old woman. "I didn't think she'd be, because she had a school for 'upper last night'."

Literati

Heavy Stuff as an authority in matters pertaining to amusements again went into the Congressional Record in Washington Monday (21) in connection with a memorandum on radio and song plugging read into it by Senator Dill (Dem.) (Wash.). Dill inserted an editorial from the New York "Times" anent Rudy Valle's creating a vogue for "Maine Stein Song." It has been one of

chairman of the club, he started a fund for indigent reporters with a contribution of \$2,500. Wallace's income must be in the neighborhood of quarter million dollars annually and there is no freer spender in the West End of London.

At a meeting of the Executive Committee at the Mid-Bucks Liberal Association, held at Aylesbury, April 7, Wallace was adopted as the prospective Liberal candidate.

berish since the passing of the resolution recently to admit women to membership. If no objection within a week, they will be formally inducted into the club.

Organization has been strictly male since founding, about 50 years ago, and now has around 300 members. John Ewing is president, with W. Adolph Roberts, the writer and editor more or less in active charge as chairman of the house committee. Ewing was occupied by the club was a gift from the late Andrew Carnegie, the steel magnate.

German Fan Monthly

German syndicate publishing "Das Magazine" and other periodicals in Berlin is entering a picture field with a German fan monthly after the style of American fan magazines.

Hollywood office is to be established, with Dr. Fred Kohner in charge of the Coast end. Kohner is a brother of Paul Kohner, heading Universal's foreign production.

\$1 Reprints

Little Brown & Co., Harper Bros., Harcourt Brace and Co., Mead will not join Doubleday-Doran in its Dollar Books project publishing company under the name of Blue Ribbon Books. Representative from each of the quartet will serve on the board of Blue Ribbon Books, with each publishing house contributing about seven books for reprint purposes to start with. The Blue Ribbon reprint will sell for the price of the original, with the White House reprints still the cheapest at 50c each, and the A. L. Burt reprints continuing to sell at seventy-five cents.

Doubleday-Doran, which already has Simon and Schuster for reprints, is trying to line up a number of other publishing houses for the same purpose.

Morehouse's Jaunt

Ward Morehouse, in Europe for the New York "Sun," is gonna discover a show business where it ain't.

After three weeks in London, and a briefier stay in Paris, the "Sun" d. e. takes a 3,000 mile choo-choo. Constantly there, on the Black Sea into Persia, and write about the theatre there; also Sofia and points east into Asia Minor. All on the paper's swindle sheet.

P. O. Bans Pulp Addresses

No more will the Ripleys with their "Believe Or Not," etc., be able to fill in when stuck for ideas by reproducing envelopes with trick addresses that have been "promptly delivered by Uncle Sam," to quote them.

Postoffice in Washington has decided that it is wasting the Government too much money in having specialist spend hours trying to figure out those trick addresses. In the future any such will be immediately returned to the sender and in case of no return address to the dead letter office.

Department admits the cartoonists are not the offenders. Other famous personages, writers, actors, politicians, etc., have plenty such mail directed to them.

Soft for Snobs

Walter Snow, "New Masses" poet and real estate editor of the Bronx and "Home News," has the literary urge again. He retires next month to an old farmhouse in Pennsylvania, where he will write a radical novel exposing the real estate and banking businesses. Snow and his wife, Edith, have a big house for \$10 a month, including several apple trees and a couple of barrels of cider.

Society to Drama

Elizabeth Yeoman, formerly society editor of the Hollywood "Citizen" replaced Doris Denbo as dramatic ed. of the same sheet.

Miss Deo resigned to try writing for pictures.

Rival Picture Contests

When the Chicago "Tribune" increased its circulation by 17,000 on the first day of its "Election Successor to Rudy Valentino" contest, the "Tribune" hurriedly looked through its files and is now in the

Any Songwriter

By Ruth Morris

No greater phenomenon of show business than the songwriter, the likable fellow who discovered how to rhyme "moon" with "spoon" and "June" and made a million.

He is a Broadway type, of medium height. Dresses immaculately, with tailor-made shoulders emphasizing a stocky build. His ties are works of art, shunning polka stripes for minutely printed designs that melt into tasteful backgrounds. He prefers rich greys and faun browns for his double-breasted suits, sometimes permitting a tiny Windsor to occur in the weave. He never chooses anything more showy.

Charming and friendly, he never snubs anyone because of his own success. He works with partners who are his close friends. He has an office but is seldom in it. Joe Songwriter, who on a sunny day, gazes wistfully at his golf clubs, decides he can go into the country if he wants to—but he doesn't want to.

He has a terrific sense of humor. Sometimes his remarks are brilliant, sometimes not—but they always have the force of a punch line. He's been fitting words to meter for so long he talks in marked rhythms. He lacks perspective on himself, seldom falling to fall into a trap that invites him to talk about his achievements.

He plays a good game of bridge but prefers a snood when playing know-it-all at that game as the "squawking winner." He squawks because it gives him a chance for comedy, and he loves to get laughs.

Ideas

Ideas come to him so rapidly that he tries to keep them. By the times he writes them down they're old stuff. On one occasion an actor gave him a firm a certified check for \$1,000 as advance payment on some of Joe's material. Joe, who needed

money at the time, was delighted and closeted himself with the actor for two hours, thinking up comedy lines. Every other sentence was a punch line—a howl.

"Gees, Joe," said the actor, "that's the stuff I need. Get that down on paper, boy, while it's hot."

But at the thought of getting anything on paper Joe's ardor cooled. He strolled around for weeks and finally his firm had to return the thousand.

His sense of humor leads him into the most elaborate practical jokes. He loves to call up delicatessen stores and order a mammoth feed in direct, giving a flutious name for the order. He sends a flock of taxicabs to call at the home of a friend at three o'clock in the morning. He has pet stunts and imitations that he pulls off at parties, and they're always tremendously funny.

When success provided him with unaccustomed leisure, he accidentally discovered that a biographical book makes a very interesting as a novel. He read the serious work avidly and with great respect, not skipping a line and retaining every syllable in a keen, active brain, and he has since questioned several well read friends about other books and finally developed enough discrimination to do his own selecting. Now he is well on the way toward writing a literary library.

He goes to the opera two or three times a season, never failing to carry off some beautiful melody, mult it over in his brain and turn it into a remembrance of his.

Picks Up A Tan

His habitual coat of tan is obtained at Miami during a winter month and summer week-ends at Atlantic City. At the latter, he spends his days with the theatrical coterie on the beach and, when evening comes, at the Casino.

(Continued on Page 73)

BEST SELLERS

(Best sellers for week ending April 19, as reported by the American News Company, Inc. and branches.)

FICTION

- The Door (\$2.00).....Mary Roberts Rinehart
- Party Dress (\$2.50).....Joseph Hergeshelmer
- Woman of Andros (\$2.50).....Thornton W. Wilder
- War Nurse (\$2.00).....Rebecca West
- Great Meadow (\$2.00).....Elizabeth M. Roberts
- Cimarron (\$2.50).....Edna Ferber

NON-FICTION

- Strange Death of President Harding (\$2.50).....G. B. Means and J. D. Thacker
- Grandeur and Misery of Victory (\$5.00).....George Creoneau
- Treatise on the Gods (\$3.00).....H. L. Mendken
- Mata Hari (\$3.00).....Thomas Coulson
- I'll Tell You Why (\$1.00).....Charles (Chic) Sale
- Byron (\$6.00).....Andre Maurois

Prizes for Reporters

John A. Kennedy, Universal Service, won the Pulitzer prize of \$1,000 "for the most noteworthy work of a Washington correspondent during 1929." Prize was sponsored by the National Press Club of the Capital.

Kennedy got the award on breaking the Senator Bingham story wherein the Senator put Charles L. Ryanson, lobbyist for the Connecticut Manufacturers' Association, on the payroll of the Senate as a clerk so that he could sit in on the executive meetings of the committee forming the new tariff bill.

Kennedy's story resulted in an official censure by the Senate.

Reporter's work was referred to as of a "definite public service."

Another Universal man, Cole E. Morgan, got honorable mention for his statistics heavily played by Hearst on the 1,800 persons killed in an effort to enforce the Volstead Act.

Others getting honorable mention were Paul Mallon, U. P., and Fraser Edwards, Universal, for the secret Senate vote on confirmation of former Senator Lenroot for the Court of Customs Appeals. This story resulted in all confirmation votes being made public.

Dwight Lerch, "Wall Street Journal," Wilbur "Cross" New York "Herald-Tribune," and Martin Cole, North American Newspaper Alliance, among these for honorable mention.

Before sponsoring the prize the National Press Club polled its active members and selected the following jury to decide the award: Max E. Paw, editor "Editor and Publisher"; Theodore P. Noyes, associate editor, Washington "Evening Star"; Roy A. Roberts, managing editor, Kansas City "Star"; Gratton Wilcox, assistant managing editor, New York "Herald-Tribune"; Dr. Henry Gratton Doyle, dean, George Washington University.

Chester D. Fugleby of Peekskill, N. Y., is the donor.

Women Declared In

Names of six feminine writers on the bulletin board at the Authors Club are the first proposed for mem-

the Senator's ideas in the past that radio was entitled to free use of all numbers it desired because of the tremendous plug for the publishers.

Edgar Wallace's Income

Biggest moneymaker as a newspaper writer is Edgar Wallace. He is his own producer and backer for plays and owns a controlling interest in his own film company, which makes pictures from his own stories. In addition to his numerous novels, he writes a daily racing article for the London "Mail" and for one London morning paper, with contributions to the "Post" and innumerable weeklies. There are men in the London Press Club who remember when Edgar sold them their newspapers in front of the building. Two years ago, when retiring as

BEWARE OF THEATRE TRIFL

Do you know that the N. V. A. and V. M. P. A. have discontinued writing

TRUNK and BAGGAGE INSURANCE

against fire, theft and pilferage while in THEATRES as well as in hotels, in transit, etc.,

But This Insurance Can Still Be Procured Thru

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Personal Representation

TRIXIE FRIGAZZA

EARLE THEATRE, PHILADELPHIA

Personal Managers—STANLEY RAYBURN and JERRY CARGILL, 1560 BROADWAY, N. Y.

threes of a "Election King and Queen for MovieLand" contest. Trib ran similar vote in 1926.

Novelist in Person

Recently the Jordan March Co., Boston's biggest store, had Henry W. Clark, author of "History of Alaska," appear during certain hours in the store's book section to autograph copies of his books for purchasers.

Testimonial

Carl W. Ackerman's biography of George Eastman is finishing its first run. The book is as thick as a dictionary. Maurice Mackenzie, Will Hay's personal representative, says it is great reading.

A Radio Column

Alma Sioux Scarsberry has started a column on radio personalities and comment to be syndicated via the North American Newspaper Alliance. Miss Scarsberry has authored several newspaper serials. Also wrote two theme songs for Warner talkers.

Wilk's Helper

Sanford Greenberger is assisting Joe Wilk as story selector for Warners.

Greenberger is a former press agent.

Circulation!

"Daily Express" daily sales figure, claimed to be second only in the world to the London "Daily Mail," now things 1,685,433 copies.

"No One I Never Knew Till Now..." That there were so many things everybody, including Ripley, knows that Winchell never knew until now.

Paul Copley.

Real names of authors: Maud Hart is Mrs. Delos W. Lovelace, Jessie Bell Rittenhouse is Mrs. Clinton Scollard, G. B. Stern is Mrs. Geoffrey Lisle Holdsworth, Joan Sutherland is Mrs. Richard Kelly, and E. R. Rath are Mr. and Mrs. J. C. Brainerd.

Orlin Tremaine, editor of "Miss 1930," has purchased the mag from William Clayton. He will publish it further up town as the Perennial Publishing Co. Tremaine understood to have annual backing, and will acquire a number of other mags if "Miss 1930" prospers.

made recently by Llewellyn Jones, book editor of the Chicago "Post," and exhibited at Chicago's art cinema theatre. Film independently made, but no attempt for general release.

What's become of the literary "round table?"

Brevort used to have the literary mob for lunch, later the Algonquin, and more recently the Shelton, the last named only to a certain extent, however.

Now the mob isn't discernible anywhere in any numbers of consequence.

Walter W. Hubbard and Isaac W. Ullman have the first issue of their new film fan mag, "Broadway and Hollywood Movies," on the stands. At 5c, a copy, underseals all of the others.

H. Thompson Rich, who writes ultra-sophisticated poetry for the highbrow mags, also turns out sentimental love stories for the Street and Smith mags.

Cosmopolitan Book Corp. has got out one of those dollar books of humor. It's by Irvin Cobb and called "To Be Taken Before Failing."

Billy Niemi, dramatic editor for the St. Louis "Post-Dispatch" is in Hollywood for a month, gathering studio material.

Horace Liveright has purchased novelizations rights to Arthur Gregor's play, "Decency." Piece opens in San Francisco late in May.

Dorothy Heyward, co-author with her husband, Due Bose Heyward, of "Foggy," has written a novel of small time vaudeville, called "Three a Day."

Terence Casey, novelist and short story writer, has quit his writing workshop in Sausalito, Cal., where he just finished a new novel, "The Bridge at Temateo." He becomes a press agent pro tem.

Betty Saxe Stewart, who is writing a hot novel about young love, is doing her work in one of the Gramercy Square hotels where no men are allowed to visit after dark.

Newest service for authors is something called "The Plot House." For \$5 a year, the subscribers get 10 or more plots a month.

First book reviews via talker was

Chiseling Bandmen Still Hang Around—Out for Stake or Else

Plenty of chiseling still survives among name orchestras despite ethical codes within the music trade. Bandmen with radio ins or important commercials are not backward about capitalizing in petty ways their power and importance as plugs.

Radio has different reactions with different bandmen according to the personalities. In a couple of instances the fame and position attained through radio clicking has caused an attack of dignity. One name bandman formerly notorious in his demands on music publishers hasn't been near the boys in a year. He is now a high ranking plug but disdains the angles he once worked.

Other bandmen riding the wave of radio popularity haven't been diffident about squeezing out every penny. Where the plug is important their demands from a nominal cut up to 75%. Average bands but with a radio connection work the "special orchestration" gag. Insisting on their own version and collecting \$50 or up for an arrangement to be made by themselves, they use the regular print arrangement and pocket the \$50. This is very common.

In instances from some of the more brazen bandmen are reported. A leader walking into a band and orchestra manager's office minus a hat and with a story about the "blow off into a mud puddle, accepted an order for a new bonnet. Just a Kid

"He's just a kid is the explanation some of the publishers give to the habit of a youthful leader who is occasionally in need of a small loan which he never repays. Said kid capitalizes his youthful irreverence whenever his royal style of living finds him out of funds.

Publishers who deny everything and don't like to discuss the subject are partly to blame for the persisting abuses.

Some of the radio bandmen with staggering incomes will chisel for half-a-penny copy. Now is the time a nice entirely forgotten of saying, "Gee, this is the wife's birthday."

Coast Stations Can't Find Gag Men with Ether Knack

Los Angeles, April 22. Local radio stations are having a tough time with comedy for their programs. All stations claim they are unable to get writers who understand the radio angle. They have engaged writers from the studios to try snaring ether laughs, but the picture mob apparently can't get the idea.

One station has had a picture gag man working on a series of comedy sketches for a commercial agency for the past few weeks. Manager of the station claims the gag man hasn't turned out one good radio laugh.

Radio execs claim there is a good opportunity for comedy writers if they will forget picture technique. And salaries.

CBS in A.C.

Deal closed last week whereby Columbia Broadcasting System acquires Station WPG in Atlantic City. Columbia programs start via WPG May 1.

Edwin M. Spence has been WPG's director since it started. He will continue in charge under the new Columbia supervision.

Burbig-Brandon Radio Team

A new radio comedy team has been formed by Henry Burbig and John Brandon, heretofore doing Hebe monologs on different free lance programs.

Combo with the Van Heusen program on WABC.

Social Broadcast

First time that a social affair of importance has been broadcast over a network will be the Ivy ball, Senior class event of the U. of P. will be held at the Pennsylvania Athletic Club, Philadelphia, May 2, at midnight.

Combo bands, Jean Goldkette's and Fletcher Henderson's.

His Error!

A wisecracking radio announcer in a Philadelphia station lost his job about two weeks ago as the result of a stern reprimand of the station by the Federal Radio Commission.

Announcer had concluded a bed-time story for children and thought the power was turned off. For the benefit of the control room he added: "I hope that pleases the little b—"

This went out over the air. Within 10 minutes several telegrams of protest, among them the Federal Radio Commission, had arrived. Others came later in bundles.

FAVOR TO RADIO BIZ LESSON TO CENSUS

Washington, April 22. Inclusion of the question "have you a radio set?" in those put by the census takers has caused plenty of trouble. Reports coming in from every section of the country, particularly in the cities, indicates citizenry resenting this question. In fact, Census Bureau officials have let it be known that never again will any industry get anything like that wished on the census takers.

Criticism is coming in not only from the rank and file, but the press has picked it up throughout the country with the bureau here receiving bundles of editorials panning the idea.

Radio Commission has interposed itself in the census controversy claiming the radio-owning information is desired by themselves for allocation of wave length. Public fear of being taxed is groundless, they state.

All Announcers Bad?

C. B. S. held auditions last week for radio announcers for WABC. Out of 75 prospects none passed above the mark C, according to J. G. Richter, director of studio and production.

Marks are A excellent, B good, and C bad.

Richter may hold another audition.

TELEVISION WAVES

Promised by Radio Commission When Needed

Washington, April 22. Television will get own wave lengths. It may take a little time, but the radio commission is on record as approving necessary adjustments to give the waves needed.

Stumbling block will naturally be it is pointed out, the large number of bands that will have to be squeezed away from the regular broadcasters to satisfy one wave length operator. How it is to be worked out is causing conjecture and the commission is holding back on all details. Beyond admitting television will be taken care of when ready nothing more is forthcoming.

Asked how long Variety's reporter was informed it "would be several months."

Lombardo on Road Guy Lombardo, now at the Roosevelt Hotel, New York, opens for 12 weeks at John and Christo's Pavilion Royal, at Valley Stream, L. I., June 14.

Lombardo returns to the Roosevelt Hotel for the winter season Sept. 13.

Anson Weeks' band, at the Mark Hopkins, Newark, San Francisco hotel, for two years, will go into the Roosevelt Hotel, New York, for the summer, May 12.

Jack Sheehan, formerly with Shapiro-Bernstein, now behind the music counter for Fox's 1164 Studio.

HOOVER LIKES RADIO

Has Spoken 19 Times as President—Easier on Him

Washington, April 22. In his 14 months in the White House President Hoover has already established a record for himself as a radio speaker. He's talked 19 times, to be exact. That's already more than half the number of times credited to Mr. Coolidge during his entire seven years as chief executive of the nation.

President Hoover likes the radio talking much better than personal appearances. For the first time in American history the White House occupant suffers plenty when making "personal appearances."

The radio interests are not overlooking this angle.

Congress Sees RCA-G. E. Deal As a Challenge

VOICE FROM THE SOUTH KIDS OLD N. Y. IDEAS

Washington, April 22. Short while ago the Department of Justice informed the Senate that the tie-up of Radio Corporation of America was so complicated that it didn't know when it would be able to submit a report on the alleged trust existing there.

Now with G. E. and Westinghouse acquiring some million odd shares of RCA, Senator Dill, and a few dozen other legislators, are voicing the belief that things are not so simple as that the Department of Justice never will be able to figure it out.

Whole development is looked upon as a challenge to Congress. Many here see it as possibly the move that will bring about the long forecasted change in the admittedly antiquated Sherman anti-trust law and the Clayton Act.

LUCKY STRIKE DODGES PARAMOUNT'S HOUR

The Lucky Strike people are unwilling to compete with Par-Public on the air Saturdays, according to inside reports. Both are on the same hour, 10 p. m., P-P on the Columbia system and the cigaret makers on Station WJZ of the N.B.C. system.

Claiming move is because of competition, Lucky Strike has taken an hour (9:30 p. m.) on Wednesdays, besides one it has on Saturdays, to see the difference, if any.

Lucky Strike's 10 p. m. hour is a radio orchestra. Because it wants its audiences to be able to dance to the music, it is reported going to unusual details to see that the timing of the music is proper for dance purposes. To this end people from Lucky Strike, including stenographers, are in the broadcast studio when hour goes on so to see if they can dance comfortably to the music.

Govt. "Police Stations" To Check Radio Waves

Washington, April 22. With the coming of Fall broadcasters will have to stick close to the wave length assigned them. Present system of checking has given plenty of leeway in the past and the new Brooklyn station is taking advantage of it. However, within a few months radio "police" stations will be established in every principal zone where checks will be made and noted accurately.

These stations will come under the Commerce Department which is still charged with the regulating phases of the radio law. Largest station, first of the lot, is fast nearing completion near Grand Island, Nehr.

George and Rufus Daily

Success of Amos 'n' Andy has inspired usual flock of imitators. One of these, George and Rufus, formerly with the Brooklyn station WVO, are now working for WJCF. Doing 15 minutes daily, from 7:30 to 7:45 p. m., and as soon as room can be found for them have since they will be shifted over to the latter and bigger station.

Warners Say Broadcasting of Canned Shorts Biggest Thing On Air—All Over at Same Hour

Personal Equation

Los Angeles, April 22. Request programs are out of favor for local major radio stations. The request past has made it necessary for the other studios to devote from 30 minutes to a full hour of "Banks of the Wabash," etc. It classes as the Iowan influence out here.

The radioists also found out the main reason for requests was that the listener had a yen to hear their names waltz over the air.

Declaring that national radio networks with artists broadcasting in the flesh from one state are out of vogue and that large fall in purpose because of differences in time, as chiefly responsible for their remaining off the air, Warner Brothers is preparing to organize independent stations, described as disgruntled, and feed them with star names, songs and numbers via recorded programs.

Estimating that 60% of the advertising revenue goes for wire charges in transmissional hook-ups and that advertisers broadcasting from New York are charged the high local rate and yet are three hours out of the way in West Coast reception, the studio executives figured many things for disc attractions.

Reasons

Combining the hit musical numbers of their pictures and interests from musical publishing, shows which they calculate comprise 85% of all in the field, with singers and contract players represented in their picture companies' and legitimate shows.

Second, guaranteeing as perfect rendition in sound and quality as the human voice, in the canned program.

Third, assuring greater numbers of listeners-in by releasing the program throughout the entire country with the hands of all clocks in the country, at the same time.

Fourth, reducing to a fraction of present network costs such as national ballyhoo in the elimination of the studio charges, the direct costs under which the artist can be obtained.

In the last respect the vast library of short subjects, with noted artists, Warners has made for the screen is recalled. That with the payment of royalties these can be used in the program record is also considered.

The brothers are not striving to control any phase of broadcasting. Their executives use the word "Fosberg" in their contracts to point to the record making facilities of Brunswick-Balke, their recent acquisition.

Admitting there are numerous small interests attempting similar promotion of canned programs Warners is confident that only an all-around organization like their own will succeed.

Shipping

Unlike independent exhibitors forced to kowtow to the big producers for film, indie broadcasting stations are in the direct line, which indies have eagerly given indie recording companies to supply them with sustaining programs has satisfied the Warners that the right goods made and delivered in the right way will open up one of the most lucrative channels in broadcasting.

Even before their debut in the canned field the strategy of the brothers' position is being revealed. Aline Berry, the music situation, one that is reported to point to the National Broadcasting Corporation to the point where that body in selling itself with some of its best talent, is reported to be in.

From Warner sources it is learned that such advertising accounts as Batten Barton and Durstine, reported to be ready to go with NBC, have put in a squawk.

Another similarly large account, suffering by the ban Warner is commanding on NBC as retaliation for what its executives say is that corporation's tendency to be extremely partial to its own two music publishers, Fox and Fischer, has received figures from NBC. These show that for a recent period of about four weeks NBC has given the Warner competition a break in the form of music broadcast through its station. The figures are 268 for Radio 471 for the brothers' publishing arm, and 10 for the account which carried the complaint to the Warner camp. There it is declared that in actual proportion relative to popular music, the composition of the most desirable of unloading, Warners gets only 18%.

Memphis, April 15.

Recent edition Variety carries story Norman Brokenheart wisecracking on sponsored radio program on Quaker Steel hookup.

For your information and the balloon busters of the hinterland, viz., New York City, this particular method of using gags coupled with advertisers' material originated by myself. Incidentally, the use of dithyrambs permit me state that for protection of material and for the benefit of my material program recorded as proof of my priority of conception.

It's the same old Broadway; let a guy go out and score and before you know it you're a star. About the only thing those square roots of zero originate is a different kind of hangerover from bathtub gin, made in Orange, Jersey. They should furnish the crust for one of the big baking syndicates.

Stick this in the next edition of your time table for the edification of radio reporters and plagiarists. The dictionaries are on me.

Hugh J. Mooney (Salesman Sam) of Belmont in Kilowatt Kid and Lightning WAC, Memphis.

Radio Announcers Taught Free—Other Requisites

Broadcasting studios provide free pressing service for the tuxedos of their regular announcers. With many of the announcers also writing continuity or having plenty of work to keep them busy through the supper hours, studios in general have adopted this custom.

Announcers also may take lessons in any foreign language, and the studio will pay the bill. This is so they will know how to tackle French, German and Italian parlance by names and song titles. Announcers are expected not to need English lessons.

Still another item furnished by the studios are stop-watches. Each announcer is equipped with a trick ticker at the studio's expense.

"Cub Reporter" Idea Claimed by NBC

A Variety story of last week from Hollywood stating Sue Carol had been engaged to play lead in a new "Cub Reporter" broadcast via KFRC brought quick action on the part of the National Broadcasting Co. which claims a prior hold on the "cub reporter" theme of things.

NBC asked KFRC about it and the west coast station denied all knowledge of such a series going on its programs.

It was reported Edward Stedel, assistant dramatic editor of the Low Angel "Herald" was doing the writing of the series.

NBC through the WJZ station is running a "Cub Reporter" series, broadcast every Saturday night at 9:15 p. m. with the principal characters enacted by Peter Dixon and Aline Berry. Dixon is also the author of the air sketches.

Martin on WABC

Johnny Martin went with WABC this week as announcer. His first assignment is to host the Elvira watch commercial.

Along the Coast

By Bill Swigart

Hollywood April 18. Radio is becoming an important factor in the life of the studio boys. Most of all the studios urge their employees to request picture songs from local radio stations. With this battery of requesters working nightily its easily understood why the non-picture songs are subordinated in air programs.

Key Pickers assisting Bobby Crawford on office detail pertaining to Warner-N.B.C. National music, its Arthur Franklins job to try out each new song with the artist assigned to sing it. Then he decides what key it should be played in.

Green and Stept's Original
Green and Stept's first original screen music is "Gee Naps and Die," which they wrote in collaboration with Henry McCarty, staff scenarist at First National. Picture will be produced by F.N.

King's Funny Plug
Charlie King took advantage of the M-G-M night at the Blossom room last Monday to give "Gee Naps and Die," a Warner picture, a boost. He sang two songs appearing in the picture. Everything was supposed to have been from the Metro tune shop, and the affair was broadcast. King is still breathless.

Dorothy Fields scored a hit with one of her latest compositions, "Three Cheers for the Miners."

Those British
"Ever So Goosey" Campbell-Connelly novelty introduced here several months ago by George Olsen, has now been acquired by Shirley Ross, who will sing it under the title of "Ever So Goosey." "Goosey" has a different meaning in England.

Howard Selznick, at one time a major executive with the Selznick Film Enterprises, is now a free lance music composer... First National has devised an inflexible method of curing its players on lines for songs in pictures. Instead of trying to make the actors learn the lines, which ordinarily they require days, they reflect a magnified copy of the number on a huge screen facing the set.

Tunestlers' Titles
Tunestlers are becoming valuable to producers as title concerters. First was "Come Easy," a story written for the screen by Tina Delmar. This was later changed to "Maybe It's Love," from a number by Mitchell, Gottleb and Meyer at Warner. Second was "Falm Beach," tentative title for Clara Bow's next, changed to "Love Among the Millineries," a Gilbert and Sauer song composed for the picture.

Pit Orchestras Back

Pit orchestras with this week put back into the Seattle, Seattle and the Portland, Portland, both Public theatres which previously operated on all sound nights.

For information of unions workers of this character are usually found with more detail in the Picture or Vaudeville sections of "Variety."

HERE AND THERE

Harry Hoch is out as band and orchestra manager of Robbins, with Frank Kelton replacing. Manny Baker leaves Shapiro Bernstein to join Robbins.

Shapiro-Bernstein publishing entire score of Will Morlissey's "Folies Bergeres." Eubie Blake wrote it.

Chicago office of Fox's Red Star Music Company was opened Monday (21). Jack Lantin, in charge of Willie-Morris's Chicago office for six years, managing Martha Young, his wife, and Sydney Lachman, previously with DeSylva, Brown & Henderson, assisting.

Ted Fiorito's band, one of Chicago's name bands, opened at San Francisco's hotel, Mark Hopkins, Sunday (20), engaged for eight weeks.

Dave Bernie's band opens at the Sinton hotel, Cincinnati, May 10, for limited engagement.

Hal Kemp's orchestra booked by Ed. Scheuing of N.B.C. to open for three weeks at the Nixon, Pitts-burgh, April 21.

Tom Gerun's orchestra booked for the summer at the Lincoln Tavern, Chicago, beginning May 12.

RAID SONG PIRATES; 3 SELLERS ARRESTED

Chicago, April 22. Music Publishers' Protective Association led federal men in raid against the 10-cent song sheet pirates and destroyed 20,000 copies. Three men were arrested as wholesale distributors and will be tried in United States Court.

Foreign Royalties Split

Paris, April 12. Odd situation in world's rights for division of royalties cropped up in connection with a theme song composed by Ralph Erwin, author of "I Kiss Your Hand, Madame," written for a Gaumont talker which Max Romberg de Vaucorbelle directed.

Three different lyricists wrote the French, German and English lyrics for the three versions of this talker. Each lyric was a different title and idea. Question arose who would be considered the "original" text writer in case there were Spanish or Norwegian and other adaptations of the song which, in view of Dr. W.'s sensational "Madame" hit had every indication of happening. It was settled by all three lyric writers deciding to pool their international royalty earnings and splitting the gross evenly.

Red Star's Australian Rep. O. K'd for \$20,000

After four months of negotiations between Pat Flaherty, general manager for Fox's Red Star Company, and Davis & Company of Australia for the releasing rights to the Red Star catalog in the Antipodes, the deal has been finally consummated. Davis purchased the Australian releasing rights for one year at a figure reported to be around \$20,000. Red Star holds an option on Davis for the second year, whereby they, Red Star, may take a 51% interest in Davis if they so desire.

Hotel's \$2 Couvert

While the tendency is to reduce or eliminate covert the Manhattan Hotel on Broadway and 76th street is opening with a \$2 covert for supper diners. Aim is to establish spot as swank rendezvous for mid-town silk stocking district.

Paul Specht orchestra opens the date. Specht also is being heard in Friday weekly broadcasts for the Tuneslors (Moe Levey) over WOR.

Vee West Dies

Chicago, April 22. Vee West, 40, former cabaret singer, died from injuries alleged received from an auto bus accident in which Miss West figured on April 20.

She was quite well known hereabouts and prior to the accident had given up cabaret work for commercial singing.

New Harlem Floor Show

Cornie's Inn (Harlem) has a new floor revue, produced by Leonard Harper; words and music by Stanley Adams and Thomas (Fats) Waller, and Allie Ross directing the orchestra.

It's called "Spades Are Trump." Company includes Aida Ward, Louis Dopper, Madue Russell, Swan and Lee, Moore and Spenser, Roscoe Simmons, Three Rhythm Kings, Evans and Weaver, Dudley Dickerson, Clint Collins, Jean Starr, Leonard Harper, Louise Cook, Earl (Snakshops) Tucker, and Paul Bass Entertainers.

Dick Powell Back

Pittsburgh, April 22. Dick Powell, who said his farewell as m. c. to Stanley audiences a few weeks ago, is to return to the downtown Hotel Hamilton.

With Jay Mills leaving Enright for Earle, in Philadelphia, Paul Sorro, formerly at Paramount, Toledo, will open at Enright Friday.

Warner-N. B. C.

Tiff Pleasant To Indie Pubs

Publishers outside the Warner and Radio Music fold eagerly awaiting the outcome of the radio squabble between those two.

Outsiders hope that N. B. C. will ignore Warners' ultimatum to them to cease suggesting artist and Fisher songs and give all publishers an equal break or Warners would withdraw the privilege of using all songs published by their subsidiaries. If N. B. C. and Warners disagree, publishers outside the fold figure they can step in with their tunes. Between the many Warner publishers and Radio Music it's pretty tough to get a break on the air at present.

It's the smaller indie publishers who are the most interested and Radio Music is trying to organize a break between N. B. C. and Warners'. Then, they state, their catalogs will get a real break.

Spitzer in Charge of Paramount Music but Remains with Harms

Henry Spitzer, general manager of Harms, has been assigned by Paramount Music Co. to reorganize and place new department heads. It followed the resignation of Morris Press from the music concern.

Since Warner control 50% of Paramount Spitzer has been quietly operating Famous, with Press. A few months ago Paramount offered Spitzer the position of musical adviser to reorganize Paramount's music interests, but wanted him to work solely for it. Since Spitzer is under a term contract to Harms, he was unable to do so. After the resignation of Morris Press, he is permitted to remain with Harms.

Spitzer will place a new manager for Paramount's department to act as contact between Paramount's musical activities on the coast and Famous Music. Larry Spier will be in charge of Famous Music. Frank Tours, now sporting songs for Paramount in the Astoria, La. studios, may be placed in charge of the music end in the L. studios. All three will be under Spitzer's supervision.

As yet, Spitzer has not named anyone for Paramount's music department.

Abc Meyer, brought east by Press as his assistant, led Famous Saturday (19).

Red Star's Party

Fox's Red Star Music Company is holding its first party tomorrow (Thursday) in their quarters at 729 7th avenue.

Whole trade has been invited to get an eyeful of the place and a mouthful of the free spread. Pat Flaherty, general manager, as host.

Abc Meyer on Coast

Hollywood, April 22. Abc Meyer returns to the coast as musical supervisor for Al Rogell productions. Meyer was second in command to Morris Press with Famous Music in New York.

Promoted when Press stepped out Meyer preferred to seek another berth rather than succeed Press who had appointed him.

Eddie Van Coming Back

Hollywood, April 22. Eddie Van, assistant to Sig Bosley, in the Robbins Music coast office, has been given two weeks' salary and transportation back to New York.

Colored Choir in London
An extended concert tour abroad has been laid out for the Hampton Colored Choir of forty voices from Hampton Institute. The initial date abroad being in Queen's Hall, London, May 3.

Choir, direction Dr. Nathaniel Dett, sailed last week.

Disk Reviews

By Bob Landry

UNION KEEPS COLLEGE BAND OFF R-K-O STAGE

Providence, April 22. Action taken by the local of the American Federation of Musicians resulted in the cancellation of the booking of the Brown University band, to have played a week at the R-K-O Albes, beginning Saturday. Union forbade seven of the university bandmen who are members of the union to play at the theatre with the band, which has a large percentage of non-union players. Booking offices in New York hearing of the union's refusal, cancelled the contract.

Brown band, union officials say, is becoming too competitive. Union says that members can play with the university band as long as the band confines its activities to the college.

Publix Music Stores

Josef Simanich, field man for Paramount's music sales department, is looking over Publix the stores in the west to advise the home office as to the advisability of installing music counters in. Acting on his reports, Max Start, heading the sales department, is turning to the publishers in the Publix theatres in Youngstown, O., and in Illinois and Michigan.

Violinist's Burns Bring \$50,000 Suit for Hotel

Claiming she was forced to lay off an entire season after severely burning her hand when lighting a lamp in her room in the Hotel Bristol, 129 West 48th street, New York, Lucile Collette, concert violinist and Edison artist, is demanding \$50,000 from the hotel.

Miss Collette's burns date back to August 21, 1927. On that date, it is alleged, she started to turn on the electric light switch in her room in the hotel, when a flame flashed out and burned her right hand. She claims that the flame caused a third degree burn of the entire palm and the third finger of the hand.

Miss Collette says she was forced to cancel engagements and also lost one whole season, is the claim.

Miss Collette, represented by Lou Handin in her suit, is now connected with the Judson Musical Bureau.

Even Kids Snub Sax

With a wane in the popularity of saxophones, directors of music in city and public schools report that youngsters are turning from that instrument to the violin, 'cello and clarinet. Claimed that whereas three or four years ago boys and girls were clamoring for lessons in the playing of the sax, they now demand instruction in other instruments.

Superintendent of music in a large upstate city declares that even the kids realize the sax is primarily a noise-making instrument, good only to produce loud, persistent noise. Says that in symphonic orchestras there is no real place for a sax and that much the same situation prevails in bands.

Coast Firm's Film Nos.

Los Angeles, April 22. Lloyd Campbell Music Co. of San Francisco will publish all numbers used in Christie and Halpern productions.

Campbell will also publish any numbers used in the Lloyd Hamilton shorts.

Organist Lobby Doubling

Doubling of organists for lobby entertainment work in public houses is under trial at the Brooklyn, N. Y., Paramount. Earl Abel, new organist there, is holding special singing feasts every Saturday at midnight shows.

Witmark's S. F. Office Closed
Hollywood, April 22. Witmark has closed its San Francisco office. Jack Schwartz moves to L. A. office.

3 for \$1

At 75 cents a copy phonograph discs are a source of considerable vexation and disappointment to the user who constantly makes the annoying discovery things sound great in a shop but tepid at home. This has led to the placing of records.

It's possible to be stung or disappointed in three-for-\$1 discs quite easily, but the sting is less painful. Three for one means the average domestic budget can absorb occasional doses of citrate.

Farms driving into town Saturday for a new pickforth, a load of rye, shoes for the kids, trip to the picture and three new records for the parlor gramophone. At the prevailing prices for wheat and corn they're all going to go for those 75-cent discs. It's the same story for mill hands and laboring families. Their natural gain is three-for-\$1.

Mountain and Prairie Staff

An analysis of the output from the Praminings records was works of the Plaza Music, which issues triplets under the "Perfect" label, shows a conspicuous sprinkling of "Hillbilly" tunes. These are the good glue as to where the discs hit their big markets. It's a pipe the poppies around Times Square wear out any needs on hillbilly.

Lone Star Ranger is an outstanding purchase. It was recorded from mountain, prairie and Memphis sources. A study of the lyrics is frequently a study of Americana. As, for instance (12589), the Ranger tells us the sad tale of the Prison Warden's Secret and the story is told in a way that want his mother to know his shame.

Reversing this is a doleful dirge called "Happy Easter on the Hillside," which will possibly have tears streaming down the furrowed cheeks of the old man Zarak family minus their patriarch.

Cities will join the watering trough in the enjoyment of Chick Bullock's steaming hot "St. James Infirmary" (12594). Coon-shooting of the old school, but great stuff. "Cajun Blues" is a new record, reverse, and is for those who fancy mining camp lore.

Lopez

It is rather paradoxical that the ace recorder for these cheap discs is recorded in a room at the St. Regis Hotel, as swanky a rendezvous for the elite as there is in the big town.

Vincent Lopez brings some pip orchestrations with him. Each recording is preceded by a verbal announcement of "Lopez Speaking." Latest Lopezes include "Hanging on the Garden Gate," with "Talking to the Sun," "Talk No Sin," backed by "Happy Days" and "There's Danger in Your Eyes," with "Singing a Vagabond Song."

Radio Artists

"Song of the Siren" (12597), is given melodramatic continually by the "Radio Imps," suggesting some big recording. The version, it seems the prisoner, Jim, was an old buddy of the warden, Charlie. At first Charlie was high hat, but after shooting and fatally wounding Jim the memory of the good old days comes back to him and Charlie, who had the words "I'm a Babe," Jim sounds exactly like Seth Parker, that sugary old hymn singer who comes over the air Sunday night.

Another radio act, Pickard Family (12598) includes "Victory Wails" and "Old Grey Goose Has Died," entirely non-Broadway.

Clarence Gaskell, who has a shrewd sense of musical trends, has turned out "Oldie Ward Heave" (12599), a hot one of "St. James Infirmary" type. Chick Bullock records. Gaskell, who writes "Father Power's Grave," "Lindy's Baby" and "The Mug Song," a travesty on "The Song."

"That Maine anthem is represented in the dance records from "Perfect" by the Hollywood Dance Orchestra. What a change from the previous reversing with "My Love Parade" (12594). One of the best of the new records is the Hot Goldies "I've Ain't Nothin' But the Blues" (12520). Sam Lantin (12576) has "On a Diet of Love," fair, and "Mona," not so warm.

Dorsey Brothers (12526) contribute a little distinction to a Little Faith in Me, but the reverse, "Crying for the Carolines," by the Clicolet Club, is good.

Imperial Dance Orchestra (12588) is nicely represented by "Try Dancin'." Just by way of the unusual the province of the record couple of tangos, "La Rosita" and "Queje Pampara," rather nicely done by Will Creager.

Bill for 3d Time
Washington, April 25. For the third time the House of Representatives today passed the Vestal bill increasing music fees. Each time previously bill was killed in the Senate.

Pelham Roadhouses in Large Numbers and Capacity Listed

After a drear winter, barren of snow and open roadhouses, the Pelham road section of the Bronx, N.Y.C., looks due for a deluge this summer. Several roadhouses with good or better capacities are scheduled.

Woodmanstein Inn, destroyed by fire about three weeks ago, is announcing an opening for April 26, with Will Osborne and his orchestra. It's fast rebuilding. Woodmanstein, with Joe Fanti again operating, like the most of the others up that way, will have an open air adjunct, with equal capacity inside and out, around 450. Osborne is the rival of Rudy Vallee, and probably will stick on a cover charge of \$1 week nights.

Another new roadhouse, also rebuilt, will be the old Fell Tree Inn, later occupied by the California Ramblers, to be taken over by the Hollywood restaurant group downtown. Its capacity will be 3,200. All enclosed with an open air dance floor in centre. Capacity of that size means no cover. One report is that Paul Whiteman will play there. The road Hollywood will probably reopen about the time Whiteman completes his three-week engagement at the Roxy, New York, opening at the picture house early next month.

Long Lease from City

Another entrant on the same road is the veteran Hunter Island Inn, with the paddock off. This may not reopen, however, until Arthur McLean, its owner, is freed from a personal injunction, terminating on June 26, next. Hunter Island is on city (New York) property, with McLean holding a lease for 10 years, with a reported renewal of 10 years at \$3,600 a year. Lease by itself is deemed valuable.

Pelham Heath, as reported, with capacity of 700 outside and 450 inside, is occupied by Vincent Lopez the music attraction and Gene Geiger managing. Opposite will be Jack Goodman's Castellan, with a capacity of 450 each, both ways, and no cover. It opens May, with Ben Pollack's orchestra.

The Hollywood group, N. T. G., Joe Moss and Benny Ubbel will entertain the John and Marie Pavillon Royal in L. L. Terms were not reached. The E'way trio offered \$20,000 a year as rent. Owners asked \$300,000, and sell only.

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ELMORE WHITE

Any Songwriter

(Continued from page 70)

ning falls, takes up his post in front of the Ritz where, ignoring the ocean, he leans against the boardwalk railing and surveys the passing crowds, only occasionally leaving his stand to greet a roller-chair acquaintance.

He resents any criticism of his material, always finding something wrong with the towns that don't like his show.

His health is so good that he's in a panic whenever the slightest pain drives him to a doctor. Once he was told an operation was necessary and almost worried himself into a nervous breakdown before going to the hospital. Came the time for the operation and he refused to go through with it until his partners had been sent for. They finally consented to attend the gala opening, thinking that perhaps Joe was worried and wanted to make a will. They tip-toed into the sick room, expecting to find a man worn out with pain and anxiety.

The Hospital Melody

"The moment I was worried eyes lit on them he sat bolt upright in bed. 'God, I'm glad you fellows came,' he cried in an agony of relief. Listen, I've got the greatest idea—what do you think of it?" Waving his palms to emphasize the rhythm he hummed a strain that in a few weeks was to be blared from every radio station.

Joe likes to be told he's a little crazy, and counters by asking himself a question which he immediately answers. 'Who's that riding in a Mercedes? Oh, he's crazy. Who are all these people eating at the Automat? Sure I'm crazy.

And so, coming over the fact that he's crazy, he steps into his Mercedes and grandly rolls away.

Joe doesn't need to know a locale to write a song about it. His visualization of the Rhine is so graphic he won't watch the screen scenes for an inspiration. While he knows that he made the Mississippi famous and thinks the South was a forgotten country until he discovered it.

Joe believes he could write from his mood, but can't work up a mood. The only mood he ever had was when he went broke and then the melody kept away from him.

Otherwise, Joe is pleased nowadays, thankful to the talkers and producers of musicals, who secretly telling himself that at last HE is in Big Business.

Composers, Attention!

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HOLLYWOOD (CABARET)

New York, April 17.

Starting as an idea six months ago, the Hollywood restaurant, at Broadway and 43rd street, in the former upstairs Rector's, has become a New York fad. It seats 1,000, asks no cover, has a minimum limit of \$2 per check per person for the after-theatre crowd, and is doing around \$300,000 gross weekly. It's phenomenal trade for a place of its kind.

Phenomenal in another way. No nightclub anywhere has drawn the mixed crowd Hollywood does. Evening dress parties all over the room, particularly in the front row, and every other kind. The Hollywood weekly has the shortest of the classic clubs and dented the gross of Broadway's Yellow Peril.

It seems to be N. T. G. (Nils Granlund) idea all through, even to the best floor show Broadway has ever held. The show runs on a night at \$2,500 weekly. As an equal owner in the restaurant and producer of the show, he has definitely had no taken advantage of his partners in the salary list. Other owners, all holding 25%, are Benny Ubbel, Joe Moss, and a wholesale dealer.

Hollywood gave a table d'hôte dinner, dining in at \$1.50, no cover. Thereafter it is a la carte, with four shows nightly. The long-stay shows are short of an hour in length, going for 80 or 90 minutes. After theatre a card on each table shows the guests there can be no check p. p. under \$2, and the front or ringside tables' cards say \$2.50.

There are 25 tables in the cabaret to the house. A party may order water only, or food. It's the covert rule that the guests there can be no check p. p. under \$2, and the front or ringside tables' cards say \$2.50.

Granlund has put on a very fast performance with a lot of people, and he's doing it very well. They are mostly dressed in harnesses, and the bare daisies are doubtless an attraction by itself. This show, therefore, combines the two always sought qualities of a cabaret performance—fresh and fast.

Benny Weldon has done an excellent staging job. There are really three clinics, with two production scenes. Comedy is made through N. T. G., who, m. c.'s the whole thing, kidding with the girls or the guests, and the guests apply most of the fun in a roller skating turn.

Johnny Weldon, after the act proper is over, offers to whirl anyone from the tables as he did his partner. No plants. This night six volunteers—three boys and three girls. Four came from one table, one at a time, and it looked like a dare. Large pillows are set just beyond the mat. After Mason was swiftly whirled a person, while he is on skates, and lands them on their feet again, they dizzy fall onto the cushions. Arising, they can get direction, and usually start wrong, being guided finally off the floor. Now comedy stunt for floor or stage. You wonder how Mason can handle so many heavy people in succession without falling. It's the close of the show and a laughing fish.

Sidney Hawkins is the juvenile of the troupe and pop singer. He's quick at repartee, as is Granlund. This evening all had their chance. Texas Guinan sat on the ringside and threw ad libs so fast to the floor everyone was hustling to keep up with Tex's rapid fire. Granlund goes in for the old kind of kidding, and the house likes it. He offends neither the people nor the guests. A good thing.

An odd and decidedly interesting number for a floor is an Apache panty by the Four Klans, probably 1908, vague or a show in foreign

The Air Line

By Mark Vance

Ray O'Hara and his band from the Hotel Governor Clinton via WJZ spoils his otherwise favorable impression by trying a Vallee.

New Opera Composer

Aspiring and promising grand or light opera composers in the United States at last have found a way to break the ice and get their works presented before the public.

Premiere of an American opera, "The Sun Bride" by Charles Sanford Skilton, on WJZ last week, also marking the first time Skilton's work had ever been offered in any public form, proved this in a way.

It was directed by Cesare Rodero, who has long been active in radio musical broadcasts. The cast was selected from NBC's array of voices and, for the most part, well rendered. But the outstanding feature was the Indian music—quiet and rhythmic and unquestionably original and characteristic.

Importance of a G. O. broadcast depends a lot on the announcer. He must tell the story and, between acts or during intermissions, attempt his

ers. A bit of jiu-jitsu mixed in, with the foot set for a restaurant scene and the chorus girls in Bowery dress.

Jan Garber's orchestra has been at the Hollywood for four months and is a ray there. Jan himself holds the floor show besides leading, and his boys comedied in a quiet way a couple of times.

Mark and Marquette are a mixed team, doing a novelty dancing violin turn. Nelda Kinkaid and Violet Amos, who are the major specialists. Steve Savage has comedy eccentric dance, and Mary Lee is personality for the contortion work done by the other. Other minor specialists are the Hanley Sisters, Dottie Justin, Marlon Martin, Chick Carter, Mildred Lorraine, Ruth Gombert, Jane Altan, Shirley Le Mon, and of the more important girls, Shirley Richards, formerly with "Top Speed." Other girls are of the line, but the minor principals are well equipped, this making the show run to 90 minutes sometimes, without an intermission.

A couple of the big finishes here are production material, especially a "Sun" number.

Nothing could be more undressed than the Hollywood show. As is, it should be a dandy value unit for an actor, and this is enough to it at present, with elaboration to make Broadway full evening.

Any of the class clubs with their \$3, \$4 or \$5 cover, with water at grand larceny prices along with the rest, can see why their business has melted when in the Hollywood. A party of four there can sit through a night for the top of \$8 or \$12, with the same party of one for the gyp joints getting not less than a check of \$6 for one-tenth of the entertainment. *Sime.*

best in keeping up his dramatic intensity of his pickups on the continuity. Of the G. O. type doing this sort of work effectively, two of NBC's staff stand out, Milton J. Cross and John S. Young.

"The Sun Bride" can stand repeating later in the season.

Contents of all types and prices ranging from furniture sets, radio outfits and lots down to group pictures of the bands on the air, are flooding the air. Glad Nest, on WGBS, appears to be striving for more attention from its prize distribution than from its music.

Knox-Dunlap First

Knox-Dunlap had plus blossomed for its initial broadcast last week on WJZ. Leo Reisman, who landed the weekly contract, made no effort to deviate far from the beaten path of straight orchestral numbers, mostly of a topical nature. Apparently Reisman is treading carefully and may rely strictly on the musical merits for the period to build up a following.

Forcing Baby Rose?

NBC giving Little Baby Rose Marie plenty of work, but on her last time out with the Bernie Cummins band via the New Yorker hotel program she didn't sound so good. Of her numbers only one came over in the kid's inimitable style. Otherwise her voice seemed strained and almost on the verge of a break. This should sound a warning, and not force the youngsters. NBC is assigning her as the added feature of Rudy Vallee's Fleischmann hour next week.



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MUSIC BY
J. FRED COOTS

CHORUS

And now we're Shar - ing - - ev - 'ry joy and sor - row - -
Shar - ing - - them all with you - - we'll go on
Shar - ing - - ev - 'ry new to - mor - row - -
Tho' skies - - are gray or blue - - We'll share the
sun, the moon, the birds that croon, We'll share their song - - We'll
be con - tent with - out a cent. We'll just go a - long - - to - geth - er,
Shar - ing - - pre - cious lit - tle love dreams - -
Watch - ing - - them all come true.

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A TREMENDOUS PUNCHY LYRIC

THE KISS THAT MADE A FOOL OF ME

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"RIPPLES"

CROSS YOUR FINGERS

WHY

IT'S YOU I LOVE

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PROFESSIONAL MANAGER

ELMORE WHITE

New York

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AUSTRALIA & NEW ZEALAND

This Season May Tell How Long Carnival Racket Will Endure; Small Shows are Near Washed Up

Fewer of the smaller carnivals will be in operation when the season ushers in through owners of the makeshift traveling outfits unable to dig up sufficient cash to take the equipment out of storage for the early weeks of the season. All carnivals were socked plenty last season, especially the small outfits carrying a couple of rides, to camouflage stand gambling. These small outfits, through wide operation, were unable to get into the money spots through previous bad reputation. They consequently computed heavy losses, mostly borrowed, and, with credit gone, will be unable to operate early this season. The small outfits licked themselves and the proverbial goose through hoggish methods, no merchandise passout but going after money play to the exclusion of all else. Rides and equipment were dilapidated and couldn't attract patronage. Some of the larger carnivals going out are partially profiting from mistakes of the shareholders operators and spotting more shows on their outfits than before. The real showmen left in the carnival division are now seemingly convinced they've got to have something to draw the mobs, as well as a show to get good rental from concessionaires. With the carnival racket washed up in most spots and with a majority of towns having closed down on the traveling outfits, the coming season should tell just how much longer the carnival racket can survive.

Chicago's World Fair

Chicago, April 22. Directors in charge of amusements for the 1933 World's Fair are Frank W. Darling of Playland, New York; Norman S. Alexander, Woodside Park, Philadelphia; Rex D. Billings, Idora Park, Youngstown, O.; Fred Pearce, Jefferson Beach, Detroit; and A. R. Hodge, Riverview Park, Chicago. Construction on Fair buildings starts in 60 days. South Park board has granted the Fair use of necessary lands. Ordinance allots all territory between Roosevelt road (12th street) and 39th street. World's Fair committee has posted bond of \$1,000,000 to live up to its agreement.

Moyer's New Job

West Baden, April 22. Geo. Moyer, for many years in charge of all circuses of the American Circus Corp., will act as general agent for the Pacific Whaling Co. Moyer moves around in a wheel chair, but figures the new job will pull him on his feet again.

Mix Ill—Show Silent

Chicago, April 22. Tom Mix is out of the Sells-Floto Circus because of illness. Unable to appear at either show scheduled April 18. Doctors claim Mix is threatened with pneumonia. Johnny Agee is doubling for the crack cowboy in the circus for getting to tell the public Mix is sick. Squawks from the seats ignored in the hope Mix will soon be back.

Agent for Ringling

Clifford C. Fischer, the Morris associate agent in Paris, left New York Friday (18) on the "De France," authorized from report to represent the Ringling circuses in Europe in booking circuit. Fischer will remain with the Morris Paris office, booking generally, as usual.

Miller-Mix Suit in October

Eric, Pa., April 22. Zack Miller-Tom Mix suit here has been postponed until October. Miller is suing Mix for the alleged breaking of a 1923 personal appearance contract.

Chance Games and Paddle Wheel Men Are Not Wanted By Eastern Outdoors

With apparently a bitter fight waged against them, especially in the east, owners and operators of chance games and paddle wheels are in the worst despondent season that has ever come their way. So bad is the outlook the machine men are devising every way possible to put their games or paddles into operation. They have sent representatives and written letters to numerous sources in localities offering to either rent the machines or operate on percentages. Fairs and parks are off of them entirely. Where local organizations have hooked up contracts with traveling carnivals the games are out because the black eye and poor results have killed their last chances of getting another fling.

Same Billing for All

Springfield, Ill., April 22. All Ringling "wait" banners and paper reads: "Wait! The Greatest Show on Earth is Coming." Used in all opposition stands and for the Sells-Floto, Robinson, Sparks and H-W outfits. The billing is putting all the tricks in a class with the R-B circus. Heretofore wording has been used for the big show exclusively.

Animals Left Behind

Chicago, April 22. Sells-Floto opened April 16 at the Chi Stadium minus the menagerie. No place to house the animals, which were left at the Coliseum. Will remain there until outfit goes on the road April 23. Only seats reserved are the \$2 and \$3 ones.

Carnivals

- (For current week (April 21) when not otherwise indicated.) Alex. Fuchsberg, Va. American, Cleveland, Tenn. Almon, Tenn. Arnold, Va. Bickel, Stamford, Conn. Alabama, Covington, La. Bantz, Okla. B. S. Cabie Creek, W. Va. Barnett, Richmond, Mo. Baker, Greve, Va. Beatty, Greenvale, Mo. Bee, Horse Cave, Ky. Bernard, Oremada, Miss. Bruce, Florence, Va. Butler, Centerville, Ill. Caldwell, Hampton, Mass. Co. Harlan, Ky. Conroy, Lutesburg, Mo. Dehnert, Covington, Ky.; 26. Merion, Ind. Dickinson, Va. Dobson, Ft. Smith, Ark. Fleming, Milford, Ind. Foley, Wrentham, Mass. Gale, Milford, O. Gidney, Seaford, Del. Glick, Baltimore. Greenbaum, Glendale; 26. Prescott, Ariz. Gray, Honda, Tex. Hill, Royal Oak, Mich. Hildebrand, Sonora, Cal. Isler, Chicago, Ill. Jones, Greenboro, N. C.; 26. Washington, D. C. Kaus, Bowling Green, Ky. La Verne, Kennett, Mo. L. B. Boone Green, Mo. Laughlin, Poplar Bluff, Mo. Leavelle, Lake Park, Ga. Lips, Plainfield, Ind. McLaughlin, Fairport, Pa. McKee-Barre, Pa. Majestic, Eldon, Mo. Mackey, St. Louis. Michigan, Detroit. Mitchell, Peabody, La. Monarch, Gutenberg, W. Va. Morrison, Fayetteville, Ark. Morris, San Antonio. Mott, New Iberia; 26. Lee Ye-Fan, N. M. Phipps, Jackson, Mich. Page, Frankfort, Ky. Pennington, Winchester, Tenn. Robbins, Philadelphia. Rubin-Cherry, Lenoir, N. C. Shavelley, Philadelphia. Solg, Kokomo; 26. Huntington, Ind. Stewart, Elizabethtown; 26. Lee, Cal. Smith, Peckskill, N. Y. Smedley, Fayetteville, Ark. Stillwell, Midland, Tex. J. Williams, Dallas, Ill.; 28. Hamkai, Mo. Wortham, Alton, Ill.; 28.

Ran Away—Divorced

Cambridge, Mass., April 22. Because her husband, John A. MacCarthy, left his home in Somerville to "go away with a circus," his wife, Edith, was granted a divorce in Probate court here. She charged desertion, testifying she had not heard from him since he left in May, 1924.

TIEUP WITH DAILY

101 Ranch Exchange Deal with Springfield, Ill., "Register" Springfield, Ill., April 22. "New advertising plan tried here by the 101 Ranch on the "Register". Consists of a combination circus, sideshow and concert ticket, given each person bringing in a 30-day subscription to the "Register". Newspaper is paying the Ranch 50c. for kid tickets and 75c. for adults. It is a discount of 25c. on each. In return the "Register" is running full, half-page and quarter-page ads, as well as getting out 1,000 window cards, all of which bear the name of 101 Ranch.

Auto Display 101 Ranch has been granted the General Motors Chevrolet display, held last year by Robbins Bros. circus. Hagenbeck-Wallace and Sells-Floto both made a bid. General Motors will spend approximately \$80,000 on the exhibition. Show will be held under a special 60 x 40 top and will net Miller Bros. \$50,000 on the season, as well as a Chevrolet banner in each spot, good for another 10 grand.

10 MOVING DOG RACING PLANTS

Chicago, April 22. Portable dog racing plants, for use on fair grounds throughout Illinois are getting ready to take the road in May. Company back of the project expects to have 10 in operation. They will go into a town club with a charge gate, but with a plan of giving away several thousand tickets daily. Two weeks will be the average stay. Mutual system of betting. Dog racing is considered big opposition to carnivals as the eyes of people that go for the hounds also go for the outdoor shows.

Applause System

(Continued from page 1) probably gets that 40 bucks as side show for himself. Special Service "Must the acts pay you for claqueing?" "No," said the head man of the claqueurs, "but we expect 'em to for special service. Of course Mistin-gets special claqueury just the same. Charlie Ahearne, he's smart, he doesn't need it and when he almost killed one of the special agents when he made a proposition for 550 francs, we decided he doesn't have to pay anything because he gets applause (he pronounced it as written) anyway. But some of the others pay. They need it too," he added. He enumerated the tariffs ranging from 100 francs (\$4) from minor dance specialists to 500 francs (\$20) a month which the juvenile claqueurs get. None is obligated to. The music halls maintain the claque as enthusiasts-inducers and pay the boys 10 francs (50 cents) a day each, plus admission free to the special claqueurs' perches. "You don't live on that only, do you?" we asked. "Other Work "Oh, no, we sell tickets, double as ushers or stand outside and interpret for patrons—this particular claqueur admitted himself deficient only in German of all the modern tongues, but knew Turkish and Egyptian to boot—and most of us goes jobs during the day. 'I'm a private secretary." "Why don't they have women claqueurs?" "It's a man's job; see? Here's how to applaud," whenever the proud claqueur demonstrated, reverberating his "applause" through the corner cafe where this interview took place over a shell of French beans. Told that he was an unusually intelligent claqueur and didn't he agree that the theatres were foolish in this artificial inducement of applause, the claqueur opined to the contrary. "No, sometimes people are tired and don't wanna applaud but take a while they catch it and just do

Circuses Starting South; Sparks Cuts Out Parade

Washington, April 22. Tented outfits are getting started hereabouts. Downey Bros. opened in Havre de Grace Thursday night in a downpour of rain. Show has dropped wild animal exhibit as fearful and is plugging the Hotdini riding family. Wallace now strictly lay out and operating strictly on circus lines. Sparks shows (Ringling) opens in Alexandria, Va., across the Potomac, April 23, with the former street parade eliminated. Hunt's Circus, family affair for 40 years, opened in Pikesville, Md., April 19. Of these outfits, particularly Downey Bros., bookings are being kept within a close radius for short jumps at least for the start of the season.

Big Spots and Circuses

Chicago, April 22. Circuses, as a draw in the big spots, seem to be about over. Special attractions that run into deep money can't seem to pull the tricks out of the red. Deterioration showed up two years ago when the cities began to slack off in attendance. Last season most big eyes were red ones, with Los Angeles proving the exception for the Ringling, Barnum and Bailey outfit. Sells-Floto got its biggest day in the Middle sized towns, and suffered in the large cities. 101 Ranch is keeping away from the cities because of bad-biz last year. Playing only the middle sized towns. Circus men blame the drop on the talking pictures. Many are looking about for new ideas, but so far the main one is to keep in the spots where picture biz isn't so strong.

Outdoor Notes

C. C. Coats will be general agent of the J. W. Stoneman Shows this season. Homer Hobson riding troupe, contracted for the Robbins Bros. Circus here, have cancelled and will tumble off their steeds for Sells-Floto. Col. Jim Eskew is running the Wild West on the Rubin & Cherry No. 1. Latest addition is Hank Peris from Hollywood, who used to work with Ken Maynard. Bodnar Carnival, Chi's first of the season, set rent in \$284 on the week. Lot rent \$300. Fourth generation of the Albert Hotdini riders with S-E. Riding at 16. Neis Troupe, through a slip-up, will be with the Hagenbeck-Wallace outfit instead of Sells-Floto this season. Booking office jam caused the switch.

Park Economy

Free gate ballrooms with orchestras will be projected this season as business pullers for the small inland parks in and around New York. Free dance hall replaces the free act program in these spots. Heretofore the ballrooms used non-descript acts, orchestras and exacted gate fees ranging from 25 to 50 cents. Rodeo in Chi. Chicago, April 22. Negotiations are under way between Madison Square Garden and the South Park Commissioners here for the use of Soldier Field for a rodeo to begin July 12, on a percentage rental. Tex Austin has been asked to stage the rodeo, but due to ill health will likely pass the dates. Next in line is Allen Brann. Park Commissioners have not decided.

Hudson Co., N. J., Closed

Several carnivals have been refused permits for operation next month in Hudson County, N. J. Frink With Cole's Chicago, April 22. F. J. Frink has been bought by the National Printing Co., here as general agent of the Cole Bros. circus. Carmelita Geraghty, "Rogue of the Big Game," has been bought by Marion Ballou, Martha Mattox, Jim Donlin and Babe Kane, "Night-Walker" Father Harry Gribbon, "Fige in Parlor" Pathé.

CHICAGO

Variety's Chicago Office

WOODS THEATRE BUILDING—CENTRAL 0644-4401

Belmont

Showing night Friday, with no real punch in the whole lineup...

Opening was Chong Wu and Co., a lot of magic sold poorly. All parlor stuff...

Paul and Tessa Sister, accordion and violin double, haven't enough punch to sell program...

Lucas and Lillian opened regular half with their talk and hand-to-hand stuff...

Englewood

Good family bill of nine acts on showing night, led by the Robbins family...

When in Chicago Visit These Hits

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ERLANGER Mata. Wed. & Sat. HENRY DUFFY Presents CHARLOTTE GREENWOOD

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MILWAUKEE

By FRANK J. MILLER

Allienbaum—'Captain of the Guard.' Davidson—'Jango.' Gardner—'Show Girl in Hollywood.'

Billy Adair and orchestra have completed a year at the Golden Chessant.

Representatives of Bill Posters' union appeared before a common council committee to register against contemplated action by the city's lawmakers...

SYRACUSE, N. Y.

By CHESTER B. BAHN

Wieling—'Strange Interlude.' Espino—'Syracuse Players (stock).'

One-night stand of 'The Rivals' last Thursday saw the living packed. It was the first road show here in months...

If efforts to find Henry Geisel, a brother, fail, the \$36,000 estate of Mrs. Marie Emie Pratt, actress, who died a year ago, will probably go to the State of New York.

Tommy McQuillan made his debut as leading man of Hal Brown's Syracuse Players in 'Rifky' at the Empire, replacing Vincent Coleman.

Blanche Yurka released from guest starring contract with the Bainbridge stock so that she may appear in New York in 'The Vikings'.

start, but were in high with tumbling and acrobatics. Fauntleroy and Van, following, stopped the show with their old but effective gag.

Paul Fetching and company, the prop flower garden bell-ringing act, went best with musical pearls on a tree.

CORRESPONDENCE

All matter in CORRESPONDENCE refers to current week unless otherwise indicated

Table with columns for city names and corresponding page numbers: ALBANY 78, BIRMINGHAM 79, BROOKLYN 78, BUFFALO 77, CHICAGO 77, DALLAS 78, DENVER 79, DES MOINES 78, DETROIT 79, INDIANAPOLIS 77, LOS ANGELES 78, LOUISVILLE 78, MILWAUKEE 77

CORRESPONDENCE

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Table with columns for city names and corresponding page numbers: MINNEAPOLIS 77, MONTREAL 79, OTTAWA 78, PORTLAND, ME. 79, PORTLAND, ORE. 78, ROCHESTER 78, ST. PAUL 78, SARANAC LAKE 78, SEATTLE 77, SYRACUSE 77, WASHINGTON 79

a measure would mean less work for union men.

INDIANAPOLIS

Indiana—'Young Eagles.' Palms—'Gree and Easy.' Apollo—'Such Men Are Dangerous.'

George Settos, Ohio operator, has leased the R-K-O Orpheum to it by 15 years. Formerly it was operated by Clay W. Metaker.

M. Marcus, Fort Wayne theatre owner, has purchased the local chain of neighborhood houses operated by Jean Marks.

Mrs. David Ross named committees for the Indiana Indorsers of Photoplays convention here April 22.

PITTSBURGH

Nixon—'The Rivals.' Alvin—'Journey's End.' Pitt—'Holiday' (Sharp stock). Academy—Stock burlesque.

Emmett Vogan, from Orpheum Players in Kansas City, is new leading player for George Sharp Players at Pitt.

Larry Jacobs, of Columbia Pictures, has Rita in advance of 'Ladies of Leisure.'

John P. Harris Memorial theatre in McKeesport will celebrate first anniversary next week.

BUFFALO

Buffalo—'Ladies of Leisure.' Century—'Alamy.' Hippo—'Toll G. Pieces.' Rivers—'Loose Ankles.' vaude. Sheras—'Ladies of Leisure.'

ed in Erie county against the Little Theatre of Rochester (Art Cinema) in favor of F. Handson for electrical installations at the Buffalo Little Theatre has been forwarded to Rochester for execution.

David Rubinfoff, violinist, will be guest conductor at Shera's Buffalo for three weeks beginning April 23.

John Buchler and Peggy Shannon open as leads for the Buffalo Konold-Folmer stock at the Eranger April 25.

Fifth and final production of Theatre Scholl Players will be 'Sun Up' opening May 21.

Following 'The Rivals' at the Eranger April 19, the house closed its regular season. Only 10 shows and two pictures have played the house since fall as against nine productions and one picture last year.

MINNEAPOLIS

Metropolitan—'Dark.' Schubert—'The Gingham Girl.' Bainbridge Orpheum—'Alas French Girl.' vaude (Egan Redheads).'

Blanche Yurka released from guest starring contract with the Bainbridge stock so that she may appear in New York in 'The Vikings'.

Here on an inspection trip, Joseph Flunkert, R-K-O circuit operator, told newspapers the new wide screens will be shown in local R-K-O houses before summer.

The Minnesota theatre (Public) beat the R-K-O Orpheum to it by two weeks with an 'all-girl' show.

M. Marcus, Fort Wayne theatre owner, has purchased the local chain of neighborhood houses operated by Jean Marks.

HERE'S BILL PARENT of the Music Corporation of America Who Has Lived at

HOTEL McCORMICK FOR TWO YEARS

'Take it from one who knows—Hotel McCormick is the best place in Chicago to live,' says Bill Parent. 'After two years here I like it better all the time.'

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DOUBLE ROOM, BATH, \$3.50 AND \$1.00 WEEKLY
GRANT
SINGLE ROOM WITHOUT BATH, \$1.25 AND \$1.50 PER DAY

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Leroy E. Winfield
Lewiss Harry
Cotlier Jack
Marvel Dave

near film man, will operate the new theatre just completed at Bridgeton, James J. Hayden

"A Surprising Lady" at the Jamaica, and "The Trimmer" (Lillian Foster) at the Boulevard.

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Lu Pe Te
Lichot Peggy

Dick Lewis is now organist at the State.

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DENVER
"Spring Is Here"; Fanon & Marco Idea

MONTREAL
His Majesty's—"Bitter Sweet";
The Benson Murder Case

BY HARDIE MEAKIN
National School House
Fell's—"White's Scandals";
RKO (Kathie)—"Alice French Gertie"

Two libel suits for a total of \$482,400 against the theatre. For one against Governor Clarence J. Morley

Exchange building on Mayor Street, western section of city, in which all film exchanges are parked

DETROIT
BY LEE ELMAN
Fox—"The New Moon";
Wilson—"Stock Homes";
Lafayette—"Hello, Stranger";

RKO vaude has been added at the Riato, Casper, Wyo.
Lucille Langdon has resigned as president of the Denver Art Theatre

Men's fashion show, first to be held in Montreal, was big hit at Capitol and being combined with women's fashion show

Paris pub passes with dime service charge has cut down number being used.

Louisville, Ky.
By RICHARD B. GILBERT
Alamo—"Peacock Alley";
Mary Anderson—"Young Eagles";

DES MOINES
By R. W. MOORHEAD
Casino—"Words and Music";
New Moon—"The Texas Moon";

BIRMINGHAM, ALA.
BY ROBERT H. BROWN
Ritz—"High Society Blues"; vaude;
Albano—"High Society Blues"; vaude;

Portland, Me.
By HAL CRAM
State—"The Green Goddess"; vaude;
Strand—"The Golden Call"; vaude;

Paramount, Waterloo, now has vaude Sundays only, first show April 20.

London Chatter
(Continued from page 58)
see him handle the turns. Expects appreciation in the pay roll.

Brooklyn, N. Y.
By JO ABRAMSON
Flatbush—"Shuffle Along of 1930";
Jamaica—"Broken Disks";

Fred Sullivan of President Players has joined a stock in Columbus, O.

Jack Dempsey here last Thursday night as referee of a bout at the

Three new ones slated for next week—"The Lawless Lady" (Vivienne Osborne) at the Flatbush;

auditorium. A sellout despite bad weather. Trianon on the day of his appearance here dug up a prize of the Tunney-Dempsey fight

DALLAS
BY RUDY DONAT
Palace—"High Society Blues"; vaude;

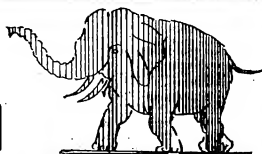
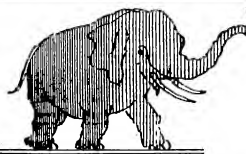
London Chatter
(Continued from page 58)
see him handle the turns. Expects appreciation in the pay roll.

Chicago
New traction franchise agreement, providing for construction of street and L car lines and for expenditure of \$300,000,000 for subways

Morris Waldman, part owner of the Wigwag Cafe, was arrested and released on \$1,000 bond when he was found in an auto with a loaded revolver on the seat.

First radical slander case in Illinois, when Fred Brockus, defeated candidate for Berwyn magistrature, was found guilty of defaming John E. Edwards, police master arrested over the air. Fined \$100 and costs.

New Flatland man is "Detective Book Magazine," E. Terrill editing.



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AND HIS BOYS

(The Originator)

EXCLUSIVE COLUMBIA BROADCASTING SYSTEM ARTISTS

W.A.B.C. and Associated Radio Stations

\\ COLUMBIA RECORDS //

3

RECORDS BROKEN!

AGAIN!

"REGENT" PATERSON, N. J.

"Will Osborne and his band set a new box-office record and proved a great drawing attraction."

—Joe Lefkowitz, Manager, Regent Theatre, Paterson.

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"We played to absolute capacity at every performance and want him back again."

—Wm. K. Saxton, Manager, Loew's Pitkin Theatre.

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"Ask Marvin H. Schenck what Will Osborne is doing this week at Loew's State Theatre."

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AND STILL GOING - THANKS TO HARRY A. ROMM OUR REPRESENTATIVE - PALACE THEATRE BLDG, N.Y.C.

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VOL. XCIX. No. 3

NEW YORK, WEDNESDAY, APRIL 30, 1930

72 PAGES

3-WAY HOME SHOW NIGHTLY

Pedantic Hokum by College Profs To Bring Capacity at Lectures

Professors in American universities, notably the biggest ones, are increasingly adopting the methods of show business in their classrooms.

Desire to attract a packed house to lectures has the learned fraternity competing among one another in putting on the best show. With professors' salaries, as a rule, not large, it's necessary to develop by-products, with publicity the surest and shortest route.

Recent case of M. H. Marston of Columbia had a widespread influence. Marston was an assistant professor of psychology when a press agent, Hubert Volght, now with First National but at the time with Metro, approached him to participate in an exploitation stunt on the emotional responses of blondes and brunets to John Gilbert. As a result of the personal publicity Marston received from that stunt he was given a fat job as a consultant psychologist to Universal, and has since been something of a celeb.

Sex for Poets

Psychology, history, English and sociology are the fertile departments for publicity, with the dallies always responsive to any startling statement or clever bit of pedantic hokum. English profs who found the minor poets of 17th century dull stuff for their students have adopted a new tact and are now dramatizing the sex life of the same poets. This features a crowded lecture.

Classic example of an unknown assistant professor leaping into overnight fame was Scott Nearing. Years ago at the University of Pennsylvania, he read his sociology class two stories from the same edition of the New York "Times." One was the Christmas list of Needlest Cases, the other an account of a millionaire's dinner which cost \$1,000 a plate. Nearing made no comment, but the trick won him dismissal and fame when the millionaire trustee kicked. Nearing is now, and for many years has been, a high salaried lecturer.

Professors chasing publicity and personal popularity as a foundation for remunerative by-products have, in some cases, been willing to cooperate with and in exploitation stunts so silly and undignified, the artful press agents, not usually timid, have hesitated to associate themselves with the schemes.

Apart from those to whom the sky is the limit, and who make a play for public notice through the press, there is the other group of teachers who merely wish to be popular within the limits of the campus. They take up wisecracking out of the vaudeville type. Also, put on a show with everything except a spotlight.

2 Films—3 Millions

Universal will have two talking pictures on Broadway this week, representing to that producer over \$3,000,000 in investment.

Whiteman's "Jazz King," starting Friday (3) at popular scale at the Roxy, cost the Laemmles near \$2,000,000. At the Central, opening last night (Tuesday), "All Quiet on the Western Front" is a \$1,000,000 and more special.

ROXY HOOKS UP WITH NBC-R-K-O

It's fairly certain S. L. Rothafel, Roxy, has hooked up with the N.B.C. broadcasting company and the R-K-O theatre chain, both of the Radio group.

Roxy's contract with the Roxy theatre has about a year to run. It calls for Roxy to receive \$2,000 weekly salary and a percentage of the weekly gross when that gross exceeds \$125,000 any week. Last week with "High Society Blues" (Fox) the Roxy did \$133,000; week before, with "Cook 'o' the Walk" (Sono Art), Roxy did \$59,000.

It is not unlikely Roxy could effect an adjustment of his Roxy theatre agreement with the Fox organization, which controls the house. With N. B. C. he is to have supervision of all broadcasting programs from reports, and with R-K-O will make production suggestions for the theatres.

When going with the new attachment, Roxy probably will first make an exploitation tour of the country. He has not abandoned his two-year-old idea of a 6,000-seat theatre around 6th avenue and the 50's for musicals at pop prices.

Chicago Will Have Nite Football in October

Chicago, April 29. Night football, the first ever tried in Chicago, will be inaugurated at Soldier Field Oct. 3, when Drake and Oregon meet. On Oct. 7 Marquette and Georgetown will meet on the same field after dark.

South Park Commissioners figure Chi has more football fans than any other spot in America. By staging games at night they hope to pack the field, which seats 130,000. If the plans work out it is likely that many future games will be played at night. Field has a perfect lighting system.

MOVING FILM IN RADIO CABINET

New Style Instrument About Ready for Marketing—Pictures, Radio and Phonograph in One—Moving Pictures in Top of Cabinet

FROM \$225 TO \$500

Figuring that correctly organized it can garner close to \$1,000,000,000 a year in film rentals and sales of equipment, particularly the former, the picture industry is seriously set for the first time to invade thousands of American homes.

This time the advance is not just with the projection machine, but a three-fold proposition, including phonograph and radio, besides. Equipments are graded to sell from \$225 to \$500 complete. Initial sale does not figure as largely in the revenue as the income from discs and film plus parts.

Radio-Victor interests will probably be the first to market the triple equipment. It is now in manufacture. Warners, through its Brunswick-Balke subsidiary, will be second.

Reduction of standard film to 16 mm is the plan practically adopted. (Continued on page 60)

Chi's Rep So Bad Yaps On Excursion Trains Never Leave R. R. Depot

Chicago, April 29. Excursion trains into Chi daily bring 55,000 people, three-quarters of whom won't go uptown because they're afraid of city's gun reputation.

Many of them grab a lunch in the railroad restaurants, quit the waiters and waitresses about the wicker city and take the next train back home.

Smart hash throwers are grossing big on a line of real hair-raising stories.

Stock yarns tell of being held-up and being released on the promise to help her own cafe. A sick mother, baby or brother is always in the picture and helps jerk the large tips.

Class!

Hollywood, April 29. There's the Casa del This, the Hacienda That and those Villa de Contentas out here, but the champ name for an apartment house is downtown. It's

KINKELSTEIN ARMS

Painter Heard Same Song Played 1,500 Times—Then Asked Name of It

13-Word Criticism

New Britain, April 29. Arthur E. McEvoy, "Variety" correspondent here who reviews the plays at Parsons' theatre, Hartford, for the New Britain "Herald," claims the world's record for brevity in passing judgment on a show. His complete review on "Oh, Professor," which gargled through three dreary acts at Parsons' for three nights being passing April 24, was "The Society for the Prevention of Cruelty to Audiences should look into this."

ARABIC TALKER WITH DIALOG IN ARABIC

Cairo, April 29. Aziz Emir, actress, and her husband, Ahmed Shorey, operator of the native distributing organization called Isis Films, left here for Paris, to engage upon the production of the first picture in the world with Arabic dialog.

Isis films is a local branch of the French Aubert organization. That concern sent the invitation to engage in production and the couple agreed to it with the stipulation in their contract that the picture must in no way "be disparaging to Egypt or the Egyptian people."

50-Year-Old Juv

The Hague, April 14. A 50-year-old pasha lover, currently in "White Cargo," opposite Tondelayo, and an 80-year-old "Dutch Sarah Bernhardt," celebrate their respective birthdays as more or less theatrical holidays here this year. The 60-year-old juvenile is Tourmaire.

Mrs. Theo Mann-Bouwmeester, sister of the late Louis Bouwmeester, Holland's best actor for years, famed for his "Shylock," is bringing out her memoirs as her octogenarian celebration.

Actors Tour on Yacht

Syracuse, N. Y., April 29. Van and Schenck made their jump to Keilh's here on Joe Schenck's palatial yacht. It's anchored off the Yacht Club on Oneida Lake, with the performers living aboard during the local engagement.

Music hath charms but that music which floats out through mazes for the benefit of sidewalk passers-by has small appeal for the curbstone dragons and ticket-sellers employed by Broadway's film parlors. They get terribly sick of a tune by the time a picture's run is over.

"It's pretty monotonous," said one uniformed sentinel, "but it's not so bad if there's more than one song in a picture and they keep changing the melody." That seems to be the gist of the complaint of those who have to listen. Incessant repetition of one tune at the approximate rate of 1,500 times a week over a more or less squeaky sidewalk phonograph is too much of a strain. At the Winter Garden the effect of music was tried upon a number of painters engaged on the new 7th avenue signs for "Under a Texas Moon." There is but one tune refrained at this spot. After having had the tune droned into them for about eight days, one of the painters was finally heard whistling it. Another painter asked: "Say, what's the name of that song you're whistling?"

NUNS ASKED TO SAY PRAYERS FOR WARNERS

The theatre party that Warner Bros. gave to the nuns of New York was a great success, standing room only and never a more appreciative audience. Program consisted of a colored short, "The Wedding of Jack and Jill," holding many youthful tapsters and singers and even an adagio number by six couples. This was followed by Martinelli's short "Celeste Aida," and "Disraeli," feature talker.

During intermission, Mrs. McGoldrick welcomed the sisters and paid high tribute to the Warners, not alone for the entertainment, but for their co-operation with the Motion Picture Committee of the International Federation of Catholic Alumnae, in New York, and in Hollywood.

Mrs. Kathleen Norris said a few words, principally thanking Mrs. McGoldrick (herself the mother of five children) for the help she is giving toward making pictures safe for all children.

In her closing remarks, Mrs. McGoldrick asked all the nuns to say prayers for the Warners, their good

(Continued on Page 11)

BROOKS'S
THE NAME YOU GO BY
WHERE YOU GO TO BUY
COSTUMES
GOWNES AND UNIFORMS
1437 B'WAY, N.Y. TEL. 3500 PENN.

ENTERTAINMENT WEEKLY'S GLAZAR

Midnight Shows As Index to Drawing Power—New Idea

Power of draw that has eluded theatre and film execs for some time is near to solution. The method while unscientific on the right technical equation is, however, as near perfect a human device as could have been manipulated—the midnight show.

Started first on Broadway for the purpose of working up an Alaskan hour trade the thing has become a fixture but not because of profit. The midnight show except on certain nights like Saturday hardly pays expenses. The film minds have discovered that the midnight show is the barometer of the theatre's biz. Only Bway houses not hitting the midnight are the State, combo vaude and rim, and the Roxy.

The way a midnight will swing will tell what is the draw, the vaude or film, personality or picture. Chief executive in this division is Paramount where close study of this angle has been going on.

When Dennis King played, for instance, on the Paramount stage, the midnight end was off, but big in daytime. The same when Buddy Rogers hit there. Bosses figure daytime biz on general average but the midnight is just a mercury rule.

Reviews. Top in line with this tack the execs started the Thursday midnight previews. It's on the same calculus plan. What the preview reveals and how it is treated at that performance, the execs claim, is the arrow on how the film will draw its regular week.

This provides the theatre staff with a working advance on how and what to expect and be ready for it after proper analysis.

Broadway's midnight audience is the biggest crowd seen in stretch of any populace. It takes in practically every type of person from the Park avenue and social register to the hunky who plods the cobbles for his biggest excitement. Not big in numbers at this hour but plenty diversified in mind and reception. The only problem now that this draw basis has been discovered is that the technical scientists may plagiarize the scheme but the film folk are not worrying about that. They give it freely to the world.

"Hot" Cartoon Drawers Must Watch the Code

Hollywood, April 29. Will Hays' office is reported to have issued a warning to cartoon animators. Pen and ink must not transgress the code of morals duly adopted by the M. P. D. A. hierarchy.

It seems that the supposedly simple cartoons have been wicked of late. Some of the artists have etched in ink certain scenes which nice cartoonists never use.

An increasing tendency to draw hot scenes is charged.

Louise Huntington Set
Louise Huntington, legit, engaged by Fox, through Miss Connolly, with the usual optional clauses. Miss Huntington is to be on the coast ready for work by June 1.

No Ellis-Sidney Deal
Mary Ellis and Basil Sidney have been given the go-by by Warners. Negotiations for their services were suddenly ended.

At home office it is denied that there were any differences or exorbitant demands; that the brothers were planning on using the title in one film and that since their production of this story has been abandoned.

Clearest Up-State House
Albany, April 29. The Madison theatre was awarded a first prize of \$100 in a contest among the Warner theatres in Albany, Troy, Utica and Syracuse for the clearest theatre.

Eclipse

Hollywood, April 29. After elaborate preparations to shoot dialog sequences on location a unit anxious to accomplish things pitched Monday morning. They showed up nice and early at seven ready to work.

Couldn't understand why the fog wouldn't lift.

Mary McCormick Says Prince Serge, Pola's Heart, Now All Cold

Paris, April 29. Pola Negri and her Prince Serge McD'Valan having patched up, Mary McCormick, Chi opera singer now here, sez her romance with the Prince is cold.

Miss McCormick playing Paris and London guest-star engagements.

Grauman Vice Roxy—If

At the Fox offices in New York, it is said that if any of the many reports about Roxy should come true, and he leaves the Roxy theatre before his contract expires, that Sid Grauman will replace him as the stage producer and managing director of the big house.

Roxy's contract with the Roxy, Fox-owned, has over a year to go. Grauman currently is under engagement to Howard Hughes to handle and stage present Hughes' "Hell's Angels."

New Facial Gag

Hollywood, April 29. Solly Violinsky is now Stanley Viol Skiff. This follows an operation to have his eyes cut so he looks like Valentino.

Lots of nose and ear clipping out here, but eye wrinkle is new.

Pathe Denials

Pathe stockholders held their regular meeting and election of officers late yesterday (Tuesday) afternoon. Far up to the meeting it was reported that the session was purely perfunctory and that the schedule called for no changes in personnel or policy.

At the same time it was claimed that Pathe, despite reports persistent since Joseph P. Kennedy quit the leadership of FEO when it went Radio, is not in any way affiliated with any other interests.

Denial includes all reports associating it with paper mergers.

Mitzi Called for Film

Mitzi, the eight-year-old daughter of Keno and Green, has been called to the Paramount studios on the coast to start in the next Clara Bow talker.

Mitzi and her parents left New York Saturday. The child, a mimic and marvel, is under contract to Fox for the coming year. She has played alone a few variety stage dates and was offered \$1,000 weekly to continue. Joe and Rosie Keno preferred their daughter to keep on in pictures.

Big City Stuff, Too

Boston, April 29. Scollay Sq. theatre has installed a radio and amplifier in the lobby of the theatre so the theatre's patrons may listen nightly to the antics of Amos 'n' Andy and their Fresh Air Taxi Co., Incorporated.

ELECTRIC POOL SOUND PATENTS

Gen. Motors Idea Applied to Screen—Protection of Billion Loaned by Bankers—Buy of DeForest Imminent—Raskob Engineer of Deal.

Creation of a giant pool wherein the electric now riding the crest of flimdom will be placed under a single control of a huge banking syndicate is now in the making, built around two units, one of which hitherto played but a small role in the industry while the other was never, if even remotely, directly connected. The first is General Talking Pictures. The second is Al Smith.

General aim is to shunt the electric and equipment biz under one group with Al Smith as the driver and general boss of the film industry.

The situation is fraught with more color, intrigue and politics, the like of which has never been seen in flimdom. It is so close to materialization that papers have been drawn and only formal announcement of the deal is left.

To consummate the deal the realization of a General Motors policy for the entire industry.

To others equally as well informed, it is claimed that the bankers, holding notes for flimdom's sound venture running into an approximate billion, want nothing in their pathway which might obstruct or delay collection.

The facts are that a week ago when Warners had their hands on 40% of the 176 De Forest sound patents there also appeared a group of lawyers, Williams-Rich-Moise, all patent specialists. This was their message:

Ex-Governor Al Smith, their client, has been submitted to proposition by a group of outsiders, in which J. J. Raskob is associated, to enter the picture business via General Talking Pictures.

The Governor wants to buy General (De Forest) for this group, but before doing so he must have access to all of the patents and applications for the same to determine the merit and worth of the company.

Since then four conferences have been held with M. A. Schlessinger, the South African theatre owner who has been producing "Foghorn" from the brink of bankruptcy and 20% stock interest in the patents now standing to accept \$50,000,000 in initial interest from the Smith-banker group and a permanent cut thereafter.

While the conferences have been underwritten by Rich, one of the Smith law firm also a patent specialist for the Warners at different times, the firm of Darby and Darby has been devoting its entire effort to get the patents together for the Wilmington, Del., legal showdown against Western Electric and the bankers next month, the winning of which would net Schlessinger in time the total of the first payment.

Smith in Saddle
With Smith in the saddle and with Wall Street conceded for the first time by a powerful organization to be in control of flimdom, the story from an equally responsible source is that the Insignificant (General) Pictures Corp., which has produced a successful film, will be the nucleus around which the banking-electric interest will work the General Motors policy.

Warners were the first for consideration in the deal. In fact, it is claimed the brothers were told to stand by, awaiting initial development, acquisition of De Forest, in the move to consolidate picture business. The deal will first operate, according to what has so far developed, the Warners will have a big end in the licensing, paying (Continued on page 23)

Over 100 Executives Lose Titles in Par-Publix Reorganization

Can't Be Dubbed

Film company was hot for making a talker with the Ubangi duck-tipped women with the Ringling show. Idea was folk when someone in the export department skilled on lip-action stuff pointed out it would be tough dubbing picture for foreign countries.

Young Baritone, New to Screen, Goes with Fox At \$1,000 Wkly., First

Edwin Bartlett, the promising young baritone, has cast himself on the Fox lot at \$1,000 weekly for the first six months of his optional agreement, to learn the talker technique. Deal was closed Monday in New York, against competitive bidding by Warner and Metro. It is the initial instance of a grand opera candidate reaching that stage through pictures, rather than from opera to pictures as has been customary of late.

Warners, after a test, made the first offer of \$500 a week to Bartlett. Metro, without a test, sent it to \$750. While the boy to whom all of this came overnight remained in a daze, Fox took a test, made the offer \$1,000 and secured him.

Young Bartlett has had two auditions for the Metropolitan, but did close owing to the film offers intersecting. The Fox contract permits him to sing in grand opera during a certain portion of each year, at his will. He studied in Rome for five years and sang in grand opera for two years.

Bartlett's parents live in Massachusetts. He's a Princeton boy, unmarried, and never appeared on the professional stage over here. His appearance was a large factor as well as his voice, the latter tutored by Jeanette, the noted New York vocal cultivator.

MAE WEST ON SCREEN

Columbia May Set Mae in "Lili," Strained—Talking It Over

Mae West may get herself and "Diamond Lili" on the talking screen.

Columbia is talking it over with the actress-playwright.

Columbia wants Miss West to do "Lili," in a strained way, not for Mae but the play, as Mae originally did it.

The Bowersky joint may become an ice cream parlor in the picture.

But Mae will use the same hips. Next Saturday (3) at Fox's Audubon, Miss West will start a stage trip of split weeks over that New York vaude chain. She is playing on percentage only. No guarantee. Terms 50-50 over average overhead.

Lyons & Lyons booked the Fox dates.

Par's N. Y. Studio—New

Paramount Long Island studio has been renamed officially. It is now the Paramount New York studio.

Purpose is to emphasize the studio's proximity to Broadway and the Broadway talent marts.

With over 100 of the smaller executives deprived of their titles through the combining of the Paramount and Publix corporate names, one of the most thorough house cleanings in the history of the Zukor organization is anticipated by wise of the home offices.

Assistants to executives, particularly for division managers, are listed as the first scheduled for the axe. Eliminating these and others in spots in the two companies where duplication is marked are also seen from another perspective; that of lessening the chances for buck passing, especially out in the field, as well as the aspect of economy.

Considerable unrest and credence in the broom sweeping was evidenced among lesser execs when the titles which they held were promptly erased, these men even being issued new stationery with the Paramount-Publix Corporation and nothing but on the letterhead.

Avoidance of confusion through executives of the two organizations having similar titles and the intent of interlocking both together under the new system so as to function (Continued on page 12)

FOX'S SECRECY CLAUSE WITH LEGIT PLAYERS

Fox is inserting a secrecy clause in contracts given to legit players for picture work. Clause forbids the player engaged from making any announcement concerning their engagement or their future work for Fox, unless receiving special permission from the Fox office. Fox's aim, it is said, is that it can break the news when and if wanted.

Clause also forbids the artist engaged from publishing advertisements regarding her work with Fox, unless the film office permits.

Later clause is not uncommon.

Tania Fedor Engaged

Paris, April 29. Tania Fedor, star of the Comedie Francaise, has been engaged for French version pictures by Metro-Goldwyn.

She sails on the "Olympic," April 30, for Hollywood.

Nancy's So Tired

Hollywood, April 29. Nancy Carroll, announced to appear over the Paramount Public hour Saturday, didn't show up. Later, she was found asleep in her dressing room.

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"Circuit" Advised for Theatre String Use Rather Than "Chain"; As Distinctive from "Chain Stores"

The trade term, "chain," as applying to a string of theatres may be entirely foreign to the show business. Its outlaying is being very seriously considered by larger theatre operators.

Paramount Publick has already stricken it from the record, substituting the word "circuit."

Move is to guard against damages to box office because of public recrimination against all kinds of chains, and also growing out of the business strikes. Theatres do not want to suffer the abuse possibly resulting from agitation and propaganda against store and other types of chain-cutting country.

In many instances it is known chain stores are stirring up the local citizenry by refusing to even deposit their money in local banks.

Chain stores and theatres are different institutions, operating differently, but the public reaction, it is figured, may be the same with the theatre place in the same class with the grocery store directed by heads from far-off cities.

The chain stores, as a rule, do not even buy any equipment locally. They merely rent store space and have everything they sell shipped in.

The theatre is admitted to be a local and semi-public institution, a credit to any community. Besides a civic asset, it is widely known as a business stimulant, meaning saving time and again gone on record as conceding that locations near theatres mean business-building, besides the theatre drawing local trade from the country side.

Local theatres deposit all receipts in local banks, and usually spend 60% of such receipts in the theatre. The theatre must draw on the home office to pay off locally.

Theatres use many times the amount of light and other power that chain stores do, employ more local help, rent more billboard space, usually spend more money in local advertising and makes itself more of local value than chain stores.

Besides the part theatres play in benefits and funds, most often for local purposes, the theatre business from towns that are without pictures or other shows, this indirectly bringing prosperity and importance to the town where it shows. Theatres very frequently effect exploitation promotion tie-ups with local merchants, chambers of commerce, and other organizations which are of mutual benefit.

Plus the many other differences that exist between the chain store and the circuit theatre.

Theatres playing stage attractions are an important asset to local hotels and merchants. Whether people working in theatres are employed locally or not, they are in greater number and create more buying power. Besides the transient throngs remaining for a week in town and doing necessary shopping.

The public is to be expected by showmen to realize that this wide differentiation exists and with current agitation rising, protective measures against mass resentment must be taken, and may be adopted by circuit's headquarters.

Where local theatres operated on a circuit can be handled locally, that is considered advisable. Use of the term "circuit" would set the

1st Runs on Broadway

(Subject To Change)

Week of May 2
Capital—"Redemption" (Metro).
Colony—"Clancy of Wall Street" (Indie).
Paramount—"Return of Dr. Fu Manchu" (Par).
Rivoli—"Vagabond King" (Par).
Roxy—"King of Jazz" (U).
Strand—"Strictly Modern" (FN).
Winter Garden—"Show Girl in Hollywood" (WB).

Week May 9
Capital—"Ladies of Leisure" (Col).
Paramount—"Devil's Holiday" (Par).
Roxy—"King of Jazz" (U) (2nd week).
Strand—"Wedding Bills" (FN).

\$2 Runs
May 6—"Song of Flame" (WB) (Warners).

COMMUNITY PRIDE GAG REOPENS COAST STUDIO

Los Angeles, April 29. American Studios at Santa Barbara, closed for the past 12 years, will be reopened as a rental studio by Robert Welsh, former studio manager for Universal.

Welsh interested Santa Barbara capital in reopening the studio as a plug for the community. Plans call for installation of sound equipment and soundproofing of the stages.

No Fear for Flinn-Lally

Move for the dismissal of the indictments charging John Flinn and H. Lally with manslaughter in the second degree in connection with the Fathe fire will be made in court here tomorrow (Thursday).

Whether the motion is granted or not, Pathe executives are certain Flinn and Lally will escape punishment.

Hollywood, April 29. John C. Flinn, vice-president of Pathe arrived here Monday morning. He is to take charge of Pathe's short subject department.

Warner Impostor

New London, Conn., April 29. State police have been asked to watch for a man representing himself as an agent of Warner Bros. He has elaborate plans for the filming by the Warner outfit of a picture to be called "Paul Jones." They called for the use in local scene mer. from the Coast Guard base and girls from the Connecticut College for Women.

Alleged Warner agent was endeavoring to collect funds for a ball to be given in honor of the locals chosen for parts in the production.

Looking Over Role
Hollywood, April 29. Lina Malena goes east Thursday to look over Lily Damita part in "Sea of Glass."

Lina Malena is a prospect for the same part in the United Artists production with Al Jolson.

Carew on U Lot
Hollywood, April 29. After completing "The Spoilers" for Paramount, Edwin Carew will move over to the Universal lot.

He will direct one of U's specialties.

atres arrived from the birds of a feather angle with stores. A plan in future will put the damper on the "chain" idea in all its organizational activity, especially killing it in every avenue through which it escape to the public eye might result.



York and King

Originators of "Tin-Type" comedy.
COLISEUM, LONDON
Represented by JENIE JACOBS

10 FOX MEN HELD OUT BY WM. FOX

Before finally disposing of his interest in and control of the Fox companies to Harley L. Clarke, William Fox protected 10 Fox men. Each received a Fox contract for three years, dating from the time of Fox's vacation. This move is to have been told Clarke by Fox.

Among the protected Fox employees, some of whom are William Fox's relatives, are Louis Rosenbluh, Jack Loeb, Alec Kempner, Charles Levine and Joe Leo.

Should any of the 10 be requested to resign by the new Fox administration, they will ask for an adjustment of their three-year contract, it is said, before agreeing. Besides the protection given his business intimates, Wm. Fox gave checks for \$50,000 each upon selling to Jack Leo and Sol Wurtzel, and another for \$100,000 in Joe Leo. The Lees are Fox's brothers-in-law.

Commercial Short Used on Chain Store Basis

First practical use of commercial films on the chain basis by a business outfit was made by the Texas Oil. It showed a short simultaneously in 14 of the company's branches over the country. Short was made by Stanley Film and worked over Stanophone projectors and equipment, probably the largest commercial film job yet done.

Damage Suit Dismissed

Not enough stuff in their complaint to make a case of action the suit of Hollywood Pictures Corp. against Audible Pictures, Inc., brought through the law firm of Phillips and Nizer, was dismissed by the N. Y. Supreme Court, but with leave to draw up another complaint.

Lusty Goes Author

Los Angeles, April 29. Lew Lusty, brought from New York three weeks ago to direct publicity for Inspiration, resigned to join the writing staff of First National.

Fox's 48-Page Insert

Hollywood, April 29. Glenn Allynve leaves today (Tuesday) for New York, having cleaned up matter of new program announcements in record time with Vic Shapiro. Annual advertising insert of 48 pages on Fox pictures has been completed.

Agony! 7 DIRECTORS ON L. I. WITH PAR TALKERS

With the arrival from the west coast of Norman Taugor and Victor Schertzing, Paramount's eastern studio has seven directors currently on the job either preparing or finishing talents. Rest of directorial talent includes Monta Bell, Victor Heerman, Fred Newmeyer, Harry D'Arrast and Eddie Sutherland. Two pictures get started this week (28) and two more will follow in about four weeks. From now on through the summer there will probably be two features under way at all times.

Current pictures are: "Sap From Syracuse," with Jack Oakie, Ginger Rogers, Granville Bates, Sidney Riger, Jack Raffald, J. Malcolm Dunn, Betty Starbuck, Verree Teasdale and Bernard Jukes. Marx Brothers' "Animal Crackers," also current.

Victor Schertzing will direct "Heads Up," which will include Buddy Rogers, Helen Kane and Victor Moore. An entirely new story has been written. "Laughter," with Nancy Carroll and Frederic March, will get into production simultaneously with Harry D'Arrast directing.

PROMOTER MILLER IS PINCHED IN SAVANNAH

Savannah, April 29. Aiden Miller, about whom the National Circuit Business Bureau has a long record of phoney film deals, was pegged here on a warrant from New York charging him with second degree grand larceny. Miller, who has been attempting some promoting here via Hollywood in Georgia, is contesting the extradition on the ground that a technicality is responsible for a picture outfit he had in New York not being incorporated.

The main issue is being brought by the Genneth Briscoe, who claims he defrauded him of \$200 in stock.

6,745 Extras at Work

Hollywood, April 29. Extras had boom last week. Figures from the Central Casting Bureau were 6,745 placements for the week.

This tops last year at the same time by 10%. It is among the biggest weeks of 1930.

Harry Wilson's Chalet

Los Angeles, April 29. Harry Wilson, formerly director of publicity for United Artists and Inspiration, is tired of it all and will shelve his typewriter in favor of Europe.

From a chalet overlooking Bucharest he will direct the distribution of Inspiration pictures in the Balkan States, says he.

L. A. to N. Y.

Mr. and Mrs. Charlie Murray. Percy Marmont. J. E. D. Meador. Dave Epstein. John Connors. J. J. Murdoch and family. George Naylor. Ralph Townsend. Lina Malena. Alex Arons.

N. Y. to L. A.

Seymour Felix. P. G. Wodehouse. Louis Shurr. Harry Howard.

G. H. & P. Co. Sued

Continental, Inc. filed suit in the New York Supreme Court against G. H. & P. Amusement Corp. on a note for \$14,000 made last September and signed by Julius Genell, president, and Joseph J. Korowitz, treasurer, who, with Joseph Korowitz, were also made defendants. They gave protested notes of the R. O. N. Theatres due May 1 last, for \$42,000 as security.

Police Power Is Made Absolute Newark Censor

Newark, N. J., April 29. The radical censorship ordinance, giving the Director of Public Safety power to close any show or picture at his wish and to make such rules as he desires has been made into law with scarcely any protest.

Already a committee of 1,000 organized to banish vice from Newark, announces it will censor films, although Director Brennan has not indicated openly any intention of co-operating with them. Aside from the new law, he has started something by declaring that there shall be no more midnight shows. It is believed that this will be put to a test.

W. E.'S EXPERIMENTAL HOUSE IN HOBOKEN

Western Electric is in the theatre business but not as an exhibitor. It has taken over the Lyric, Hoboken, for experimental house basis. Doors will always be closed and the public will never be allowed a peep because in this little place the electric's scientists commencing next week will work in a practical atmosphere on the betterment of sound. The Lyric is the second theatre in the country to be taken over by the electric for experimental purposes. First is the house in Schenectady operated in exclusion for some time by General Electric.

ERPI Plans Educational Series Under Devereux

Los Angeles, April 29. Production of a number of pictures for educational purposes is planned by ERPI. Production will be in charge of C. F. L. Devereux of the Motion Picture Bureau. Subjects to be photographed are physical education, social science, literature, drama, vocational guidance and music in a series of subjects to be made for training of teachers.

Loew's 6 1/2% Up in Toronto

Toronto, April 29. Marcus Loew's Theatres, Toronto, owning two theatres here, showed an increase of 6 1/2% in net operating revenue during the month of April, the financial statement is issued.

The company operates a downtown theatre, which showed gross receipts of \$572,578, and leases 16 theatres during the month. Playmen from which a rental revenue of \$95,989 was derived. Net profit for the fiscal year was \$120,000, as compared with \$77,300 for the previous year. Assets are listed at \$2,086,309.

Technicolor's 5,000,000-ft. Hollywood Labs by Sept

Los Angeles, April 28. With opening of Technicolor's new plant in Hollywood, this new all Technicolor plant used in the territory west of the Mississippi will be produced here. Boston plant takes care of the east. The new plant has a capacity of 3,000,000 feet monthly. Construction will be started on another laboratory next week. When the local plant is completed in September Technicolor will have a total production capacity of 5,000,000 feet monthly in its Hollywood labs.

WB's Test Stage

Special test stage will be built at the Warner studio in Flatbush. Some talker testing of stage boom being done that other studio activity has been suspended.

The permanent test stage is the answer. U. A. Bunch Returns
Al Lichtman, Bruce (Gibby) and Emil Jensen, all of U. A. arrive in New York today (Wednesday) after seven weeks on the Coast.

TO DAY'S PICTURE HOUSES

MYERS CLAIMS HAYS NOT FOR INDIE PEACE

Gives Out Announcement for Allied States— Replies to Story

Washington, April 29. Abram F. Myers, Allied States, indie head, says, in a statement issued here, that the Hays organization has declared against peace within the industry. Myers made the charge after reading "Variety" of April 23, wherein he points out a direct quotation is made from a member of the Hays organization. Article referred to was a report on the Richey plan to sell \$250,000 in common stock to resurrect Ten Nights in a Bar Room and the attitude of the Hays organization in "not yet revealing what action it will take."

Direct quote from one Haysite is incorporated in Myers' statement, to which he replies:

"This is not the first time that business arrangements made by this association and its affiliated units have been tampered with. There was a very serious effort on the part of the same persons to break down the franchise plan worked out with R-K-O and Tiffany for the benefit of the exhibitors of the United States. The facts in reference to this attempt are a matter of record in this office."

"This organization has no knowledge of the matters mentioned in the foregoing article except the publication of the Allied Exhibitor, which was made the subject of a vicious and untruthful attack in another trade paper which is closely allied with the Hays office. We have the assurance of the men concerned that the implications of the article concerning these other matters are misleading."

"We do not believe that this campaign has the support of the distributors themselves. We further believe that once they are acquainted with the facts they will put an end to it."

"This association in its relations with other branches of the industry is proceeding on a most good faith in the hope that through the 5-5-5 Conference a constructive task can be accomplished. Our representatives have cordially assumed the burden incident to the work, but do not propose that their capacity to represent their members in these all-important meetings shall be undermined by those who apparently resent their presence there."

Myers further stresses that throughout the 5-5-5 conferences he has administered the most cordial and members to keep the peace. He says they have done it and in rare instances when one has brought back into line.

"To all of which he adds, "We are reluctantly forced to conclude that Mr. Hays does not want peace in the industry, at least so far as the exhibitors are concerned."

The Hays Quote
The "Variety" story last week said in part:

One Haysite comments: "The industry is doing its best to get along. Myers is starting his trade paper and Al Steffen wants Public to give him a theatre, so it looks like the Michigan lieutenant figures his best 'in' is to become a producer."

Exhibitors, it is learned, are recommending description blanks and copies of an exhibitor's prospectus on the revived "Bar Room." A lot, however, are turning the communication over to others and there is considerable conversation.
Except for the lining up of ot-

Profit—If Any

Hollywood, April 29. Masquing Club has made a proposition to Warners to record its annual Revue. Idea is to split up the various skits, etc., into talking shorts. Club and Warners would then split on profits, if any, from release.

WM. FOX HOME TALKER ON TRI-ERGO PATENT

William Fox is contemplating the Home Talker field with equipment and distributions angles now in the making. Entirely his own aim and new device and talker reproducing equipment. Own film will be made through use of the Tri-Ergon patents. These were bought by Fox about a year and a half ago but never used by him.

This plan is in line with Fox's original. When first planning before the tangle that wound up in his selling control of Films, Fox was stopped from going ahead by Western Electric. It complained there was no immediate field for the same type.

Tri-Ergon patents were bought by Fox for about \$100,000. They were originally owned by German and Swiss interests known as Engel, Vogt and Mussoni. Later they were sold to Töneblitt, German firm. It was the latter company that sold them to Fox.

Fox does not control the patents outright, but does the American rights.

Inside info is that all the equipment has been devised and includes everything. The device is compact and can be securely fitted into an ordinary suitcase.

Before announcing his plans there is the possibility of Fox allying himself with other interests towards the same end, the Tri-Ergon patents not being basic, according to report.

Tri-Ergon history is to the effect that the German interests attempted to register here, but too late and found prior patents pending. Sale to Fox occurred after that.

Talking "Humoresque"?

Hollywood, April 29. Cosmopolitan Productions trying with the idea of remaking "Humoresque," sensational grosser of about eight years ago.

For the dialog sound version it is understood it wants Jascha Heifetz and Yehudi Menuhin, 11-year-old boy prodigy violinist. This musical battery would come high. Heifetz' asking price for one picture is reported as \$200,000.

Birth Control Remake

Hollywood, April 29. Charles Victor is directing a birth control talker for Tom White productions. It's a revision of Al Kelly's silent "No More Children," a hit under a policy without pictures. R-K-O now has the Globe, with its smaller Cameo on 42d street.

"Royal Family" East

Hollywood, April 29. Paramount will do "The Royal Family" at the eastern studio during the summer. Frederic March will have the lead, staying over after completing "Laughter," for which he goes east, with Courtney Carrroll late in May.

March played the role in the coast stage version.

Club's Flicker Frolic'

Picture Club is billing a "Flicker Frolic" for the Liberty, New York, May 11.

Front orchestra seats \$10, \$15 and others at \$10.

feers nothing so far has been accomplished. According to the printed matter, even DeLuxe Productions, Inc., is only proposed so far as the "Tie" goes. Fencing, and world rights to the theme are set.

WARNERS' 5 LEAD; PAR WITH 4, 2ND

All of These Within 11 Blocks Along Main Alley— Divided Into Two— Days and Grinds

MORE TO COME

Warners have laid siege to Broadway. From a lean and doubtful position in 1926 before debutting with Vitaphone have finally captured the Big Street theatrically, taking the lead from all competitors operating picture theatres.

WB's advance on Broadway reads like history. From the bare Warner theatre taken in 1926, and something of a problem on their hands at that time, the company has stepped ahead to more picture houses on Broadway's most important stretch (42d to 59th street) than Par, Metro or any of the others which had the big lead start. Along with it, WB now has more seats on Broadway than the nearest opposition.

Of the 18 houses that get the Broadway picture rating, this including the Rialto and Roxy, the brothers Warner have five. Three are housed on two pop-price houses. Total number of seats from the WB quintet runs to 8,826, and is divided as follows:

Hollywood	1,688
Warner	1,360
Strand	3,048
Winter Garden	1,688
Central	922

Besides the Warner Beacon at Broadway and 74th street. Par-Public, which operates four, of which Rialto and Rivoli are on sharing basis with United Artists, runs second in number of seats, having 8,475, and Loew's with three picture houses, next, with 8,340.

Former's quartet are Paramount (3,654), Cricklatto, Rialto (1,953), and Rivoli (2,122). Loew's has Capitol (4,600), Astor (1,120) and Loew's New York (2,600).

18 De-Luxers

The 11 important blocks between 42d and 59th streets have 18 picture houses of de luxe, \$2 and pop-run classification, with a sum total of seats to fill of 37,596. Considering the turnover necessary, with 11 of the 18 houses a grand total number of seats must be multiplied several times daily to arrive at an estimate of the number of patrons essential to profitable operation of pictures on the country's best known street.

Line-up for the coming season will add the Columbia (former burlesque house), 2,000 seats, to the picture list with R-K-O operating. That house will jump the figure at 19, unless Colony, reversion to S. Mox is operated by a firm under a policy without pictures. R-K-O now has the Globe, with its smaller Cameo on 42d street.

Fox has only two houses to its credit, with total seating capacity of 6,775, Roxy (6,205) and Embassy (Newstern) (568).

Singletons with representation on main stem are R-K-O with Globe (1,238), Tiffany with Gaiety (808), U with soon-to-be-given-up Colony (1,900), and UA with Cohan (1,412), which is under long-term lease to Caddo (Hughes), but at present is housing a legit show. Caddo is holding the house for "Hell's Angels" (UA), expected to open in June or July.

Cohan's is only house on Broadway proper holding currently a legit play ("Mendel, Inc."), which is under long-term lease to Warner May 4, when it will revert to its owner, Joe Lebling.

Warner intends building either a 4,000-seat house on the site of the Strand or a picture house in vicinity 2,000 each. That would increase number of WB seats and possibly

Wide Film Is Looking Dubious; Economical Side Big Issue; Engineers Discouraging

Publicity for Sales

Since De Forest has had the spotlight thrown on his patents, sales of his equipment have reached records. One day last week the number of contracts gathered is reported to have numbered 18.

LOLA LANE'S SISTER PAID DIVORCE COSTS

Des Moines, April 29. Guarded with secrecy, Lola Lane secured a divorce on April 18 from C. Mischel Picard, charging extreme jealousy and cruel treatment. Decree granted at Adel, Ia. Married in Haverford, Pa., Dec. 9, 1923. Lola testified her husband's intense jealousy threatened to ruin her career and forced her out of a show. She asked no alimony and paid no part of the trial.

Lola is now on her way to Hollywood to enter pictures and to rejoin her sister, Lola.

Doubtful About Berlin's U. A. Script; May Stage It

Hollywood, April 29. It is said here that the picture Irving Berlin was to have written and directed for United Artists is either postponed or definitely off. Title of the film was "Lucky Break."

Report is that Berlin will now take the script and transcribe it into a show for New York. It may then be converted to celluloid and synchronization.

BIT AGENT QUILTS

Plays Ask \$50 Through Agency, But Book Sells for Stamps

Los Angeles, April 29. United Character Actors' Ass'n, organized six months ago by Major Frank Pease as a clearing house for bit players, blew up when Pease decided there was no money in handling \$15 a day players.

When Pease started his agency he found that almost all bit players classed themselves as \$50 a day actors. When he went to sell them to the studios he was told they worked for anything they could get. Pease had a list of more than 550 players.

Buddy Rogers on L. I.

Hollywood, April 29. Charles "Buddy" Rogers leaves here May 7 for the east, where he will make his first talk at the Astoria plant, "Heads Up," Victor Schertzinger will direct.

Rogers got his start in silents at the Long Island studio.

Marx's Long Walk

At Par's Long Island studios Monday the Marx Brothers commenced their second comedy talker for Paramount.

It is an adapted musical of their latest stage hit, "Animal Crackers." First was "Cocoanuts."

houses in Times Square sector accordingly.

The picture theatres on the main stem have legit opposition to figure in rounding up people to fill the seats existing, besides two vaude houses. Legit are in heart of Times Square, R-K-O's Palace (1,757) and Loew's Santa (3,500). Biggest of two plays pictures, but is not figured as a picture house in company with 18 on big days given that trade label.

With the cold scientific and mathematical knowledge that gadgets and gimmicks will never work and definite proof that the changes will be more revolutionary and exactly twice as costly as sound, the entire picture industry is cooling off on wide film.

In the minds of engineers, familiar with all the ins and outs of the situation, wide film is as far off as television. Not that the mechanical means for giant pictures cannot be perfected, but the tremendous economic angle is proving the barrier.

(1) That all equipment in the studio and the booth must be new and different proportion and arrangement to accommodate the wide aspect projection, booth would guarantee results, the Society of Motion Picture Engineers, to which producers turned over all data for fitting, reveals:

(2) That just a few of these changes in the projection booth alone involve a new pick-up for the sound equipment; and on the projection machine, new magazines, sprockets and apertures, objective lens, shutter.

(3) That projection equipment showing a lower than seventy thousand dollars in cost to the exhibitor.

(4) That new sets, placement of people, and etc, involve practically the shooting of a separate picture for every one made in standard size.

(5) The biggest item in long run cost is expense being the necessity for the producer to charge the exhibitor conservatively three times the amount he is now paying for film.

Two Years Away

So certain now is the Society of Engineers that wide film is at least another two years from widespread in the industry and that the studios are stronger in prophesying a wash-up of the entire idea, at least until third dimension lends itself to the highest priced pictures the entertainment world has ever known, that the subject which was to have been a feature at its national convention next month is not included in the lengthy program.

"No one would want to be placed in the foolish light of talking on wide film when it has retrogressed even from its position of six months ago," says Joseph (Continued on page 11)

ALEX AARONS RETURNS; NO STORY ON COAST

Hollywood, April 29. Alex Aarons will return to New York late this week, without having done a picture, the object of his coast trip.

Understood Fox had no suitable story available, including a musical in New York, Aarons will return to the coast for film production.

Duncans on Concert Tour

Hollywood, April 29. Vivian and Rosetta Duncan will shortly embark upon a concert tour, under the direction of L. E. Ebyner. Girls will do an entire show. Concert will be given as a possible alternative for high-salaried talent, where western vaude and picture house circuits are unable or unwilling to book them.

Picture house generally "commanded" sharing terms on the coast.

Balkans Tire of Both German and U. S. Talkers—Silents Preferred

Belgrade, April 29.

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Inclusion of the German talkers in the showmen's stand is a surprise to the distributors. Explanation seems to be that although most of the Balkan public understands German, the produce from that country is inferior to the American in quality of sound.

They understand English very little, but the fans like synchronized subjects with unrelated songs. Preference for non-dialog subjects pleases the managers, who resent (Continued on page 56)

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Since then they combined to expand the Richebe circuit of 14 de Luxures, and with Monteaux's important backing, they have taken over the Billancourt studios outside of Paris from Louis Nalpas which Gaumont will wire.

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Sono-Art has a new system for handling foreign language duping, selling prints outright to German agents who will do their own duping in German, using the Tobis process. This is part of a deal with Tiffany, Arthur Lasker is being handled by C. O. Weeks, of Sono-Art. Both companies have laid out a producing schedule for French, German and Spanish versions of talkers, working under a patent licensing arrangement with the Tobis group of both companies by Tiffany. Latter will use the disk method, particularly for the German market, working under a patent licensing arrangement with the Tobis group. Sono-Art's outright sale arrangement appears to be another way of covering the licensing angle.

Par Will Dub East For Smaller Film Revenue Abroad

Hollywood, April 29.

Paramount has dumped its decision not to dub. Excess decided to add foreign dialog for countries with business insufficient for straight language production.

First group will be dubbed for full release in Germany, Poland, Czechoslovakia and Hungary. Plan is to have the players chosen for dubbing by consulates of the various countries. Lists of the voices will then be taken on discs and sent to Europe for yes or no.

Dubbing will be done in the east. Pictures chosen for the synthetic voices by German: "My Manchu," "Kibitzer," "Slightly Scarlet," "Sarah and Son," "Lady Lies," "Ladies Love Brutes," "Vagabond King" and "Jaguar." Polish: "The Mighty," "Benson Murder Case." Hungarian: "Halfway to Heaven," "Illusion." Czech: "Seven Days' Leave," "The Virginian."

Spanish and French versions will continue being made direct. Also a few German.

Metro Rep Abroad Takes Issue on Variety Report Of Foreign Dialog Films

Amsterdam, Holland, April 16.

Editor Variety: In "Variety" of April 9 we read an article by your reporter in The Hague.

He says the supremacy of the German and French pictures is a fact. We emphatically oppose this declaration. We can show you with figures the success in The Hague which has been tremendous for such pictures as "Spite Marriage," "Woman of Affairs," "Wild Orchids," "The Pagan," "Broadway Melody" and "Hollywood Revue"—success certainly comparable to those gained by the German pictures.

Repeatedly it appears to us that the communications from your Hague correspondent disclose he has no knowledge of the real situation here, while your Amsterdam correspondent testifies to his correct appreciation of the real trade facts.

F. L. D. Strengholt, (Man. Dir., N. Y. Metro-G.-M. in Amsterdam.

Mr. Strengholt seems to have partly misinterpreted the comments of "Variety's" correspondent in The Hague. In the article cited he rather sought to point out, in connection with an article dealing with American pictures, that in foreign languages that German dialog was gaining over American dialog product.

Story in question had to do with the French-German sound patent alliance. It apparently was the purpose of The Hague correspondent to suggest it might do an injury to The Netherlands market for American pictures.

London Dailies Charging Up to \$40 Inch for Ads in Clash with Exhibs

PALESTINE'S 27

Pictures Unknown to Over 70% of Population; Arabs

Jerusalem, April 14.

Government lists 27 picture houses in Palestine during 1929, with an approximate seating capacity of 16,000. Of these, Jerusalem has 4; Tel-Aviv, 4; Haifa, 3; Jaffa, 2; Petah Tikvah, 2, and Bethlehem, 1.

Trying to estimate the ratio of seats per capita doesn't mean a thing here. The great majority of the Arab peasants and villagers don't know what the inside of a picture house is like, and the Arabs are over 70% of the population.

Of the 27, houses more than 20 are owned and patronized by Jews. Some of the houses, particularly those in the smaller towns and colonies, give only two or three shows a week. No matinee performances except children's shows and in Tel-Aviv during winter. All Jewish-owned houses are closed Friday night and Saturday afternoon.

Schlesinger's U. P. Co's Unsatisfactory Report

London, April 17.

Following the "rule of the show" people who invade England, the United Pictures Theatres, Ltd., an I. V. Schlesinger corporation operating in the suburbs of London, some of which were old-fashioned music halls, is in an unsatisfactory financial condition.

The loss for the year ending Dec. 29, 1928, is \$100,000. Directors report the company had a severe setback last year. Trade profit was (Continued on page 56)

Fire Reaction Abroad

Paris, April 17.

Recent Fathes fire in New York is having far-reaching effect on local studios, and also in Berlin and elsewhere on the continent through more stringent enforcement of fire laws.

Paris police refusing more and more permits to store celluloid in the heart of the city in any quantity. Distributors are locating their film storerooms in the suburbs for ready delivery, but away from official interference.

Newsreels Passed Up

Brussels, April 15.

Belgian exhibitors urged to show local events in the newsreels. As there is no Belgian newsreel, American, French and English shots predominated.

Newsreels are usually screened too fast. They seem to be regarded as stop gaps during change over of audience between two showings of the feature.

British Film Field

By Frank Tilley

London, April 17.

Fox in a jam with exhibitors through hiring legit houses and town halls to road-show "Song of My Heart."

B-K-O Jack Burch says tea time will be the downfall of British film production. Walks about one of those old-world villages where G. K. Chesterton resides, wearing yellow shirt, Alantony trousers and a blue shirt. This is a tolerant country.

Western Electric to date has 700 theaters in the field; around 20% of the effective houses in the market.

Provincial exhibitors asking for revival of Trading Scheme idea. Want to start their own co-operative distribution through their Association owing to high film rental percentages and disk charges.

Garry Allingham, film critic with "Sunday Chronicle," takes over editing of Newsreel company's "London Opinion" weekly May 1. Trade did not expect any enter- (Continued on page 56)

London, April 29.

London exhibitors are in rebellion against the London newspaper advertising rates. They are the highest in the world, reaching as much as \$40 an inch.

West End cinema men are at the moment at the height of agitation of the subject, with a direct conflict between exhibitors and newspapers on the subject of national circulation. The newspapers claim national circulation and base their rates on wide coverage, while the cinema owners insist it is only the local London circulation that attracts Londoners, or at most Londoners and a certain suburban clientele. (Continued on page 56)

CONTINENT SUSPECTS PAR IN TOBIS DEAL

Paris, April 29.

Undercurrent stories in the trade here make it appear that instead of Warner Bros. holding control of the Tobis affair, actual majority possession of stock rests jointly with Warner Bros. and Paramount.

The Warner buy into the Kuechenmehl's stock patents is understood to represent about 45% of stock with the holdings maintained broadly in the interest of the whole American industry, since Paramount is reported to have possession of an additional 10% actual majority resting in neither and control only through the joint holdings of the two companies.

On the Continent the trade is convinced that Warners and Paramount are working in concert to keep the path open to the American industry into the German and Continental markets.

Support is given to this view by the fact that Adolph Zukor, Jesse Lasky and Al Kaufman left Paris for Berlin to see the German situation in Vienna and Budapest immediately following the arrival here of the Paramount president the night before. Their objective is an intimate study on the ground of the German patent situation and the possibilities (Continued on page 56)

Czech's Own Film

Prague, April 17.

Following the Czechoslovakian celebration of the 1000th anniversary of a favored Bohemian saint, Prague has a splendid religious film, costing many millions of crowns, went into production last year, and was world premiered last week at the National Theatre.

The St. Vaclav film's heavy production cost was made possible through government endowment. While it's both a patriotic and religious nature, near to the Czechs, its warm reception elsewhere is dubious. It was not produced with much commercial intent, although the Czech exhibitors are bound to be extraordinarily successful because of the theme.

A prize libretto by Dr. J. Kolár and J. Munklinger, an actor with the National theatre, with music (for the accompaniment; not synchronized) by Oscar Nedbal, famous for his opera, "Polentib," and Jan Kricks, based on early Bohemian songs.

Z. Stepanik of the Vinohrady theatre plays St. Vaclav; supported by Dagny Servaes, Austrian actress; Vera Baranokova, Russian; J. Speer, J. Losokot, Czechs.

Chile Finally Falls

Washington, April 29.

Chile after two top attempts here finally gotten across its first successful showing of a talking picture. The National theatre of the Commerce Department.

Dialog is in English with Spanish translated titles superimposed on the picture.

Result has been orders for seven more American installations with the commerce official reporting that the musical type of picture is the best solution for the market.

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

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Hollywood, April 29.

Paramount has dumped its decision not to dub. Excess decided to add foreign dialog for countries with business insufficient for straight language production.

First group will be dubbed for fall release in Germany, Poland, Czechoslovakia and Hungary. Plan is to have the players chosen for dubbing by consulates of the various countries. Tests of the voices will then be taken on discs and sent to Europe for yes or no.

Dubbing will be done in the east. Pictures chosen for the synthetic voice German, "The Man Called 'Klitzler,'" "Slightly Scared," "Sarah and Son," "Lady Lies," "Ladies Love Brutes," "Vagabond King" and "Jealousy." Polish: "The Nightingale," "Eason Murder Case," "Hungarian," "Halfway to Heaven," "Illusion." Czech: "Seven Days' Leave," "The Virginian."

Spanish and French versions will continue being made direct. Also a few German.

Metro Rep Abroad Takes Issue on Variety Report Of Foreign Dialog Films

Amsterdam, Holland, April 16.

Editor Variety:

In "Variety" of April 9 we read an article by your reporter in The Hague.

He says the supremacy of the German and French pictures is a fact. We emphatically oppose this declaration. We can show you with figures the success in The Hague which has been tremendous for such pictures as "Spite Marriage," "Woman of Affairs," "Wild Orchids," "The Pagan," "Broadway Melody" and "Hollywood Revue"—success certainly comparable to those gained by the German pictures.

Repeatedly it appears to us that the communications from your Hague correspondent disclose he has no knowledge of the real situation here, while your Amsterdam correspondent testifies to his correct appreciation of the real trade facts.

F. L. D. Strengthoff,
(Man. Dir., N. V. Metro-G.M. in Amsterdam.)

Mr. Strengthoff seems to have partly misunderstood the comments of "Variety's" correspondent in The Hague. In the article cited he rather sought to point out, in connection with an article dealing with American talkers, that the German languages, that German dialog was gaining over American dialog product.

Story in question had to do with the French-German sound patent alliance. It apparently was the purpose of The Hague correspondent to suggest it might do an injury to The Netherlands market for American pictures.

London Dailies Charging up to \$40 Inch for Ads in Clash with Exhibs

London, April 29.

London exhibitors are in rebellion against the London newspaper advertising rates. They are the highest in the world, reaching as much as an inch for an advertisement.

West End cinema men are at the moment at the height of agitation of the subject, with a direct conflict between showmen and newspapers on the subject of national circulation. The newspapers claim national circulation and base their rates on wide coverage, while the cinema owners insist it is only the local London circulation that attracts Londoners, or at most Londoners and a certain suburban elite.

(Continued on page 56)

PALESTINE'S 27 Pictures Unknown to Over 70% of Population; Arabs

Jerusalem, April 14.

Government lists 27 picture houses in Palestine during 1929, with an approximate seating capacity of 16,000. Of these, the Arabs are over 70% of the population.

Of the 27 houses more than 20 are owned and patronized by Jews. Some of the houses, particularly those in the smaller towns and colonies, give only two or three shows a week. No matinee performances except children's shows and in Tel-Aviv during the winter. All Jewish-owned houses are closed Friday night and Saturday afternoon.

Schlesinger's U. P. Co's Unsatisfactory Report

London, April 17.

Following the general rule of show people who invade England, the United Pictures Theatres, Ltd., an I. W. Schlesinger corporation and exhibitor of films in the suburbs of London, some of which were old-fashioned music halls, is in an unsatisfactory financial condition.

The loss for the year ending Dec. 29, 1929, is not known, but reports the company had a severe setback last year. Trade profit was (Continued on page 56)

Fire Reaction Abroad

Paris, April 17.

Recent Fathes fire in New York is having far-reaching effect on local studios, and also in Berlin and elsewhere on the continent through more stringent enforcement of fire laws.

Paris police refusing more and more permits to store celluloid in the heart of the city in any quantity. Districts are locating their film storage in the suburbs for ready delivery, but away from official interference.

British Film Field

By Frank Tilley

London, April 17.

Fox is in a jam with exhibitors through hiring legit houses and town halls to road-show "Song of My Heart" and "The Sign of the Cross."

R-K-O Jack Burch says tea time will be the downfall of British film production. Walks about one of those old-world villages where G. Chesterton reads wearing red velvet shoes, Atlantic City plus furs and a blue shirt. This is a tolerant country.

Western Electric to date has 700 theatres wired in this field, around 20% of the effective houses in the market.

Provincial exhibitors asking for revival of Trading Scheme idea. Want to start their own co-operative distribution through their Association of British Exhibitors, with percentages and disk charges.

Garry Allingham, film critic with "Sunday Chronicle," takes over editing of Newman company's "London Opinion" weekly May 1.

Trade did not expect any entertainment (Continued on page 56)

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(Continued on page 56)

CONTINENT SUSPECTS PAR IN TOBIS DEAL

Paris, April 29.

Undercurrent stories in the trade here make it appear that instead of Warner Bros. holding control of the Tobis sound patents, actual majority possessed by the latter, is jointly with Warner Bros. and Paramount.

The Warner buy into the Kuehnen-Tobis patents is understood to represent about 45% of stock with the holdings maintained broadly in the interest of the whole American industry, since Paramount is reported to have possession of an additional 10% actual majority resting in neither and control only through the joint holdings of the two companies.

On the Continent the trade is convinced that Warners and Paramount are working in concert to keep the path open to the American industry into the German and Continental markets.

Support is given to this view by the fact that Adolph Zukor, Jesse Lasky and Al Kaufman left Paris Saturday night for Vienna to Berlin, Vienna and Budapest immediately following the arrival here of the Paramount president the night before. Their objective is an intimate study on the ground of the German patent situation and the possibilities (Continued on page 56)

Czech's Own Film

Prague, April 17.

Following the Czechoslovakian celebration of the 1000th anniversary of the birth of St. Svatopluk, a stupendous historico-religious film, costing many millions of crowns, went into production last year, an "awful" premier last week at the Adreks theatre in Prague.

The St. Vaclav film's heavy production cost was made possible through government endorsement. Will be the Czech exhibition day religious production near to the Czechs, its warm reception elsewhere is dubious. It was not produced with much commercial intent, although the Czech exhibitors are bound to be extraordinarily successful because of the theme.

A prize libretto by Dr. J. Kolár and J. Mankinger, an actor with the National theatre, with music (for the accompaniment; not synchronized) by Oscar Nedbal, famous for his opera, "Polubuk," and Jar. Krickes, based on early Bohemian songs.

Z. Stepank of the Vinohrady theatre plays St. Vaclav, supported by Dagny Serwies, Austrian actress; Vera Sarskova, Russian; J. Speerger, J. Loskott, Czechs.

Chile Finally Falls

Washington, April 29.

Chile after two top attempts has finally gotten across its first successful showing of talking pictures. Export to the motion picture division of the Commerce Department.

Dialog is in English with Spanish translated titles superimposed on the picture.

Result has been orders for seven more American installations with the commerce official regarding the musical type picture is the best solution for the market.

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.

Roxy Shows Difference in 2 Wks. Of \$75,500—Holy Wk., \$59,800, and Easter Wk., \$133,300—\$2 Short Runs

Earst week failed to live up to its billing as the reliable big-grossing period of the spring. It restored the faltering pulse of the Broadway picture...

Comparative Easter Wks. Table with columns for year (1929, 1930) and rows for Capitol, Colony, Paramount, Rialto, Roxy, Strand.

'High Society Blues' hit \$133,300, excellent total for the Roxy. The presents the outstanding feature of a theatre on successive weeks having a \$75,500 difference...

Since the winter Broadway picture palace has quietly, as such maneuvers are always accomplished, boosted their week-end scale. Extended run houses, including Rialto, Rivoli and Winter...

Estimates for Last Week: Astor—'The Rogue Song' (Metro) (\$1-\$2.50) (4th week)... Capitol—'Eye and Eye' (Metro) (4th) (\$1-\$2.50) (1st week)... Gaiety—'Journey's End' (T.M.) (\$1-\$2.50) (4th week)... Globe—'The Cutcoats' (Radio) (1,065; 35-50-75)...

BOSTON LAYS OFF \$2 TOP 'JOURNEY'S END'

'Journey's End' finished a film news here last week, but it wasn't so nice. The picture did not get over so well. Reason believed to be lack of love interest and no attraction for the femmes.

Other Boston houses were average. Loew's State had a fairly good week, making \$29,000. 'Ladies Love Brutes,' at the Met, did only \$38,900.

Estimates for Last Week: Majestic—'Song of My Heart' (\$1-\$2.50) (\$1-\$2.50) (4th week) before \$49,000. Light. Met (Public) (4,280; 50-75)...

'MAMMY' SO-SO IN ST. L.; FREE AND EASY \$13,900

St. Louis may have had too much of Al Jolson. That's what Skouras, in interpreting the reception of his 'Mummy' at the Missouri last week. His newest treat...

Estimates for Last Week: Ambassador (2,000; 35-50-75-75) 'High Society Blues,' winner, good start and kept going. F. & M.'s 'Sisters' set away \$18,000, new high for 1930.

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Rivoli—'Puttin on Ritz' (UA) (2,900; 35-50-75) (2d) (2nd week)... Par—'Puttin on Ritz' (UA) (2,900; 35-50-75) (2d) (2nd week)... Par—'Puttin on Ritz' (UA) (2,900; 35-50-75) (2d) (2nd week)...

Advertisement for TOC H BALL RMX Berengaria featuring an image of a ball and text.

FELLOWSHIP The Prince of Wales and many other internationally prominent people are supporters of the TOC H SHIP'S BOYS CLUB...

All-Sound Flops; Par., Portland, Resumes Music

Portland, Ore., April 29. Publix has finally rejected its all-sound policy in the northwest and will stage banding shows.

Estimates for Last Week: Broadway (Fox) (2,000; 25-60) 'High Society Blues,' winner, good start and kept going. F. & M.'s 'Sisters' set away \$18,000, new high for 1930.

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BKLYN CHILLY BOTH WAYS Par as Usual Leads—Albee with 'Framed,' \$26,000

Brooklyn, N. Y., April 29. Quite cold. Biz only pretty fair. Parom led average quality.

Short on Golf Held Over in Denver; Tabor's Industrial Lobby Expo.

'MAMMY' NOT DRAWING LIKE JOLSON'S 1ST FILMS

Newark, N. J., April 29. (Draw pop. 700,000) Weather—Fair and cold Easter week boosted the totals in the Warner houses. 'Money' at the Branford, is exactly the type picture for this house and proved it by beating Jolson at the big Mosque by \$6,000.

Estimates for Last Week

Branford—(WB) (2,350; 30-50-75) 'Honey' (Par). Sweet as the title, \$25,500. Capitol—(WB) (1,200; 15-25-50) 'Song of West' (WB). Biggest in week \$7,800.

Met Opera at Fox, Wash., Gave 'Montana' \$27,300 At Palace, Wash.—Record

Washington, April 29. (Drawing Population 500,000) Weather: cold and fair

With the Fox going grand opera last half of week complications developed. Out of the proceedings the Palace business is previous high with 'Montana Moon.'

Estimates for Last Week

Columbia (Loew) —'Puttin on Ritz' (UA) (1,232; 35-50) \$14,000; Earl (Warner) —'Snow Girl' (FN) (2,244; 35-50). Finished about two grand old musicals \$27,300.

Moss Buys Jamaica House

E. S. Moss has bought the Shubert, Jamaica, L. I. The house has been on the market for two years since shown stopped playing there.

Denver, April 29. (Drawing Population 400,000) Weather: fair 'High Society Blues' made the box office busy at the Aladdin—so held over. A short, 'Match Play,' golf comedy, received a heavy publicity and word of mouth advertising that golfers came in large numbers...

Estimates for the Week

Huffman's Aladdin (1,500; 35-50-75) 'High Society Blues' (Fox). Holding over; \$11,000. Tabor (Bennett) (2,350; 20-40-60-75) 'Spring Is Here' (P.N.). Sixteen weeks; \$47,000.

1ST RUN HOUSE NOW 25c; HIGH-SCALED 2NDS KICK

Kansas City, April 29. Midland—(Loew) —'Lella Hyams Mainstreet'... Billie Dove Newman... Mary Astor... Florence Reed Shubert...

Estimates for Last Week

Loew's Midland—'The Girl Said No' (M-G-M) (1,400; 25-35-50-60). William Haines put over this one for chuckles. Stage show played with the house, based on the success, \$17,500.

Estimates for Last Week

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Estimates for Last Week

Hobart Henley, who returned here after an absence of two years, has made a return to Warner Brothers' to direct 'Captain Applejack.'

Break Hits Film Stocks

erated its own overnight condition by its own spectacular character. How long the recession would continue and how far it would go was anybody's guess. Certainly the complete day yesterday gave no hint of its probable extent. There was comfort, however, in the feeling that practically all the theatre stocks were getting down to a level at which they should look attractive to buyers and bring in a very large bull element that had been standing aside during the high levels of the market attended by surrounding uncertainty.

In the special case of the theatre issues, high prices probably had over-discounted the brilliant first quarter income reports, but on the sharp setback, those earnings statements ought to be regarded as a negative again on the constructive side. Movements of Shubert and Pathe had small significance. Both issues after their long lagging course, at extremely low levels are tightly held and cliques could work them about pretty much at will. Shubert did rather well on the ticker yesterday, low just above its own low, and Pathe going back from around 17 1/2 to a bottom for the session of 14 1/2, both of which prices, of course, being well above the levels of some weeks ago, although down from the top of early last week.

Monday's Setback The amusement group picture at the week end was extremely puzzling. Twenty important stocks and allied issues were net up Saturday, 819 points, with 15 important stocks marking new high points at one time or another during the preceding six days. Five other issues declined an aggregate of 7 1/2 points during the same time. A remarkable part of the situation was that the reactionary stocks were none other than Paramount, Warner Bros., both of which fell back to new lows on the movement from early March. Paramount's last week bottom was 70%, and Warner Bros., 71.

Both stocks neared through their old resistance points late Monday, when all the other amusements were making a valiant stand against bear pressure. The Monday close Paramount, which has defended a bottom above 70 for 10 days, went off sharply to a new low at the bottom, and Warner, which until then looked "pegged" on the line of 71, broke through that level and finished near that level.

"Tonic Reaction" The reaction in the market has been going on since mid-week was looked upon by the Street as desirable for the ultimate good of the market. Monday's climatic decline was believed to have shaken out a good deal of rather weakly held long stock and at the same time clearing up a sized short account which might be depended upon to cushion the price structure upon a further advance. Chart students have said for a fortnight that the amusements needed a setback after a run of over a month's advance and the Street seems to coincide with that view. Special considerations apply to the coterie of stocks surrounding Fox. The new financing is still fresh in mind and its merits presumably have been discounted as the process of being discounted. Stock's sponsorship probably is content to let this process run its course, but on taking an aggressive stand on the course of prices. Fox "A" gives evidence of class and dominance in narrow movements over an area between 52 and 67 before it goes into a new range. Many investors who have been seen anxious to press the issue.

General Theatres is about to market a new issue of long term bonds to \$33,000,000, and in order to make them attractive is virtually compelled to maintain the price of its stock somewhere above 48. Bonds have the privilege of conversion into stock at the discretion of the holder of stock for each \$1,000 of bonds. That puts parity at 48% for the stock, and it is interesting to observe to hold at or better than that level in the interest of the bonds. Conversion privileges, becoming effective Jan. 1, 1931. Trading is now going on the Curb under a "when issued" arrangement, with the bonds turning over at a price of better than 101, compared to the subscription price of 99 1/2. In the case of R-K-O, Monday's moderate retreat might be attributed to the usual selling on the announcement and it is not as unexpected. During the recent boom in R-K-O much was made of the fact that there was impending a statement for the first quarter of 1930 which would make a surprising disclosure of improvement. The state-

ment came out Monday and was all that had been promised.

R-K-O's big jump Current operating profit made a remarkable showing in comparison with figures for the same three months of last year. The profit for the period just passed being practically equal to net for the entire year of 1929. Figures from the operation Jan. to March 31, 1930, \$2,030,902, compared to \$668,205 for 1929 and \$712,648 for the entire year of 1929.

Net profit after taxes and preferred dividends for 1930 quarter was \$1,607,632, compared with 1929 quarter of \$384,749 and for the entire year of 1929, \$1,693,564. Per share available for common stock for same periods in same order is \$3.89 cents, 2.08 cents, and 80.24 cents.

More eloquent yet are the items designated as "provision for federal taxes," which appear as follows: For the Jan.-March quarter, 1930, \$1,021,818; for the same quarter of 1929, \$200,000, and for the entire year 1929, \$500,000.

Low Profits Big At the same time the statement was issued covering the 28 weeks ending March 14 of Loew, showing a net profit, after depreciation and taxes, of \$2,843,942, compared to \$2,531,519 in the same period of 1929. Operating profits for the same periods were \$1,839,972 and \$1,876,827. Showing also bears out promises already made and which played a large part in the closing of the stock from 44 or so late last year to recent top of 91.

It may be assumed that improved profits in both cases were amply discounted before they came out, but their position on this point, the R-K-O was reported a purchaser of the control, but denied it promptly. Warner Bros. did the same thing. Shubert-Warner story was circulated again but was not accepted. Stock held most of its gains under Monday's setback.

Pathe late week zoomed to better than 18 for the "A" and 9 for the common in another mystery move. R-K-O was reported a purchaser of the control, but denied it promptly. Warner Bros. did the same thing. Shubert-Warner story was circulated again but was not accepted. Stock held most of its gains under Monday's setback.

Technical color continued its recent irregularity, steady around 72 and supplement the 30-center for the first quarter, showing net before taxes of \$676,689, compared with \$101,730 gain more than 500%. Report gave the additional information that 19 new Technicolor cameras "said to be the largest individual camera contract in the history of pictures"—had been ordered to meet in Toronto yesterday (Wed.). Company reports it will have 50 cameras available for studios in a few months.

Minority stockholders in Famous Players of Canada were scheduled to meet in Toronto yesterday (Wed.) to form a protective association pledged to oppose any merger plan of Paramount in Ontario in Canada, however, seems to be the deal will go through. Warner Bros. made a third and final offer to remaining stockholders of Stanley Co. of America on Monday last, offering to buy the stock expiring May 31. Stanley, which had been shifted to the Stock Exchange last week, kept pace with Warner Bros. in small deal, there being but a small amount of Stanley stock still outstanding.

Summary for week ending Saturday, April 29, 1930. STOCK EXCHANGE. High, Low, Last, Chg. N.Y. 207 179 170 -18, -1/2. Sales, Issue and rate.

CURB. High, Low, Last, Chg. 24 24 22.00 Columbia Pict. 64 46 49 1/2 -10. 100 100 1.00 Nat. Sec. 100 94 94 1/2 + 1/2.

ISSUES IN OTHER MARKETS. All Quoted for Monday, Produce Exchange, N. Y. 62 91 91 +.



MAVRY EDWARD CHANEY and FOX

"Dancing Stars of Two Continents" Doubling Month of April "URA" Picture Theatres, Alkazar Kabarett Hamburg, Germany.

Direction-Fosters' Agency, 32 Shaftesbury Ave., London, New York-William Morris.

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CURB. High, Low, Last, Chg. 24 24 22.00 Columbia Pict. 64 46 49 1/2 -10. 100 100 1.00 Nat. Sec. 100 94 94 1/2 + 1/2.

RITZ TO RECORD IN MONTREAL AT \$18,000

Montreal, April 29. (Draw Pop, 600,000) Weather-Gold and snow.

Princess got lead for first time, with a score of "Puttin On Ritz." Twenty percent lower prices than balance of big houses made up by queues and gave turn-away biz first three nights, \$18,000; record for Princess.

BUT 2 BRIGHT SPOTS IN PHILLY EASTER WIK

Philadelphia, April 29. Traditional boom in Easter Week business caused the usual Lenten slump did not materialize as expected.

BAD WEATHER IN TORONTO HURT BIZ

Toronto, April 29. (Draw Pop, 800,000) Weather-Gold Pair pictures and good vaude kept spring grosses average last week.

Loew's (2,200; 30-60) "Montana Moon" (M-G-M), Joan Crawford starred and helped week for \$13,500.

TOPEKA'S OFF WEEK

Topeka, April 29. Rain and cold held down grosses this week. Opposition strong in a couple of outside weeks.

JUDGMENTS

Dernest & Lohmeyer, Inc.; Rose-Marie Co., 332 St. Light Amusement Park Co., Inc.; \$2,649 (Bronx).

'Tree and Easy' \$28,000, 'Big for Fisher, Detroit; 'Society Blues,' \$59,500

Detroit, April 29. Business was generally good, Fox led at \$69,000 with "High Society Blues."

Business was generally good, Fox led at \$69,000 with "High Society Blues." Picture didn't get into the real money till after Sunday but had standees all week.

2 STATE-RIGHTERS AND 1 WESTERN GET BREAK

Baltimore, April 29. (Draw Pop, 200,000) Weather-very cool Exceptional film-fare and winter temperatures offset grand opera picture week.

'SOCIETY BLUES' H. O. IN BALTO AT \$17,000

Baltimore, April 29. (Draw Pop, 200,000) Weather-very cool Exceptional film-fare and winter temperatures offset grand opera picture week.

Loew's (Loew, Stanley-Crandall) "Son of Gods" (3,800; 28-50) Good after-Lent intake, but not up to "Scarlet Sashes" as b. o. proposition.

Tacoma's Best, \$7,100

Tacoma, April 29. (Drawing Pop, 125,000) Weather-very good Blue House went into 2d week with "Ingrai" to good biz.

ESTIMATES FOR LAST WEEK

RKO-Pantales (1,900; 25-50) Good. Western Ladies' (Bald) \$7,100. Blue House (Hamrick) (650; 25-50) Good 2d week.

CONCEDED THE GREATEST PICTURE OF ALL TIME

Tiffany's

JOURNEYS END

BROKE EVERY RECORD ON BROADWAY DURING HOLY WEEK

PLAYED TO STANDING ROOM ON GOOD FRIDAY - HUNDREDS TURNED AWAY

OPENING as a SUPER ROAD SHOW SPECIAL at the

Tremont Theatre, Boston, April 22nd
Mayan Theatre, Los Angeles, April 10th
Shubert Theatre, Detroit, April 27th
Grand Theatre, Cincinnati, May 4th

Also Chicago, Baltimore, Cleveland,
Pittsburgh, Kansas City, St. Louis.

Opened Tivoli Theatre, London, England,
April 14th

From the Play by
R. C. SHERRIFF
(Produced by Arrangement with Maurice Browne)
Directed by
JAMES WHALE
Continuity by
Joseph Moncure March
With
COLIN CLIVE
(Special Permission of Maurice Browne, Ltd.)
Ian Maclaren
David Manners
Anthony Bushell
Billy Bevan
Charles Gerrard
and others
A Tiffany-Caisborough Production
ALL-TALKING
Recorded by RCA Photophone

TIFFANY PRODUCTIONS INC.

729 SEVENTH AVE.

NEW YORK CITY.

THRILLING! GAY! ALLURING!
ZOOMING HIT HURL

San Francisco Press Raves Over Latest Marvel of Talking Screen

"Lillian Gish scores an outstanding success in her talking debut. Of equal importance is that 'The Swan' in its audible film form is particularly fine entertainment. It is a story which will appeal to the romantic of all ages. Its beauty of scene will delight the eye of the artistic. The glamor and grandeur of its settings will intrigue lovers of the magnificent. Its very excellent dialog will appease the veriest stickler for quality in that regard. Its fine enactment by a carefully and well chosen cast will find the utmost favor with the meticulous. Lillian Gish is an entrancing Alexandria. All the charms and graces and that certain wistfulness which made her so great a favorite in the silent drama are here in evidence, together with a well modulated

speaking voice that is used most effectively." —NEWS

"Lillian Gish Wins Talkie Honors in 'Romantic Night'! It is a long step—and she takes it triumphantly—from the misty-eyed, languorous type of roles. She becomes a more buoyant heroine. Her voice is sweetly resonant. A newly revealed laugh and vivacious manner. Conrad Nagel is delightful as the tutor, Rod La Rocque displays a good voice and an excellent performance. It is fine entertainment, with flawless acting against a scenic background of lavish beauty." —CALL-BULLETIN

"Acted by a high-power cast, the spirit of the original play and much of its most significant dialogue have

been faithfully preserved. Lillian Gish is remarkably well cast and acts with intelligence and restraint.

Marie Dressler is happily cast and does excellently. Much credit is due Paul Stein; he has done his work with intelligence and feeling, and has made of 'The Swan' more than I imagined could be made of it a talking picture." —EXAMINER

"An exquisite picture. The spirit of that lovely creation has been preserved. Lillian Gish's diction is excellent, her laugh a delight. She is warm and sweet and lovely. Stein has managed to veil his story delicate beauty, tender and dainty and affecting. Romance simmers through its scenes. Rod La Rocque looks splendid and acts with much passion. Conrad Nagel makes the tutor a very likeable and handsome man. Marie Dressler does wonderful and O. P. Heggie is admirable." —CHRONICLE

LILLIAN GISH

in her first talking picture

"ONE ROMANTIC NIGHT"

ROD LA ROCQUE

WITH

CONRAD NAGEL

MARIE DRESSLER

O. P. HEGGIE

Presented by Joseph M. Schenck

Directed by Paul L. Stein

Based on Ferenc Molnar's Stage Hit "The Swan"

Supervising Producer: John W. Considine, Jr.



LILLIAN GISH



ROD LA ROCQUE



CONRAD NAGEL



MARIE DRESSLER

SMART! TANTALIZING! BRILLIANT!
A CHALLENGE TO ALL

**Wonder Film Defies!
 Record-Smashers!**



**AN AMAZING ROMANCE
 AS MODERN AS BROADWAY**

IT'S THE LAST WORD
 In Screen Entertainment

BUILT FOR EXPLOITATION

Your Press Book Offers Material Galore
 to Crash Through to Capacity Houses

PRIMED FOR ALL-TIME PEAK HIGHS



O. P. HEGGIE

A Thumping Good
 Business Awaits
 Showmen Giving It
 a Smash Send-Off

Here's a picture that bids for the highest box-office honors. With a great cast of big stars, it brings to eager millions the talking voice of the beloved favorite of "The Birth of a Nation," "Way Down East," "Broken Blossoms," and "The White Sister." "One Romantic Night" offers you guaranteed entertainment and audience satisfaction being based on New York's stage sensation "The Swan," by Ferenc Molnar. Everybody's interested in the new, the smart, the daring spirit of love today. That's what you give your public in this smash attraction. Book it NOW!

UNITED ARTISTS PICTURE

◀◀◀ THE MARK  OF MERIT ▶▶▶

COLUMBIA *delivers*

SMASH *after* SMASH!

"LADIES OF LEISURE"

WITH
BARBARA STANWYCK LOWELL SHERMAN
RALPH GRAVES MARIE PREVOST

A FRANK CAPRA PRODUCTION

Held Over from Coast to Coast



THIS IS
COLUMBIA'S
YEAR—ONE
BIG SUCCESS
AFTER ANOTHER
PROVES IT—HERE
ARE THREE
PICTURES THAT
WILL SELL
TICKETS FOR
YOU

THE FUNNIEST PAIR ON THE SCREEN

GEORGE SIDNEY AND CHARLIE MURRAY IN "AROUND THE CORNER"

WITH JOAN PEERS and LARRY KENT—DIRECTED BY BERT GLENNON



SHOW THEM!

"SOLDIERS AND WOMEN"

WITH
AILEEN PRINGLE
AND
GRANT WITHERS

Powerful Drama of
Soldier Life in Haiti

DIRECTED BY EDWARD SLOMAN



Talking Shorts

LAUREL and HARDY
"The Brats"
Comedy
28 Mins.
Capitol, New York

Roach
About the best thing the Laurels...
Stanley and Oliver play dual roles...

As kiddies the comics are best...
One attired in Lord Faversham rig...

"YAMEKROW"
James P. Johnson
Singing
10 Mins.
Hollywood, New York

To great an effort to be futuristic...
"Yamekrow," by James P. Johnson...

Entire short photographed in semi-darkness...
"Hello Baby"
Revue in Color
20 Mins.
Strand, New York

"HELLO BABY"
Miss Ann Pennington
Revue in Color
20 Mins.
Strand, New York

One of the last shorts directed for Warners by Bryan Foy...
Action opens in a nite club...

As to appearance, cuteness and grace...
"Blowing Bubbles" (song cartoon)
22 Mins.
New York, New York

Technical numbers make a good flash...
"Blowing Bubbles" (song cartoon)
22 Mins.
New York, New York

"Blowing Bubbles" (song cartoon)
22 Mins.
New York, New York

Boy, hardly 14, with a decided talent...
"Blowing Bubbles" (song cartoon)
22 Mins.
New York, New York

When briefly attempting to sing...
"Blowing Bubbles" (song cartoon)
22 Mins.
New York, New York

Scott Darling, screen treatment for "Snowbound"...

Program Layouts

(Sample of all sound programs, as arranged by some key city theatres...)

HARDING, CHICAGO (Week May 2)
News, Money, Money, Organ, Honey, Love Parade, Cannibal Capers

NORSHORE, CHICAGO (Running Time, 148 Mins.)
News, Organ, Love Parade, Cannibal Capers

(Running Time, 148 Mins.)
News, Organ, Love Parade, Cannibal Capers

(Running Time, 137 Mins.)
News, Moonbrides Wedding, Organ, New York Nights

TOEK, CHICAGO (Running Time, 128 Mins.)
News, Moonbrides Wedding, Organ, Only the Brave, Scotch

SENATE, CHICAGO (Running Time, 143 Mins.)
News, Moonbrides Wedding, Organ, O'Hagen & Kellys in Scotland

(Running Time, 15 1/2 Mins.)
News, Paper Hangers, Organ, Brats

UNITED ARTISTS, CHICAGO (Running Time, 112 Mins.)
News, Blowing Bubbles, Unwritten Law, Be Yourself

"HONEYMOON ZEPPELIN"
Comedy
22 Mins.
New York, New York

One of the Mack Sennett series...
"Blowing Bubbles" (song cartoon)
22 Mins.
New York, New York

Case scene is embellished with drum imitation...
"Blowing Bubbles" (song cartoon)
22 Mins.
New York, New York

Henry R. Miller, "Little Accident"
Wheeler Oakvale, Arthur Hoyt and Raymond Backett

Dale Fuller and Joan Blondell, "Giltie Willy," WB.

"EVOLUTION"
Novelty
14 Mins.
Hollywood, New York
Vitaphone No. 1022

Although this was apparently made as dedicatory and as short for opening of the new theatres...

Several of the shots have been in before, but silently...
"Getting a Raise" with Lucien Littlefield

"GETTING A RAISE" with Lucien Littlefield
Comedy
12 Mins.
Strand, New York

This is Episode One of a contemplated series based on J. McEvoy's "The Daily"...

Opens with Pa Potter trying to get shaved in a bathroom which is a thorough farce for the entire family...

"First evidence of smartness is when Pa begins to recite his credo: 'I am invincible...'"

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"First evidence of smartness is when Pa begins to recite his credo: 'I am invincible...'"

Hollywood was being increasingly disposed of serious industry apostles of 'service' who can their employees instead of saying it with dough...

Mr. Littlefield as Pa Potter will presumably be called upon to carry the major burden in the series...

Others in cast include Lucille Ward, Mary Hutchinson, Billy T. James, and Dot Farley...

GIOVANNI MARTINELLI
"Celeste Aida"
Singing
10 Mins.
Hollywood, New York

Martinelli as sweetie-toe series...
"Celeste Aida"
Singing
10 Mins.
Hollywood, New York

"Celeste Aida" is a little affected and to be general run of film audiences, face that low-down ridiculous...

R. W.Neill to direct "Just Like Heaven," Tiff.

Miniature Reviews

"The Cuckoos"—Radio Pictures. Sure fire through its low...

"Double Cross Roads" (Fox).—Fair underworld melodrama minus on romantic...

"The Golden Calf" (Fox). Mildly entertaining love story, with good story direction...

"Crazy That Away" (Fox). Clearest comedy excellently made and way above average...

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even while the audience does not consciously know why...
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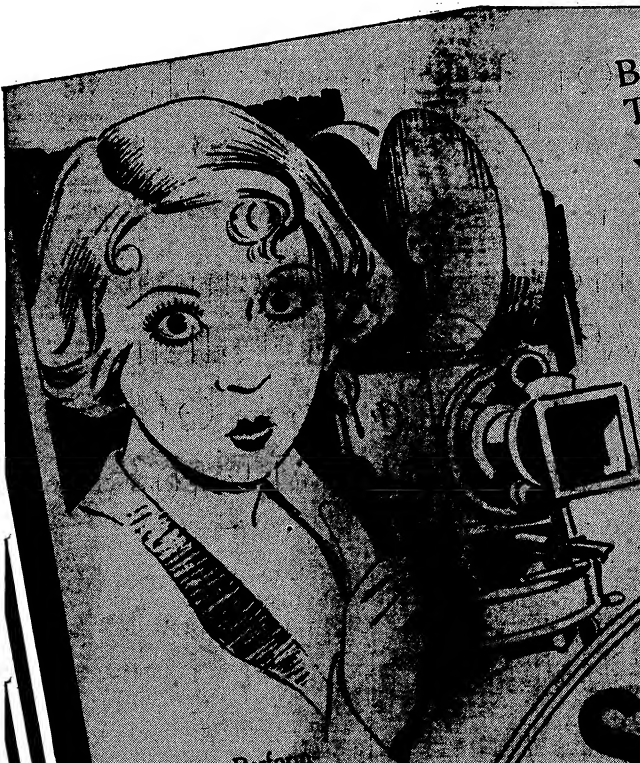
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(Continued on page 35)



BEGINS
TODAY

Your chance of a
lifetime to see —

Why girls leave home
for Hollywood.

What it takes to be-
come a star.

Private lives of screen
favorites exposed!
Where they live!
Where they play!
Where they dine!

Real Hollywood pre-
miere with all the
stars in attendance.

Continuous Perform-
ances Beginning at 10
A. M. Midnite Show
Every Nite. (Smoking
in Balcony)

A FIRST NATIONAL
& VITAPHONE
with TECHNICOLOR

SHOW GIRL IN HOLLYWOOD

Replica of N. Y.
Newspaper Ad
used in advance
of Winter Garden
Engagement



Vitaphone is the registered trade mark of
The Vitaphone Corp. designating its products

Everybody goes
to the Winter
Garden these
days. Roadshow
pictures at
popular prices.

J. P. McEvoy's Dixie Dugan story with
ALICE WHITE
JACK MULHALL, FORD STERLING,
BLANCHE SWEET, JOHN MILJAN
Directed by Mervyn LeRoy

IN THE NEXT
TWO MONTHS

FIRST NATIONAL

Broadway Is On Its Toes! "Show Girl In Hollywood" Opens At The Winter Garden This Friday! Big Campaign On "Hollywood Romance" Angle Has The Whole Town Talking! Just An Example Of The Box-Office Dynamite In This Exploitation Natural!



▲ ▲ Sensation of All Sensations at Warner's Hollywood Theatre. Set for \$2.00. Showing at Warner Bros. Theatre, Broadway. Opening May 6

AL WILL RELEASE THE FOUR MIGHTIEST PICTURES THE INDUSTRY HAS EVER SEEN

Samples of Theatre Advertisements for General Information

How Houses Bill Talkers

As a weekly piece of information hereafter, "Variety" will reproduce a page of advertisements in this manner from the current week's announcements throughout the keys of the country.

Frequently advertisements in the dailies are framed by the local house staff. More often they are reproduced from the distributor's press sheet for the picture.

This sort of information is aimed more at the smaller towns than anywhere else; those towns that do not see a grouped display of this character.

Nothing new in the idea. Nearly all press departments compile the weekly display as all over in the same way, but to have them collated on a single page and see all in a glance may be of some use in conveying a suggestion to the small-town showman looking for a different way and manner of billing.

Vaude bills.

Attention might be attracted here to two announcements: one of the Balaban & Katz boxed houses in Chicago, with each a straight picture policy, while the other is Fay's, Providence, playing vaudeville.

It will be at once noted that Fay's is not hiding its vaudeville stage attractions under a general heading of "Vaudeville," but listing each act to give it some prominence, at least. The ad brings out its headliner in display to the feature talker.

The illustrated ads when the illustrations are in vaudeville, as with Jolson's "Mammy" in the Buffalo excellent and the Whiteman head for "King of Jazz" at Detroit, are examples of the worth of that sort of a flash in either large or small space.

These reproductions were selected at random from the dailies in the last week. No set lot of cities will be followed, but the ads printed for the best information, such as may be contained in the street ads in KANSAS CITY, where Blackstone, mentioned, is evidently ranked by the theatre with pulling power equal to the picture, "Spook Night," if not more so.

Reproductions of Theatre Ads in Various Cities, as Indicated

The collage contains numerous theatre advertisements from various cities:

- CHICAGO:** SHERIDAN (The Set Backs), MONROE (The Set Backs), TERMINAL (Rainbows), MIDWEST (The Set Backs), PORTAGE PK. (The Set Backs), COMMERCIAL (The Set Backs), CROWN (The Set Backs), SIDE UP (The Set Backs).
- NEW YORK CITY:** EMBASSY (The Set Backs), NEW THEATRE (The Set Backs), CLEVELAND (The Set Backs), NVA JUBILEE (The Set Backs), LOEW'S (The Set Backs), ALLEN (The Set Backs), KITZ (The Set Backs), AU (The Set Backs), SALLY (The Set Backs), NEW YORK CITY (The Set Backs), BUFFALO (The Set Backs).
- PHILADELPHIA:** ONLY A BAY'S BORE (The Set Backs), JOHN McCORMACK (The Set Backs), SONG OF MY HEART (The Set Backs), FOX LOCUST (The Set Backs).
- KANSAS CITY:** RKO MAINSTREET (The Set Backs), SPOOK NIGHT (The Set Backs), BLACKSTONE (The Set Backs), BILLIE DOVE (The Set Backs).
- PITTSBURGH:** RKO SHERIDAN SQUARE (The Set Backs), DAVID BELASCO (The Set Backs), LADIES OF LAURE (The Set Backs).
- ST. LOUIS:** JANET GAYNOR (The Set Backs), CHARLES FARRELL (The Set Backs), HIGH SOCIETY BLUES (The Set Backs), BERT FROHMAN (The Set Backs), MANILA BOUND (The Set Backs), FOX (The Set Backs).
- DETROIT:** PAUL WHITEMAN (The Set Backs), KING OF JAZZ (The Set Backs), FRIDAY AT THE STAIR (The Set Backs).
- Other Cities:** BOSTON (Jolson Mammy), WASHINGTON (Captain of the Guard), NEW YORK CITY (Hold Everything), TOPEKA (The Set Backs), NEW YORK CITY (The Set Backs), SEATTLE (The Set Backs), PORTLAND (The Set Backs), NEW YORK CITY (The Set Backs), BALTIMORE (The Set Backs), PROVIDENCE (The Set Backs), LOS ANGELES (The Set Backs), CHICAGO (The Set Backs), DENVER (The Set Backs), BUFFALO (The Set Backs), SPANISH EMPRESS (The Set Backs), CHICAGO (The Set Backs), CHICAGO (The Set Backs), CHICAGO (The Set Backs), CHICAGO (The Set Backs).

A similar page of Assorted and Reproduced Theatre Ads will appear weekly in "Variety"

Exploitation and Press Stunts

the layout, natives thought the Prince of Wales must be in town.

Behind the Keys

Milwaukee. Immense railroad train was arranged by R-K-O for week of Three Doctors (air act) appearance at the Riverside here.

Chicago. Atwater Kent radio people have entered triple national tie-up with M-G-M and B. & K. on "The Rogue Song" and loudspeaker.

Chicago. Radio company is going into the thing with pageant and ball. Prizes will be cups and broadcasting contracts.

Chicago. B. & K. execs are stocking up with groceries and won't ever have to buy if the lobby gets their Union Artists is showing off coffee and giving liquid samples.

Reading, Pa. All Manager Paul E. Glass needs for Astor theatre is a star. With Nick Lucas singing in person from the stage and giving away autographs.

Fort Wayne, Ind. R-K-O Palace sponsored "Sex Appeal Week" in conjunction with appearance of "Good Girl."

New York City. Charlie Einfield and his band has devised a simple attractive sort of puzzle until read.

New York City. Manager Henry Kaufman of the R-K-O Embassy played up "No, No, Nanette" in good style, arranging for local tea house scene during intermissions on balcony.

Milwaukee. The Carla Torney girls are Milwaukee's own who have been dancing together for about three years.

Wisconsin. Katz got each merchant to boost one girl display her picture in his window.

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Minnesota (Public) bring up with local sporting goods house, is staging a "golf show" as a lobby attraction for the local public houses.

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Sal Lake. Helen Garrity is the new publicity chief for the local public houses and comes from a brilliant newspaper career with the Salt Lake "Telegraph" where she worked in a few years, from classified ad counter attendant to feature writer and literary page editor.

Ottawa, Can. Famous Players Canadian Corp. has closed for the local public houses in Port Hope, Ontario, to replace the Royal theatre, the license for operating was cancelled by the Ontario Government because of structural shortcomings.

San Francisco. Stanley Brown brought here from Milwaukee by Public to succeed Nat Holt as manager of the California theatre.

Springfield, Ill. The Senate theatre, closed since the Garoff stock company left it, has been reopened with a policy of three vaudeville acts and talking picture. Bill changes twice a week.

South Norwalk, Conn. Public Indus. Express and Regent here and will operate them in opposition to the town's other theatres leased last fall by Warners.

Connecticut Mutual Realty Corp. leased Express and Regent for 2 years for an aggregate amount of \$1,330,000 to Public. Theatres operated for six months by P. and Mrs. Charles Vuono of Stamford, who have leased their two Stamford theatres, Palace and Strand, to Public for 15 years. That deal also won in effect.

These four theatres are the first that have been reopened since whose population is one-fifth of all Connecticut. Warner Brothers have six houses and Fox has one.

Bucyrus, O. Theatre battle loomed in town of 7,000. Bucyrus Theatres Co., which already operates two houses here, has bought a new building, new 1,000 seater on site of present Hipp, to open Sept. 1, John Seifert, Dayton, O., finally closed Colonial for new building 1,600-seater, also to open Sept. 1.

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North Baltimore, O. Business men of North Baltimore, O., sponsoring free picture in Virginia theatre each Wednesday night to bring in shoppers.

Winston-Salem, N. C. Public-Saenger opened here Easter Monday with the State forerunner Auditorium, chain having taken it over from A. F. Sams under 10-year lease with the State for 10 years for good. Sams takes over lease on this building, and if he opens it as a theatre, he rents on the State drop bill from \$25,000 a year to \$15,000. H. F. Burns will manage the State, going there from Colton.

Minneapolis, April 29. Defeat of the pending grow proposal at a special election at Worthington, Minn., is proclaimed by the State. The State "victory" for Herman Jochims, proprietor of the theatre in Luverne, only a short distance from Worthington.

Worthington will have Sundays without movies, but the citizens of Worthington may still have their Sunday talkers in Luverne and other nearby cities the same as they have for the past several years," says the Luverne "Star" in the editorial captioned "Herman Jochims won the city election in Worthington."

Boston. E. A. Vinson shifted to the Scollay Square. Thomas James, former manager, to get new assignment.

Miami. Howard Luter is manager of Rosetti's. Luter replaces N. L. Tower, resigned.

Greenville, Miss. Monte Hance will manage the Stenger. Formerly at the Strand, Hance is now manager of the theatre under management of A. Brown Parkes, who also manages Saenger, Hattiesburg.

Seattle. Robert Blair, former manager of the Metropolitan, is now Public district manager for Portland and Seattle. Blair is on the credit list of the following: "Hoot Mon, a Scotchman giving something away. See 'Hoot Mon' in Scotland at R-K-O Proctor's."

New York City. Fashion Show at Proctor's 125th Street last week drew capacity, with the following: "Hoot Mon, a Scotchman giving something away. See 'Hoot Mon' in Scotland at R-K-O Proctor's."

at the State again Friday and Saturday, and at Strand for first time since March 16-20.

Youngstown. Public takes over the State and Cameo houses May 1.

Oaaha. Promotion of E. R. Cummings to district manager has shifted to Richmond from district manager of southeastern Nebraska to Cummings' former job. Vogel Getler succeeds Richmond. Getler formerly city manager at Grand Island.

Champaign, Ill. Town now sewed up by R-O, which takes over the Virginia, Indie vaudeville house. Chain owns the Virginia. Picture was at the State March 16-20.

Bloomfield, Ia. Sunday show was flared up again when E. R. Cummings has been arrested, arrested for operating Sunday. Ashland, Ky. Holding company organized here to erect \$500,000 theatre.

Paris, Ky. Phoenix Amusement Co. of Lexington has extended for a long period its lease on the Grand opera house here. Seating capacity will be increased from 700 to 1,200 and sound installed.

Alton, Ill. Public-Grat States has taken the Princess, sewing up this town. Chain owns Grand and Hippodrome, latter closed.

Chicago. Public-Grat States chain has been divided into four Illinois districts instead of three, southern district being split, with part becoming a central district. Perry Hoefler, former house manager, and of Public-Grat States school, takes charge over eight houses.

Henry Stickelmeier, formerly southern district manager, has been promoted to divisional manager for the Indiana houses, with headquarters moved to Chicago. Clyde Williams, city manager at Peoria, appointed eastern Illinois manager.

Mahony City, Pa. Elks theatre in Mahony City, leased by the Chamber of Commerce, closed for renovation, it is said.

Reading, Pa. Rajah, this city, Wilmer & Vincent house, closed suddenly after being between the management and the Jack Erickson musical comedy stock, after the management had advertised performances.

Lancaster, Pa. Legal details connected with the sale of the old Pennsylvania railroad station site to make way for a Warner theatre, are being cleared up. Boyd, the son of the State drop bill, had an option, but it was later purchased by Warner-Stanley.

West Chester, Pa. Grand opera house, closing April 19, may be put on the new theatre now being erected by Warner. No plans have been made for next season.

Los Angeles. Fox West Coast theatre general changes additional to the formerly reported transfer Les Fountain from Long Beach to San Diego; Marshall Taylor from the Dome, Ocean Park; to Long Beach; L. P. Carr from the Criterion, Santa Monica, to Ocean Park, and Jerry Carr from Glendale to Fox's Riverside, at Riverside, Cal.

Rory theatre, New York, has taken for exhibition Universals' seven pictures U now has ready or almost to show.

Others include to play the Rory is Whitman's "Jazz King," opening this Friday and penciled in for three weeks, with the Whitman orchestras on the stage. Another is "Western Front," opening Tuesday at the P-Central, to go in the Roxy as a pre-release for general distribution, meaning the end of the Centre's run.

Others include a foreign made, "White Hill," with a sub-title of "White Hill" and "The White Hill," the single one of the sub-title 17's.

The remainder are "Czar of Broadway," "Captain of the Guard," "The Storm" and "Why Men Marry."

Others include a foreign made, "White Hill," with a sub-title of "White Hill" and "The White Hill," the single one of the sub-title 17's.

CARL LAEMMLE Presents

PAUL WHITEMAN AND HIS BAND

“KING OF JAZZ”



CARL LAEMMLE, SR.
President

Devised and Directed by JOHN MURRAY ANDERSON

WITH

JOHN BOLES, LAURA LaPLANTE, GLENN TRYON, JEANETTE LOFF

Heading a Brilliant Array of Radio, Stage and Screen Stars

A CARL LAEMMLE, JR., PRODUCTION

ACCLAIMED THE TWO OF THE

"Universal has the last thing in jazz, extravaganza, beauty and charm that has ever been concocted in a revue since the talkies have taken the world to task to witness the wonders of the screen.

"Great credit is due Carl Laemmle, Jr., for finally putting over the 'King of Jazz' to its completed form. The whole motion picture industry have been betting against him and for this young man to come forth with this great show—the greatest of its kind ever staged—was a great accomplishment."

Harry Burns—"Filmograph."

"We do not believe there is a more glamorous picture yet made by a studio than 'The King of Jazz.' Things have been done with color in this lavish production that no other studio has approached."

Edw. Martin—"Hollywood News."

"Universal has made, beyond doubt, the best screen revue so far. A coherency is achieved by the capers of the behemoth band leader that holds the skits and the dance and song sequences together. Settings are designed upon the same magnificently general scale as Paul Whiteman himself. Color is used with a careful restraint that makes for a distinguished smartness of effects."

Llewellyn Miller—"Los Angeles Record."

"Never before has so much beauty been crowded into one picture. Photographed entirely in technicolor, 'The King of Jazz' contains scenes as lovely and multi-hued as the gleaming facets of a jewel. It has others in the most delicate pastel tints. On every side, the eye is fascinated by the constant unfolding of new harmonies of color."

Harrison Carroll—"Los Angeles Herald."

"When all Hollywood has seen 'The King of Jazz,' the Paul Whiteman Universal picture, Carl Laemmle, Jr., boy that he is, is going to be accorded a place among the producers who are to be taken seriously; and John Murray Anderson, who devised and directed the entire production, is going to be recognized as the greatest director yet uncovered by the sound device."

Welford Beaton—"Film Spectator."

"However, in brief, 'The King of Jazz' with Paul Whiteman and his orchestra, is by far the finest film revue and most sensational production yet to be made.

"Junior Laemmle has more than proved his ability.

"John Murray Anderson, who conceived and directed the massive feature, shows the world in fine fashion that he is indeed a master with vocal and dancing choruses, backouts, snappy skits, camera angles and general routine work of making unusual cinematic entertainment."

Jimmy Starr—"Los Angeles Record."

"'King of Jazz' tops anything Universal has undertaken since the audifilm epoch. It is conceived with such brilliance in screen aesthetics and showmanship that it should prove a great box-office offering. It also comes at the strategic time when Universal has several other obvious big successes of widely different entertainment scope to give to the public. There can be no question, too, that 'King of Jazz' is in a formidable position to go unchallenged as the best picture of 1930."

Harry E. Modisette—"Screen World."

"'All Quiet on the Western Front,' by Remarque, is a talking picture for today, a sensation for tomorrow, and history for all time."

—International Film Reporter."

UNIVERSAL

CARL LAEMMLE Presents

"ALL QUIET ON THE WESTERN FRONT"



CARL LAEMMLE, JR.
General Manager

Directed by LEWIS MILESTONE

WITH

LOUIS WOLHEIM, LEWIS AYRES, JOHN WRAY

And All-Star Cast

A CARL LAEMMLE, JR., PRODUCTION

OUTSTANDING PICTURES YEAR

"All Quiet on the Western Front" had its national premiere after nearly a year of preparation and production. Without qualification, it proved its right to be listed among the things not to be missed by those who delight in rare cinema achievements.

"All Quiet on the Western Front" is a new plum for the young producer, Carl Laemmle, Jr., and gives added interest to Universal's announcement that its purpose in the future is to devote itself primarily to making superproductions."

Monroe Lathrop—Los Angeles "Express."

"Universal has made a very remarkable picture out of Remarque's book which tells the story of the war from the German angle. Very deftly, very delicately, with infinite good taste, Lewis Milestone has directed this difficult story. There is no favoritism shown Germany, and no attempt made to discriminate between countries. The blame for the slaughter of innocent boys is laid at the door of all those who were responsible for the war."

Louella Parsons—Los Angeles "Examiner."

"And it is an adventure. It is one of the most daring adventures in the making of motion pictures that the industry has seen. Universal has spared nothing to make this film so biting, so sensationally a statement of facts, that, if they never make another picture, this one will keep them famous."

"Though it sounds rather deadly, as a recommendation for a show, 'All Quiet on the Western Front' deserves the support of schools, and of churches. I can think of no more profitable way for a class in modern history to spend two hours. And I can think of a no more harrowing way for sensation seekers to spend an evening."

Llewellyn Miller—Los Angeles "Record."

"So terrific, so dramatic and with a two and half hour driving cry against modern warfare, 'All Quiet on the Western Front' last night fairly shocked film fans at Carthay Circle when it was premiered."

Eleanor Barnes—"Daily News."

"On the scroll of great achievements of the screen let the name of this production be deeply and darkly engraved. For until you have seen it you have never viewed the war portrayed on the motion-picture film."

"I cannot recommend that you see this picture simply for enjoyment. I cannot say enough, however, as to what a courageous accomplishment it is. Produced by Carl Laemmle, Jr., and directed by Lewis Milestone, it will, without question, give them both a lasting place in filmdom's corridor of fame. How it was possible to attain such remarkable accuracy in the battle episodes is a story in itself. But the delicate and intimate touches in the production are exceptionally fine, and though the story is somber there is the relieving humor here and there. No one should miss 'All Quiet on the Western Front' because it is new proof of how surpassingly real the screen can be."

Edwin Schaller—Los Angeles "Times."

"Grim as the book was grim, merciless in its expose of the false-heroic conception of war, Universal's film version of 'All Quiet on the Western Front' thunders its message with a fidelity of purpose and a disregard of conventional entertainment values that has been equaled but once or twice in the history of motion pictures."

"The war scenes are terrific in the intensity of their destructions. Nothing before has come even close to them."

Harrison Carroll—Los Angeles "Herald."

PICTURES

STAGE BROADWAY SCREEN

VARIETY PRICE 25¢

NEW YORK WEDNESDAY, APRIL 30, 1930 48 PAGES

YOL. XCIX. No. 2

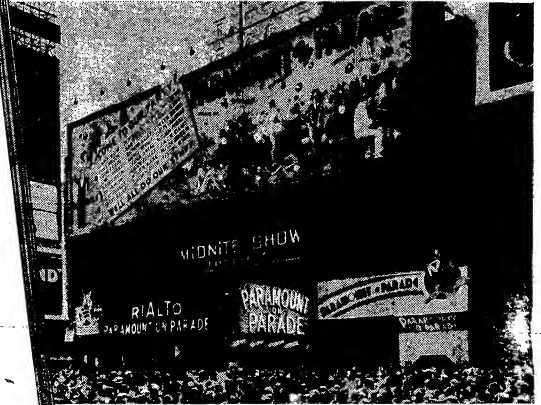
says

"PARAMOUNT ON PARADE"


















is in a class by itself.

"A prize for all houses and certain for indefinite runs in key centers. Rialto audiences applauded every number."

Marching to greater and greater box office glory in second sensational week at Rialto, New York! Other key centers falling into line with smash openings. The showman doesn't live who can't clean up with it!



"PARAMOUNT ON PARADE" leads the Grand March of **PARAMOUNT'S** Spring Money Hits!

<p>"YOUNG MAN OF MANHATTAN"</p> 	<p>"RETURN OF FU MANCHU" (brand new)</p> 	<p>CHEVALIER "The Big Pond"</p> 	<p>GARY COOPER "THE TEXAN"</p> 	<p>NANCY CARROLL "The Devil's Holiday"</p> 	<p>BANCROFT "Ladies Love Brutes"</p> 
<p>BOW "True to the Navy"</p> 	<p>BUDDY ROGERS "Safety in Numbers"</p> 	<p>"WITH BYRD AT THE SOUTH POLE"</p> 	<p>POWELL "Shadow of the Law"</p> 	<p>OAKIE "The Social Lion"</p> 	<p>"THE BORDER LEGION" Arlen — Holt Fay Wray</p> 
<p>"DANGEROUS NAN MCGREW" Helen Kane All-Star</p> 	<p>BOW "Love Among the Millionaires"</p> 	<p>OAKIE "Sap from Syracuse"</p> 	<p>COOPER "Civilian Clothes"</p> 	<p>POWELL "For the Defense"</p> 	



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 News of the Dailies page and placed instead in this Picture Department, where it will continue weekly.

Unmistakable sneers previously aimed at pictures by the opera and concert field have changed to expressions of anxious solicitation. Practically all film players who have vocally crashed in a big way on the screen can show a couple

of concert offers in the waste basket.

College Inn, in the basement of the Roosevelt hotel, and a pet idea of Sid Grauman's, is now conforming with the curfew law by closing at nine p. m. except Saturdays. Meeting of high school sheiks and sheiks staging small riots effected on one occasion registered three pairs of optics temporarily out of commission and a fractured skull from a flying teapot.

Warners has engaged the Monroe Jubilee singers for Johnson's "Big Boy."

Two weeks of vaude was all the Florentina, small neighborhood, could stand. No biz. Now back to a straight film grind.

Believing marionette dancing to be a draw, William Meiklejohn has leased the Balboa dancelhall, Balboa Beach, Cal., to stage endurance stepping this summer.

Bess Schlank, local costumer, has brought suit against the Gladys Brockwell estate to recover a claim of \$4,000.

Operating her own agency for 10 years here, Irene Jones has closed her office. Now working for Walter Trask.

Guy Colburn has brought suit against Tiffany for an accounting of the profits on "Wild Geese," produced several years ago.

Claiming \$5,775 back salary Jimmy Egan, former business manager of the Hoot Gibson Corp., has filed suit.

Unable to agree on story opinions, Howard Higgins, former director taken on as a writer, walked off the Fox lot.

Harry Garson, former casting director, leaves here for Borneo, May 5, with a complete crew of technicians and cast. He will film a story based on the life of gorillas, taking a load of tear bombs along.

Staff of comedy writers including Dick Smith, Gil Pratt, E. Luddy, James Milhauser and Nat Carr, have been engaged to assist Nat Ross on the Murray-Sidney shorts for U.

Jacques Jaccard engaged to write and direct the first of a series of westerns for Red Wing Prod. Company is backed by local physicians.

Despite doctors' orders, Gavin Gordon will finish his work in "Romance" for M-G, then return to the hospital for three weeks to allow a broken collarbone to knit.

Industrial department of Metropolitan studios will film the Mormon Church pageant to be held at Salt Lake City next month.

Hays office "lont's" are personally being explained to studio writers and directors by Jason Joy of the local Hays office. Heretofore the morality list was printed and sent to studios for distribution.

Rudolph Schildkraut, recovered from illness, intends playing in "The Enemy" for the Civic Rep.

Organization is meeting May 6 to outline new plans for next season. Among other changes, the comparatively low policy will be dropped.

Elinor P. Ince, widow of Thomas H. Ince, pioneer picture producer and Holmes Herbert, actor, filed notice of intention to marry.

Harold Lloyd's unit, making "Foot First," leaves next week for a fortnight aboard the "Malolo." Ship plies between here and Honolulu.

L. A. Young, president of Tiffany, refused to accept the resignation of Phil Goldstone, general prod. mgr. Latter has compromised by accepting a month's vacation.

Russell Birdwell has resigned as western editor of the proposed Dell fan magazine to be issued in June.

Ivor Montagu, youthful member of the famous British Montagu banking family, arrived here this week. Immediately went to work in Paramount's scenario department.

Evan Thomas, English player and recently on the New York stage, engaged by Radio for his first talkie, "Inside the Lines."

Annual picture tennis tourney scheduled for May 25 and June 1-3 at the L. A. Tennis Club.

Suit was filed in U. S. district court against Foster & Kleiser by the government, charging the advertising company with violation of the Sherman anti-trust law. Action charged the company with controlling 90% of the outdoor advertising business on the coast. Suit asks

that the defendants be required to cease all acquisition of competing companies and to divest themselves of all interest in the La Fox Co.

Pathe has engaged Harry Gibson to star in two shorts.

Pete Pontrelli and band given a one year contract, with option for five years, by the Palace Ballroom, Ocean Park, Cal.

With the appointment of Ivan St. John as exec assistant to Carl Laemmle, Jr., the publicity director's berth at U is now occupied by Mill Howe.

"Adios," original by Bradley King, is next for Richard Barthelmess at R.N. Frank Lloyd will direct.

May Robson sails for Europe on the "Levithian" May 2. A vacation after eight months of steady work.

First starring picture for Robert Armstrong, under his new Pathe contract, will be "Taking the Rap," gangster story by Paul Gangelin.

Nils Asther filed a complaint with the district attorney's office charging his Angus, income tax expert, with defrauding him of \$1,700. At present Angus is awaiting prosecution in the Federal court on charges by the Dunean Sisters.

Jack Noonan, brother of Sally O'Neill, granted a ten-day stay of sentence to Tolson prison on a burglary conviction.

Several local legit theatres are hounding business concerns in attempt to invest them in cut rate

tickets. Cut rate plan has been overworked and concerns are becoming indifferent.

Hobby Crawford going east May 20; will be away two or three weeks, it's business.

William Fairbanks, pictures, sued for divorce by Edna Fairbanks on charges of cruelty.

Sally O'Neill sued for \$3,000 in unpaid furniture bills.

Construction of a Fox theatre on Broadway, between Sixth and Seventh, will be started in June.

Grandeur print of "Song o' My Heart" will reduce the standard width at the Chinese May 10. Effort to give the McCornack picture added impetus.



COSTUMES FOR HIRE
PRODUCTIONS EXPLOITATIONS PRESENTATIONS
BROOKS
143 W. 40th St. N.Y.C.

FAMOUS
MEGLIN KIDDIES
NEW HOME
2203 Venice Blvd., Los Angeles

Talking Trailer
ON
UNIVERSAL'S STUPENDOUS MASTERPIECE
"ALL QUIET ON THE WESTERN FRONT"
IS A KNOCKOUT NOW AVAILABLE
National Screen Service
New York—120 W. 46th St.
Chicago—810 S. Wabash
Los Angeles—1922 S. Vermont

FOC
In the Heart of Brooklyn
Flatbush Avenue at Nevins Street
The Funny Spade of "Sunny Side Up"
and "The Cockeyed World"
EL BRENDEL
In His First Starring Picture
'The Golden Calf'
A Fox Movietone Laughfest with
MARJORIE WHITE—JACK MULHALL
Sue Carol — Paul Page — Walter Catlett
EL BRENDEL
Management SIDNEY PHILLIPS
231 West 41th Street, New York

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 and Playing Publix Theatres
This Week
Fisher Theatre, Detroit
Direction JERRY CARGILL—Thanks to GEORGE LEVY
P. S.—Have you ever seen Forsyth and Kelly?

AR. 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 1700 SANSON STREET PHILADELPHIA, PA. 402-404

B'WAY LAUGH RECORDS CRASH AS RADIO FUN SHOW ROLLS 'EM IN THE AISLES . . .

BULL ROARS AND BELLY-LAUGHS SHAKE RAFTERS
OF NEW YORK GLOBE AS TITAN SMASH SENSATION
PUTS GOTHAM IN STITCHES . . .

"Best Laugh Attrac-
tion of the Year,"
cracks Jack Alicoate,
Film Daily.



Radio
PICTURES

Reg. U. S. Pat. Off.

THE CUB

Directed by Paul Sloane. From the
Broadway Musical Hit "The Ram-
blers" by Bert Kalmar, Harry
Ruby and Guy Bolton. Dances by
Pearl Eaton. Costumes and sets
by Max Ree. Musical Direction by
Victor Baravalle.

**Met. Critics Shake
Salt on "Cuckoos" Tail**

"Kept the Globe audience in gales of laughter." Marguerite Tazelaar, N. Y. Herald Tribune.

"The comedy team of 'Rio Ritd,' Bert Wheeler and Robert Woolsey, are starred . . . They make 'The Cuckoos' a riot. It's a pip of a musical comedy."—Bland Johanson, Daily Mirror.

"The audience at the Globe was kept laughing throughout its showing. Mr. Wheeler and Mr. Woolsey are almost as funny as all the Marx brothers together. . . . tuneful music and good dancing as well as spirited slapstick."—New York Times.

"Far those who enjoy broad slapstick."—Rose Pelswick, New York Evening Journal.

"Lots of funny spots."—Irene Thirer, Daily News.

"Everyone enters into the spirit of the thing and a good time is had by all . . . plenty of ballads, torch songs, blues, love songs, novelty numbers and dance tunes . . . the gags follow one another with the speed of a taxi on a green light."—Regina Crewe, N.Y. American.

"If you like to laugh you'll enjoy the Cuckoos."—George Gerhard, Evening World.

**BERT
WHEELER
ROBT
WOOLSEY**

**Bounce Laughs All Over
Times Square and Soar
to Peak as Year's Great-
est Comedy Team . . .**



C K O O S

"Cuckoos" Hits the Demand for Fast, Sure-fire Comedy Flush on the Chin . . . The Grandest Pageant of Terrific Fun . . . Sharp-shooting Hoke and Slap-stick Ever Devised . . . Push-over for Every Showman Who Packs a Showman's Punch . . .

FEATURES MADE ON COAST IN 1929

(Continued from page 12)

Table listing various film titles, genres, and production details. Includes titles like 'General Crack', 'Disraeli', 'Under a Texas Moon', etc., with columns for title, genre, and production info.

Smith as Czar?

(Continued from page 3)

back to the holding company \$2,000 a year on every license granted. This also is stated to include non-theatrical showings which are looming up as one of the biggest features in sound-picture-radio advances of the future.

The intention in the case of the metamorphosis other companies will be drawn into a single meshwork and the electric will outwardly sever all relation with the entertainment world as the story goes.

General Electric's official acknowledgment of Radio Corporation of America is regarded as highly significant in this respect. Long before Smith's name was ever mentioned with flimdom and while Harry Warner was getting more friendly with J. J. Raskob, Westernites reported certain activities within the company.

Western, with its 5,000 talker installations at an average of \$10,000 each, is figured to have approximately \$150,000,000 in paper which the banks are holding. On the same basis Radio Phonophone is calculated to have between three and five millions in notes held by the banks.

De Forest, itself, has \$1,500,000 in stock in installations. Plus these figures authorities estimate that close to another billion is represented in Western and General Electric's recording equipment, films and licensing rights.

In the meantime the trade, while unaware of the injection of Smith and the accompanying change in the complexion of things, has been ruminating on the number of individual mergers on record. The best posted parts of the industry have, however, since the electric got in and Broadway went Wall Street been predicting what now has every semblance of occurring.

Condition precedent to Governor Smith entering into the field was the actual announcement of De Forest that Warner Bros. first take out a license from De Forest. This, according to inside info, has been done and papers to that effect drawn.

Only actual announcement of the deal is left. Figures are not known. It was negotiated by the German interests and exacted that correlative to issuing a license to Warner Bros. by De Forest that the German interests comply with a previous condition not to license any American producer in territory controlled patently by the German companies without the American producer first taking an American permit from De Forest.

The import of this is in the fact that the German electric has exclusive control of their territories and are at present closed to American producers. By this latter condition in the deal it makes the exclusion of the American producers more restricted. At the same time it gives DeForest an in on practically every country in the world.

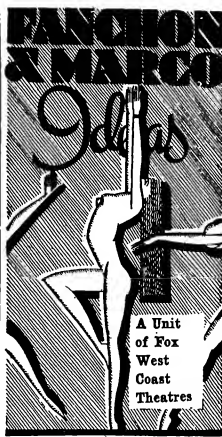
Added significance Warners' taking out a license brings added if not greater significance to the De Forest suit against Stanley on patent priority brought by De Forest and defended by W. E. DeForest which comes up in Wilmington May 19. The Warner-De Forest deal in effect is like a settlement of those issues, it is said. Whether the Stanley will continue to be a party to the action against the De Forest remains to be seen, although the dope now is that Stanley as defendant will ask for a delay, in view of the present deal.

Concluding of the De Forest deal also makes it possible for

Warners to realize the ambition of producing on the Continent in native made talkers. In this Warners will participate with Tobis. Arrangements are now in the offing with George Quigley, vice-president of Vitaphone, on his way to Europe, accompanied by Milton Diamond, American lawyer, representing Tobis' American interests.

From this angle it looks as if W. E., at first reported figuring in the Warner-De Forest deal, didn't. Original plans for Warners-De Forest alliance called for purchase of 40% or a substantial interest and participation of Warner and Tobis in De Forest holdings. Whether these same conditions are still existent is unknown.

Raymond Hatton, "Silver Horde," Radio. Matthew Betz, untitled Dix picture Radio. Raquel Torres, "March of Time," M-G. John Millan, Crawford Kent, "Unholy Three," M-G. Ruth Hyatt, "Night Work," Pathe. John Barrymore, "Hamlet," W.B.



Still Going Strong 4th Consecutive Year

Benny MEROFF



MARBRON PUBLIC GRANADA

CHICAGO

JOE LaROSE FOX THEATRES

FOR RENT

LONG OR SHORT LEASE

GRAND THEATRE

MACON, GEORGIA

SEATING CAPACITY, 2000

COMPLETELY EQUIPPED

Apply to De Give, 205 Grand, Atlanta, Ga.

ONE OF THE HIGHEST SALARIED ARTISTS IN AMERICA **BUT---**

**THE GREATEST
BOX OFFICE and CAFE ATTRACTION**

IN SHOW BUSINESS

"TEXAS" GUINAN

The Record Breaker

BROKE ALL CAFE RECORDS IN CHICAGO—\$143,000 IN 12 WEEKS

Breaking All Records

THIS WEEK (APRIL 25) AT

CAPITOL THEATRE, NEW YORK

"TEXAS" GUINAN and HER GANG

Austin Mack and his "Hot-Shots," Chicago's Greatest Band

Special Material, Which Never Has Failed, by Mann Holiner and Alberta Nichols

Personal Direction HARRY O. VOILER

Grateful Appreciation to Chester Hale, Who Has No Peer as a Stage Producer

At Conclusion of Vaudeville Engagements Will Open

The Most Sensational Cafe

New York Has Ever Seen

WANTED by the PUBLIC!



with
**WARNER
BAXTER**

**MONA MARIS
CAROL LOMBARD
MRS. JIMINEZ**

A handsome reward is yours if you play . . .

THE ARIZONA KID

*The further adventures of O. Henry's
lovable bandit, The Cisco Kid*

"IN OLD ARIZONA" blazed the trail in outdoor talking romances. It broke records everywhere. And Warner Baxter's performance as The Cisco Kid won him the actors award of merit presented by the Academy of Motion Picture Arts and Sciences.

Here's Warner Baxter playing the same romantic bandit in a brand new story that carries him through even more exciting and colorful adventures in old Arizona.

Dialog by, **Ralph Block** **ALFRED SANTELL** Production

Remember! "The Arizona Kid" is just one of a dozen big movietone money-makers coming to you between now and mid-summer!

THE NEW MOVISTONE FOLLIES of 1930

Second edition of the record-breaking Follies Love, laughs, and lovely ladies! Company of 200 includes El Brendel, Marjorie White, William Collier, Sr., Frank Richardson, Noel Francis, Miriam Seegar. Directed by Benjamin Stoloff.

BORN RECKLESS

Edmund Lowe as "Louis Beretti", title role of Donald Henderson Clarke's best-selling novel of gangland. Co-featured are Catherine Dale Owen, Lee Tracy, Marguerite Churchill, Warren Hymer, William Harrigan, Frank Albertson. Directed by John Ford.

ON THE LEVEL

Victor McLaglen as an iron-worker, and a fast-worker with the ladies, including such charmers as Fifi Dorsay and Lilyan Tashman. A typical McLaglen triumph. William Harrigan is also co-featured and the direction is by Irving Cummings.

NOT DAMAGED

A money-making story about whoopee-making youth. Has a climax they'll all talk about and flock to see. Cast includes Lois Moran, Walter Byron, Robert Ames, Inez Courtney. Directed by Chandler Sprague.

WOMEN EVERYWHERE

Musical tale of love and adventure in Morocco and the Foreign Legion. Cast includes J. Harold Murray, Fifi Dorsay, Ralph Kellard, George Grossmith, Clyde Cook, Rose Dione. Songs by William Kernell. Directed by Alexander Korda.

WILL ROGERS in SO THIS IS LONDON

America's unofficial ambassador jumps from Paris to London and lands another comedy hit. From George M. Cohan's International stage success. With Irene Rich, Frank Albertson, Maureen O'Sullivan, Lumsden Hare, Bramwell Fletcher. Directed by John Blystone.

ROUGH ROMANCE

Punch-packed drama set amid the snows and tall timbers of the colorful Northwest. Featured in this great outdoor romance are George O'Brien, Helen Chandler, Antonio Moreno, Noel Francis. Directed by A. F. Erickson.

CHEER UP AND SMILE

A radiant radio romance with a sunny story and snappy songs. Richard Connell wrote it and the cast includes Dixie Lee, Arthur Lake, Olga Baclanova, Charles Judels, "Whispering" Jack Smith. Directed by Sidney Lanfield.

GOOD INTENTIONS

Mighty melodrama of a crook who tried to fight his way out of the underworld against heavy odds. With Edmund Lowe, Marguerite Churchill, Regis Toomey, Warren Hymer, Earle Foxe, Owen Davis, Jr. Story and direction by William K. Howard.

ROADHOUSE

An intensely human drama of a prodigal son and a father who bared his soul to save him. With Frank Albertson as the son, H. B. Warner as the father, Sharon Lynn, Joyce Compton, Kenneth Thomson, Richard Keene. Directed by Leo McCarey.

ONE MAD KISS

A colorful and stirring musical romance, breathlessly paced and beautifully acted and sung. With Don Jose Mojica, golden voiced star, Mona Maris, Antonio Moreno, Tom Patricola. Directed by Marcel Silver.



Publix Opening Prod. Dept. in S. F.; Producing Units for Coast Houses

Necessity of stage entertainment on the west coast in Publix's own houses has resulted in plans for the establishment of a producing department in San Francisco. It will start functioning next month and from that point presentation units will be formed for the Paramounts in Los Angeles, 'Frisco, Seattle and Portland.

These are a starter on a probable west coast route that may be increased from time to time as demand for stage shows becomes apparent, with routing possibly going as far east as the middle western states.

Harry Gourfain, Publix producer in the east, has been assigned to head production activities out of San Francisco. He left Friday (25) for the west coast.

None of the other regular Publix producers, putting out units from the Far Long Island studio, will accompany him.

McDermott Back

Staff in the east will retain four regular stage show builders, this including Frank Cambria, Jack Partington, Boris Petroff and Louis McDermott. Last mentioned was recently let out, but with Gourfain sent to the coast, has been restored to the pay roll.

Los Angeles, San Francisco, Seattle and Portland were all formerly on the regular Publix stage unit

KATZ SAYS AD ERROR MUST NOT BE REPEATED

The n. g. sign on 'all wrong' advertising and salacious stuff on the slightest tack has gone out to all Publix theatres and staffs on personal sayso of President Sam Katz.

Recent rumpus in a southern city is taken to be the cause.

Katz agrees mistakes may happen, but they must not recur. That's the tenor of his order.

After Cincinnati

Cincinnati, April 29.

Almost at once after the announcement of the Libson circuit sale to R-K-O, appeared reports Paramount and the Warners intend to build in this city.

Both were bidders for the Libson houses, with Libson having this town tied up pictorially.

Reports are growing stronger daily of the proposed new theatres.

route that begins in the east. Shows jumped from Minneapolis to that time and from Los Angeles to Denver on the return trip.

STENCH BOMB CASTER GIVEN 45 DAYS IN JAIL

Minneapolis, April 29.

Percy Wing, State theatre stagehand, is under sentence to serve 45 days in the workhouse for throwing a stench bomb in the Grand theatre. State and Grand are Publix houses. Wing was granted a stay of sentence to May 5 and released on \$200 bail.

Bomb incident is an outgrowth of a fight being waged by union machine operators at the Grand and Publix on the one hand and the stage hands' union on the other.

Grand operators have refused to back up the stage hands' union in its demand that Publix employ stage hands at the Grand, split-week second-run house with a straight film policy at 35c. admission.

The Grand never uses any stage attractions, orchestra or stage sets. Only excuse for the demand of the stage hands' union is that it happens to have a stage and years ago played vaude. Publix has successfully resisted the demand so far.

It, however, uses stage hands at the first run 75c Century and 60c State, neither of which stage attractions or orchestra.

New W. C. in Spokane

Spokane, April 29.

Reported here from New York that Harold B. Franklin, of Fox West Coast, has completed financing for a new West Coast de luxe in this city.

Op's Day Off Bill a Law

Albany, April 29.

Governor Roosevelt has signed two theatrical bills. One bill which he made into law gives motion picture operators and projectionists one day of rest out of seven. The bill was introduced by Senator Williams and is an amendment to the labor law.

The other is the Goodrich bill, which gives Peckskill the right to submit to censors the question of Sunday movies.

ANOTHER FOX SUIT; BUT 2 NOW PENDING

Another suit aiming to set aside the Clarke financing plan and purchase of Fox control has been filed in the Federal Court, New York. Principals are E. Clay Krebs, Fox Film stockholder and others. They are represented by Attorney Arthur Bevenson of Boston. This and another suit in the N. Y. State courts also on behalf of Krebs, Rudnik and Snyder, latter two from Boston, are the only suits on record now against the Fox companies, arising out of the tangle of a month or so back.

The Krebs state court action is to compel adoption of the Halsey, Stuart plan as first presented. In the Federal action the complaint is similar but directed at the Fox interest in Loew's.

Order to show cause is returnable by May 5.

Hays' Ambassador As Code Reminder In Coast Studios

Hollywood, April 29.

Hays office will build up a diplomatic corps with resident contacts in the major coast studios. These ambassadors will be trained in the public relations department of the producers' association in Hollywood, under direction of Jason S. Joy, then go to their studio posts to give spot interpretations on that code to writers and directors.

First Hays envoy to a studio is Ted Fithian, at Universal City after two weeks. Fithian is on the U payroll but doesn't come under either the publicity or story departments. His duties bring him into closest contact with the writers.

Other studios have been invited by the producers' association to send delegates for training to the public relations diplomatic school. Col. Joy is now in the east. In his absence John V. Wilson is in charge of the department.

Before Col. Joy left for the east, he and Fred W. Beetsen, executive secretary of AMP, addressed meetings of all production departments at five coast studios—Paramount-Publix, Warner, First National, M-G-M, and RKO—explaining the new Hays code of ethics.

HARRY PUCK

DANCE DIRECTOR and JUVENILE COMEDIAN HAS ARRANGED AND PRODUCED

Dance Numbers for the Following Musical Comedy Production Hits:

"MY GIRL" Year 1925
"Harry Puck made it about the hottest dancing interlude that has been seen in a Broadway show in a long time."—*Variety.*

"MERRY MERRY" Year 1926
"The dancing is frequently remarkable."—*New York Times.*

"TWINKLE TWINKLE" Year 1927
"A great dancing show."—*New York Morning World.*

"LUCKY" Year 1927
"The dances were a treat."—*New York American.*

"THE MADCAP" Year 1928
"Clever dancing and a well-trained chorus."—*New York Sun.*

"LUCKEE GIRL" Year 1929
"Harry Puck upholds his reputation as one of our cleverest inventors of stage routines."—*New York American.*

And the Current Musical Comedy

"THREE LITTLE GIRLS"

"Mr. Puck rates an additional bouquet for his staging of the ensembles."—*New York Mirror.*

NOW

FEATURED IN

"THREE LITTLE GIRLS"

SHUBERT THEATRE
NEW YORK

A three year contract with Messrs. Shubert [expiring August 1930] has prevented me from considering many flattering offers.

Now can consider offers to appear in or produce Musical Comedies for the stage or screen.

Chains Building Up Own Servicing Corps—Need Personal Attention

On the ground that too much is at stake in theatre operation, chains are rapidly coming around to the point where all talker equipment will be serviced by their own engineers. In chain circles the move is declared inevitable.

According to sources, the wisdom of having their own men on the job at all times is being proven daily, no hesitancy seeming to exist anywhere in admitting that the ERPI servicing is not as favorable as desired.

Par - Publix, operating approximately 1,200 houses, has decided to build up a staff of engineers of its own, whose duty it will be to watch all houses more closely than it would be possible for an ERPI service to do.

In various territories throughout the country Par-Publix has already engaged 22 engineers to cover about 700 houses. Number will be increased so that every Publix theatre will have the benefit of coverage by a Publix engineer.

Loew lately decided to service its own houses throughout the country regardless of the contract with ERPI which calls for weekly service charges by the electric, and runs for the length of the equipment leases.

When it was building up its servicing staff, ERPI went to the daily want ad columns for engineers.

SAENGER, N. O., TAKES LUCAS; NEW POLICY

Far Publix has booked Nick Lucas, standard in vaude for many years, to inaugurate the local stage band policy at the Saenger, New Orleans, May 8.

Salary is larger than vaude ever paid, \$3,000.

All acts for the Saenger, except in cases where conveniently obtained locally in New Orleans, will be booked from New York.

400 INDIE THEATRES IGNORING SEAT TAX

Around 400 indie film theatres throughout the country are threatened with having their supply of talking pictures cut off. These houses have not paid the 10 cents per seat music tax annually charged by the American Society of Authors, Composers and Publishers.

And unless they reform the music organization states advantage will be taken of a clause in RCA and ERPI agreements whereby licensors can be directed to withhold product from any theatre not in good standing on the performing rights.

Fiber Gears on Camera Reported Quietest Yet

Hollywood, April 23.

Use of fiber gears and precision standards on bearings of a new camera made by George Mitchell are said to make it virtually silent. Camera has been tested by the Academy's sub-committee on camera silencing, with results not divulged, but reported quieter than any camera previously tested.

\$2 Road "Journeys"

Tiffany road shows of "Journeys' End" will shortly be playing six or seven cities. It is now in New York, Detroit and Boston, opening in Detroit at the Shubert Saturday (25).

May 4 the special talker starts at the Grand (Erlanger), Cincinnati, and May 11 at the Garrick (Shubert), Chicago.

At Boston it is at the Tremont (Erlanger). Next stand may be Philadelphia with no house named, although the Fox-Locust may be secured.

HOLLYWOOD CHATTER

Elizabeth Murray is here, and plenty homesick for Philadelphia. Veteran performer looks great. Joe E. Brown now lunches in the executive bungalow at First National.

Bobby Crawford's new Mercedes is as big as a battleship. Mrs. Crawford continues one of Hillcrest's best customers. She's still out to break 100.

Carl Laemmle, Jr., threw a party at the Embassy following the premiere of "All Quiet." Picture didn't "break" until 12:30, due to a late start and running 139 minutes on the screen.

Paul Frawley and Bill O'Neill did a front flip in a small car on their way to Malibu. Auto skidded into a ditch and turned over. Boys escaped with scratches—how, nobody knows. Frawley isn't off automobiles, but if O'Neill drives, Paul walks hereafter.

Only those who "burn up" can get in the heart games around the Roosevelt. Louis Epstein emerged the other night to find the queen of spades pinned to his steering wheel. Louis Mann will stop you on the street to show you a notice on the preview of his M-G picture, Sammy Shipman has no comment to make.

Eddie Rubin figures Singer's Mid-jets would make good short subjects.

Milly Lou Mobley, ex-Par scenarist who hit Paris last year and was loaned by the American Embassy to the reparations commissions, is now in Hollywood seeing for Frank Joyce.

Title of "Poor Little Gee String," M-G picture song, was not named after the Sisters "G."

Michael Curtiz gave a party at the Roosevelt following the premiere of "Mammy."

Fox found Frank Gay is the only writer who does dialog in high altitudes. All for an untitled north-west mounted yarn.

Warners want more publicity stunts of Arthur Caesar playing polo. Couldn't find horses big enough. If they do, Caesar will pay for the stunts himself and send them to everybody he knows.

Somebody may do a picture titled "The Hell of Homeliness."

8th AVE VALUES HOLD HIGH

Consolidated May Sell Bronx Houses, But Not Those Downtown

Rumors concern the pending sale of the Consolidated Circuit houses in Manhattan and the Bronx, New York. Consolidated has no desire to sell the houses it operates on 8th avenue (downtown), it says. The reason is because of the realty values.

The Consolidated may dispose of its eight or nine Bronx houses.

2 DE LUXERS IN CHI OFF PRESENTATIONS

Chicago, April 29.

Bird Amusement Co. will drop presentations from two of its de luxe houses next month.

Stratford, 63d and Halsted, closes May 17 for repairs and reopens as straight sound house. Avalon, 73th and Stony Island, goes into sound May 16. Leaves the Capitol, using F&M ideas, as only presentation house on James Coston's local circuit.

Russell Cook and Ted Leary, m.c.'s whose contracts recently expired, have received notice. Agreement with Charlie Crafts, m.c., expiring June 7, will not be renewed.

Harris-Warner Deal

Will Close June 16

Pittsburgh, April 29.

Control of the 17 Harris houses in this district passes to Warners June 16. Deal finally cleaned up last week with approval of stockholders. Cash payment down of \$850,000 on purchase price of \$3,500,000.

Although they have not indicated any move in this direction, it is believed that Warners may close a few of the houses, where the sites are opposit to their own neighborhood stands.

Radio's Convention May 18

Radio Pictures is holding its sales convention in Loq Angeles May 18.

FOX FINANCING PAYS ALL DEBTS

Quick financing of the Fox companies under the Harley L. Clarke deal has resulted in entire clearance of the Fox financial situation. Of the \$100,000,000 raised under this plan \$85,000,000 has already been put into circulation. There was \$150,000,000 recently secured for the transfer of the Fox interest in Loew's to General theatres.

Within a few days Halsey-Stuart will announce a second issue of \$55,000,000 5% one year gold notes. This part is the Halsey-Stuart end of the deal. These notes are for the purpose of payment on the maturing obligations of the company. Included in this is the Fox company's \$12,000,000 issue of 6% gold notes due April 1, 1930.

The notes have been prepared with a particular aim to appeal to institutions and banks, in denominations of \$1,000,000. But is likely that these will be cut later by the banks and other purchasers into multiples of \$1,000 and upwards for public sale.

With \$85,000,000 already issued there remains outstanding only \$15,000,000, to be issued under the proposed \$100,000,000 plan. All outstanding due debts of the company have been paid.

Div. Mgrs. in N. Y.

All Publix division managers are in New York, to remain east for two weeks.

Idea is in line with the recently adopted policy of Publix, "know your organization."

Educational Fires Its Sales Force in Chicago

Chicago, April 29.

Repeated failure to meet sales quotas has resulted in the entire Chicago sales force of Educational being dismissed. This takes in Pierce Barr, Joe Hartmann and Harry Goldman.

NOW—PARAMOUNT, New York—NOW

LARRY RICH

WITH

CHERIE

DUB TAYLOR—RALPH LEVIS—RALPH MOORE—CHAS. RODDICK

... "Skimmers off to Larry Rich now playing the Met—he can make you laugh at a mossy quip like it was a newie—and goes fruit cake all over the stage whether Myrtle thinks he's foolish or not—many locals had to be revived after witnessing Larry's pachydermic capers—it was too much for them to see an m. c. who could do something."

GEORGE B. MACKINNON,
Wisdom Box, Boston Record.

We want to take this means to thank Mr. GEORGE GODFREY and Mr. CHARLES FREEMAN for their many past kindnesses during our three years' headlining tour for R-K-O. This goes double also to CHARLES H. ALLEN.

Personal Management of WILLIAM MACK and ALEX HANLON

2 MORE WARNER BROS. HITS!



THIS sanctimonious soul-snatcher didn't know that chickens come home to roost. But these chickens taught him that people who live in glass houses should pull down the shades. Rapid-fire dialogue and mile-a-minute comedy!

**ROBERT AMSTRONG
BARBARA KENT**

Beryl Mercer, James Gleason,
Claude Gillingwater, Julia
Swayne Gordon, Arthur Hoyt,
Mary Foy



Adapted by J. Harvey Thew from the
play "Weak Sisters" by Lynn Starling.
Screen dialogue by James Gleason.
Directed by John Adolfi.



Warner Bros. present

**DUMB-BELLS
IN
ERMINE**

LAUGHS!

THRILLS!

**"The 2nd
FLOOR**

Warner Bros. present

MYSTERY



EARL DERR BIGGERS, author of "Seven Keys to Baldpate," wrote the story "The Agony Column" from which this great story is adapted. And he never wrote anything so baffling, mystifying and thoroughly entertaining.

**GRANT WITHERS
LORETTA YOUNG**

H. B. Warner, Claire McDowell,
Sidney Bracy, Crauford Kent,
John Loder, Claude King,
Judith Voselli

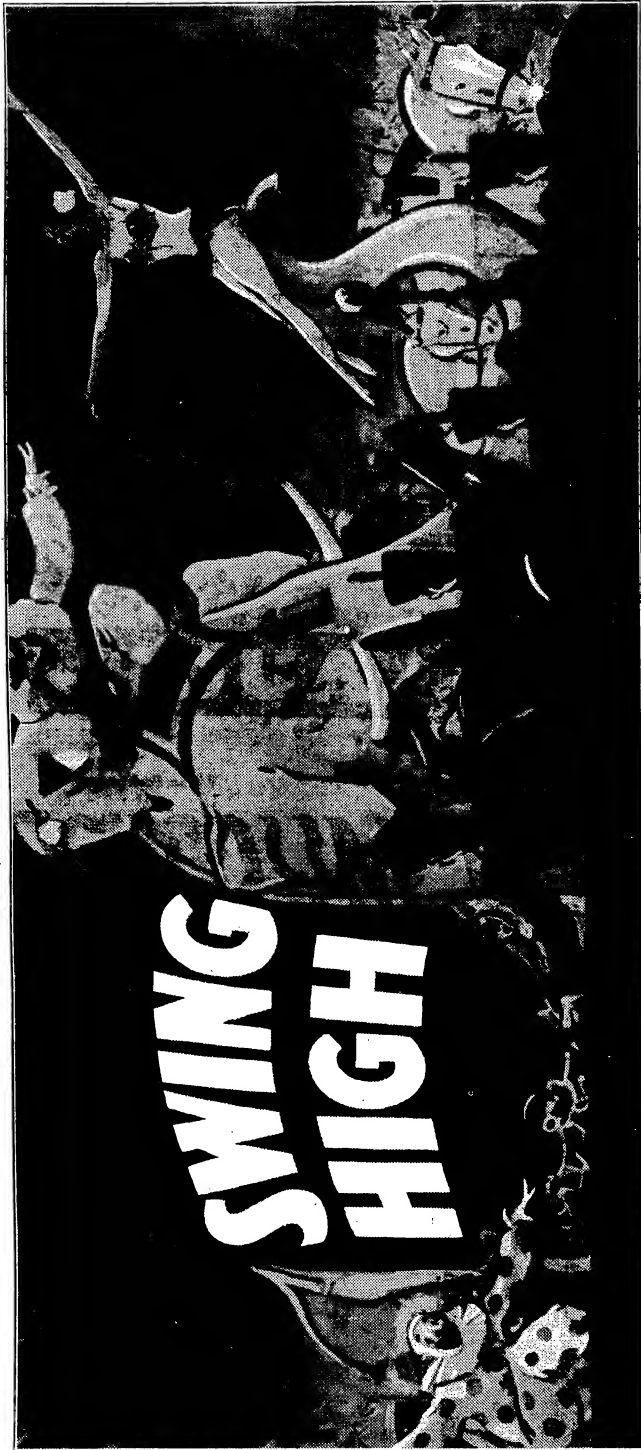


Adapted by Joseph Jackson
Directed by Roy Del Ruth



IT'S UNUSUAL IT'S SHOWMANSHIP!

IT'S BIG



SWING HIGH

HERE'S THE BIG PICTURE OF THE YEAR! BIG in all the elements of entertainment—dramatic—colorful—spectacular—actionful. A MIGHTY PRODUCTION built on a massive scale—the BIG TOP SHOW brought to the BIG TIME SCREEN for BIG SHOWMEN!

UNUSUAL! In theme—story—pictorial values—music and treatment, PATHE has disregarded all preconceived ideas in ordinary production. It strikes a distinctive note in audible screen production—Something New Under The Sun!

SHOWMANSHIP! The essence of Showmanship is the Unusual. Here's the Big—Unusual—Showmanship Picture of the Year!

A wonderful cast
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 Sanfley · Produced by E. B. Derr

PATHE 

it's in—ALL SET FOR BOX-OFFICE RECORD-BREAKING!

THE CUCKOOS

(Continued from page 17)

The Queen Gypsy and sang the big song from the side lines. ... The Queen Gypsy and sang the big song from the side lines.

Radio's studio on the coast may learn from this picture ... Radio's studio on the coast may learn from this picture.

A NOTORIOUS AFFAIR

(All Dialog)

First National production, starring Billie Dove, featuring Basil Rathbone and Kay Francis. Directed by Lloyd Bacon.

Ultra production qualities, gorgeous femininity fetchingly frocked, and other fancy trimmings is the strength and the alibi of this latest Billie Dove picture.

It must be accepted as an unparadonable sin in story-telling to arouse the sympathies of an audience for one man and then break faith and the illusion by giving the woman to another.

Several excellent performances in this picture. Kenneth Thomson as the big chief, a particularly markable as in the last Billie Dove picture, "The Other Tomorrow," he played, and with consummate nasti-

ness, one of the most convincing eternal triangles would reveal. Legend-tales. Thomson still reveals much of a newcomer, is a very fine trouper.

Basil Rathbone's training also stands out. Estelle is better known in films than Thomson, and it's no discovery that he's a skilled performer. Kathryn Adams, a ward rise has been very rapid since last summer, is limited in scope by her insufficiently supportive, merely by her presence, the story's suggestion of a seductive coyness.

Double Cross Roads

(All Dialog) Fox production and release. Directed by William Wellman. Entitled "Double Cross Roads," the cast name Robert Ames, Lila Lee, Margaret Livingston and Ned Sparks. Running time, 60 minutes. At Colony, New York, etc.

Colony in the Universal fold is reaching around for underworld legs in its sort of specialty. Why this one didn't come through when the crook romance was going good. It could then have played any of the deluxes on merit.

Probable defect is that the picture is not so representative in exploit, but as a crook story it is rich in punch and vigor, and as a straight picture it is plenty good.

Slow opening, showing two men in prison, and continues quietly for 500 or 600 feet, then comes awake with a bang.

Young crook and older convict talking it over. Boy wants to go straight and older man helps him to a quiet place in the country on his release. Typical rural cottage is presided over by a mellow old woman and her plucky granddaughter in the person of Lila Lee, than whom no screen actress can look more charming in misted photography and in idyllic surroundings.

Old crook gang is maneuvering to lure the hero back to his old safe-breaking trade, needing his skill, while he stubbornly refuses and basks in the peace and quiet of the country and his new-found divinity. This quiet atmosphere is nicely worked up and the picture is beginning to lag, when it wakes up with a bang.

Jolting surprise is the sudden revelation that the wistful girl and the benevolent old lady are really tools of the wicked gang, planted to help in getting the hero to one more "job" for which he is badly needed.

Picture has a touch of the sentimental quality that made "The Miracle Man" a hit, although it is frank melodrama and without the spiritual suggestion of the earlier picture that made three stars overnight.

Only explanation that appears as likely is that the producer decided crook men were out of fashion and let the picture go to the comparatively modest release medium of the Legend-tales. Many were out of fashion and let the picture go to the comparatively modest release medium of the Legend-tales.

THE BLUE ANGEL

(All Dialog)

(GERMAN MADE)

UFA picture, produced under supervision of Rich Thoman. Scenario founded on an article by Kurt Hiller, written by Mann, adapted by the dramatists, Karl Krauss and Kurt Hiller. Continuity by Robert Liebmann. Directed by Robert Siodmak. Released by Paramount.

Erich Pommer's idea of engaging Sternberg to direct Jannings' first starring vehicle for the UFA proved an astute and profitable move. It is unquestionably done judiciously in the whole of Europe and should also appear strongly in the States. On top of the drawing power of Jannings comes the discovery of a new magnet, Marietta Dietrich, who stands out as much to the American taste as to that of the Continent.

At the beginning the scenario sticks pretty closely to the novel "Professor Unrat," by Heinrich Mann, which is founded on a middle-aged school teacher discovers that several of his pupils are involved in the underworld and hanging around the performer Lola. He goes to the calaret in the hope of getting them straightened and falls for the singer himself.

Despite the jeers of his pupils and the mockery and spite remain in the town and she takes on several ineffectual citizens. At the end the gambler house patronized by all the good burghers.

Siodmak evidently thought this a trifle sturdier and chose a more conventional twist. The teacher sinks from peddler of postcards to a trifle sturdier and chose a more conventional twist.

In a grotesque clown make-up he has a friendly fashion. During his act, while he is uttering his "cock-a-doodle-do" he sees Lola in the arms of another partner on the bill. Still screaming out a tenacious animal-like shriek, now a horrible barbaque, he throws himself at her and his half insane jealousy can only be quelled with a straight jacket.

Later in the night he is too busy to claim the ranch left by her murdered brother, is not the heavy weight that old time heroes were but puts up a good front.

Sternberg has in this picture what is probably his best work of art. The atmosphere of the sailors' dive with utmost precision. Kurt Gerron and Rosa Valetti as a hard-boiled conjuror and old comedienne are perfect in their roles of rather sardonic comic relief.

Foregone that Jannings would be able to get inside the school teacher, Sternberg deserves credit for keeping him simple and not allowing him to overact—a great danger in this play whose face is perhaps the most expressive on the screen.

Sound on the whole satisfactory, especially the music. Dialog, not always natural in quality and in the dramatic passages has a tendency to become distorted. There seems little doubt that this is

ascribed to the Klangfilm loud-speaker system which is not even able to reproduce first rate American product satisfactory.

Only fault is a certain ponderousness in tempo which is not to be faulted in a picture of this type. The story is not one with strong dramatic impulse and seldom grips with suspense or moves emotionally. It is the exceptional playing of Jannings and Dietrich, and the sensitive direction of Sternberg which will put it across for money.

Light of Western Stars

(All Dialog)

Paramount production and release. From Zane Grey novel of same name. Directed by Charles Lamont. Cast: Zane Grey, Helen Hayes, and others.

"Light of Western Stars," as on the widely read Zane Grey novel written many years ago and Dav's first starring vehicle in the new country, has everything that a horse opera should have, plus generous ingredients of sentimentalism and money-maker. Laughs it nothing else but the picture out of the doubtful clouds.

Dialog has revived the slaw-dick thought jacked away for dead in the silent era. Same has occurred with westerns and this one, entirely in dialog and sound, is a good example. While the story, its various elements, the telling, intricate, low interest and frontier atmosphere are all here in the most familiar guise, inclining to comedy and production, behind "Light of Western Stars" have combined to give it real entertainment value.

One hardly thinks to compare it with westerns that were so successful but fundamentally there is little difference. Sound has done the hero's work.

There's nearly a laugh a minute, with Harry Green the main comic interest. He's an itinerant pan-peddler tossing his lot with the cowboys who set out to save the heroine.

Richard Arlen, who gets tough in the cowpunch sobbing up from a heart attack, induced the minute heroine from the east steps into town to claim the ranch left by her murdered brother, is not the heavy weight that old time heroes were but puts up a good front.

Fred Kohler, instead of himself as the menace, giving it a rare polish and punch. Regis Toomey's a small and unimportant role, well played.

Sets and exteriors atmospheric assets. Photography excellent, effect of nighttime and starlit skies giving picture a very natural touch. Two directors, this western, Otto Brewer directed many of the old Grey operas for Par and is a past master at making this type.

A few minor discrepancies have crept in. When Arlen stumbles over Miss Brian in his drunken

stupor and manhandles her, only a disgusting "real" sister of his best friend who was shot from behind, he immediately sobers up and changes his voice accordingly. Later he takes a bullet from a saloon wall that ordinarily would have gone all the way through three walls of that thickness.

In the big action scene another detail is overlooked. Heavy's sane lots laid side to substitute interest's ranch-house and is showing contemptuously. It all stops when audience is told the little love scene is being enacted.

Dialog good throughout, but straight and comedy matter. Plot.

THE GOLDEN CALF

(All Dialog, with Songs)

For production and release. Associated producer, Ned Martin. Directed by Charles Lamont. Based on story by Arthur Phillips. Cast: Charles Lamont, and others.

"Nothing to write home about unless it's to tell that "Golden Calf" is not difficult to take. An innocuous, well staged dance number. Title doesn't mean anything, having to do with the calf of a girl's leg. Exploitation possibilities left to excuse title.

Jack Muthall is here, seen as the "Golden Calf" himself, trying to put up a big front. He has in Sue Carol a secretary of the familiar film type who wears long skirts, goggles and no makeup. When her illustrator boss digs up the idea of getting the perfect leg as a design for a friend's father who is in the hosiery business, story immediately begins to twist and squirm for some way of getting Miss Carol that job, too.

Discouraged by her indifferent but handsome boss, she gets a vaude team of friends to fix her up and, returning as a mere applicant, wins the much-sought assignment, her face winning against all opposition. It is all rather unconvincing. How any one could undergo such a startling change and fool the boss is not so very plausible on the face of it, but having been handled in a comedy way, audiences will forgive the liberties.

After the romance buds, the great (Continued on page 38)

SEB MEZA

"THE DANCING FOOL" Featured in 2 & 4. "CITY SERVICE" IDEA

BERNARDO DE PACE

A Riot with "TOP O' THE WORLD" Unit NOW—MASTBAUM THEATRE, PHIL., PA. Direction WM. MORRIS OFFICE

Featured in Fanchon & Marco's "CITY SERVICE" IDEA "THE SYNCOPATED FIREMAN" THIS WEEK LOEWS STATE, LOS ANGELES

THIS WEEK (APRIL 25), CAPITOL THEATRE, NEW YORK INTERNATIONAL DANCERS

Sailing May 9 for Extended European Tour, Opening May 19 SAVOY HOTEL, LONDON, ENGLAND Just Concluded an Engagement of 21 Weeks at ST. REGIS HOTEL, NEW YORK. Thanks to Vincent Lopez

The OUTSTANDING

'PUTTIN' ON THE RITZ" HARRY RICHMAN'S *First Picture* WITH

IRVING BERLIN SONGS

"WITH YOU"

"THERE'S DANGER IN YOUR EYES, CHERIE!"

"PUTTIN' ON THE RITZ"

"ALICE IN WONDERLAND"

—Just Released—

IRVING BERLIN'S 3 SONG HITS From AL JOLSON'S *Newest Picture* "MAMMY"

(ACROSS THE BREAKFAST TABLE)

"LOOKING AT YOU"

"TO MY MAMMY"

"LET ME SING AND I'M HAPPY"

SEASON'S SENSATIONAL SONG ! ! ! !

"I'M FOLLOWING YOU"

THE MOST REQUESTED of the BRAND NEW SONGS are

"ON A BLUE AND MOONLESS NIGHT"

WILL OSBORNE'S *"Best Tune"*

"YOU DARLIN'" *Another HARRY WOODS Song Hit*

"THE MOONLIGHT REMINDS ME OF YOU"

HELEN CRAWFORD'S *Worthy Successor To "SO BLUE"*

"WHAT HAVE I DONE?"

Another JOE SANDERS Song - Dance Hit

WRITE to the NEAREST BRANCH

ORCHESTRATIONS IN ALL KEYS

IRVING BERLIN, INC., 1607 BROADWAY
NEW YORK

56 W. RANDOLPH St., / 177 TREMONT St., / 1229 MARKET St., / 1509 BROADWAY / 502 KRESS BLDG., / 845 S. BROADWAY,
CHICAGO, ILL. / BOSTON, MASS. / PHILADELPHIA, PA. / DETROIT, MICH. / SAN FRANCISCO, CALIF. / LOS ANGELES, CALIF.



and another RAH!

THE MUG SONG

by CLARENCE GASKILL



THE MUG SONG UNIVERSITY SONG

We hopped in— to the fliv-ver — the day was bright and fair — We went a-cross the Riv-er — the fer-ry took us there — We land-ed in Ho-bo-ken and noth-ing did we miss — They sang a song a-bout a stein that goes like this

CHORUS
Lift up your mug and sing the mug Song here's to the dear old Mug Song We nev-er had a Boo-la — Boo — la — But we were always good at skip-pin' School — a, And it's al-ways — good weath-er — when good mugs get to- geth-er — It's Rah! Rah! Rah! Rah!

FINE
Sis! Boom! Bah! ^(*) Lift up your mug and sing the Mug Song

TRIO
We met some men who went ov-er to Penn. But they can nev-er go back a-gain. We met some fellows who went up to Yale. We know of one who is out on bail. We went to Har-vard and Princeton a year, They threw us out right on our ear. We went to college where they pet and neck, We met a wreck from Georgia Tech!

INTERLUDE

THE SIX EIGHT SENSATION



Barbelle

COPYRIGHT 1930 IRVING BERLIN INC. 1607 BROADWAY N.Y.C.

A Flock of Extra Material to Fit Any Idea of Presentation

DOLORES EDDY AND DOUGLAS



Late Feature of "Naggy Nights"

CONCEDE NOTHING IN DARING AND RECKLESS ADAGIO DANCING

CO-FEATURED with HELEN KANE PAUL ASH and LARRY RICH

AT THE **Paramount** NEW YORK

THIS WEEK, APRIL 25 in "SATAN'S HOLIDAY"

Their 6th Consecutive PUBLIC UNIT

THE GOLDEN CALF

(Continued from Page 35)

unmasking takes place for the finish.

El Brendel of "Cockeyed World" fame, shoulders burden of comedy relief and is amusing most all of the time with mild material. Comedian does one song, "A Picture No Artist Can Paint," for passing notice.

Picture starts with a song, best in the production and likely to be a hit. This is "You Gotta Be Modernistic." It is done several times and has a pleasing song.

"I'm Telling The World About You" is also a good number. This is used for the finale and is picked up by a clever dance scene in which the world is represented with various costumes applicable to different countries. Other numbers are "Maybe Someday," sung by Miss Carol and "Can I Help It?" Marjorie White, whose wisecracking manner is her greatest asset, and Richard Keene, her partner in vaude, do both "You Gotta Be Modernistic" and "Can I Help It?" several times, getting numbers across neatly.

Excuse for orienting in much of the music is a show given by the illustrators. Walter Catlett appears here as m. c. and takes part in one of the sketches, a typical blackout with a mild kick.

Record o. k. Photography also first rate. *Char.*

Ship from Shanghai

(All Dialog)

Metro-Columbia Over-production and release. Directed by Chas. Brabin. Theme based on Dale Gollins' novel. "On the Sea." In cast: Conrad Nagel, Kay Johnson, Carmel Myers, Holmes Herbert, Zane Grey, Louis Wolheim, Franklyn B. Conroy, Jack McDonald. At Capitol, week April 25. Running time, 92 minutes.

A steward with a complex against society which develops into lunacy timely enough to provide the happy ending for his peers, is the basis for "The Ship From Shanghai." All of the action, with the exception of a short preface in China, takes place on a ship. It has sufficient highlights to make it mediocre thriller stuff for short terms in first runs, but generally it is an uninspired picture, so lacked in many of its attempts at drama that audiences of the intelligent caliber laugh in the wrong places.

Despite ancient dialog and dovetailing situations, Louis Wolheim manages to make the role of the steward the strongest and most interesting thread in the production. With the big Ivan Linow as the dumb cook who blindly follows the irate servant, Wolheim works the crew on the ship into a state of mutiny. There is a great brawl sequence with Linow standing off the crew. This is the nearest thing to realism and provides a genuine thriller. A storm sequence is also convincingly handled.

In between Conrad Nagel and Kay Johnson, contesting for each other's love, do a highly artificial performance. But the steward soon discovers his own affection for the blonde girl, and thus her opportunity to save friends from the last extreme of scuttling the ship by surrendering to the servant.

Before the steward loses his hold by becoming insane, thus joining the sharks to which he had sent the captain, there is another brawl on deck, less realistic than the first, in which Nagel is quickly dispatched by the giant Linow.

Holmes Herbert and Carmel Myers in incident parts as the officers of the boat, returning to the States. *Waly.*

BALACLAVA (70% Sound)

Produced by Climbrough Company. Directed by Maurice Rivoir and Milton Rosmer. Story by Robert Stevenson. Camera, James Wilson and Percy Stone. RCA recording. Preview, 20 mins. London, April 14. Running time, 90 minutes.

Originally shot silent by Maurice Rivoir and in large part made over by Milton Rosmer, this costume melior suffers from the comparative slowness of the sound-sequences against those made silent—a faulting which seems to arise whenever this making over happens.

Story is routine, dealing with a quarrel between two officers, a duel, false accusation of murder arising from it, and the eventual confession of a trooper after the officer-hero has been cashiered and rejoined as a horse soldier. Love interest injected via daughter of a Scot living in Russia falling in love with falsely accused hero and putting him wise to spy masquerading as a Russian priest.

Cyril MaClaglen, brother of Victor, is hero, with Miles Mander as the bad officer who gets killed. Mander has one of his stock parts of a dissipated gentleman. He alternates these with Oxford-accented dope bends.

Pretty good performance comes from Ait Gollins as the crackbrack soldier of the Crimean period. Some time a producer here will get wise as to this large-faced boy's possibilities and do something with him, unless they are still afraid, as they have been with Braunwell Fletcher.

Olive Brook and others, of having to pay real money if they make too much of an actor. Benita Hume weak and miscast as heroine, femme end falling to Betty Bolton for a nice characterization of a Russian maid.

Theme is strung, very lightly, on Tenyson's "Charge of the Light Brigade." This part, kept in from the first-made silent, is easily the meat of the play and is a fine piece of work. Sound effects in music have been dubbed onto this with no very great success, but the excellence of the staging of the cavalry charges minimizes this entirely. Some of the shots are as fine as Catoon Croodville drawings, and the drama of the charge is well brought out with a few mid shots and some good cross-cutting.

Good popular stuff here in places where they don't take their drama too seriously.

No visible angle for American release. *Prat.*

CRAZY THAT WAY

(All Dialog)

Fox production and release. Directed by Hamilton McFadden and based on Vincent Lawrence's play, "In Love With Love." In cast: Jason Robards, Regis Toomey, Sharon Lane, Leta Stetter, and Louis New York one day, April 24, on double feature bill. Running time, 90 minutes.

In every respect "Crazy That Way" is a neat little comedy. So far superior to the average in entertainment value that some of the first runs can easily find place for it, while seconds may safely hold it for longer than the average.

Just about three men and a girl, and with the setting confined to a town club, lawns and suburban home parlor, this adaptation of Vincent Lawrence's play is sustained by dialog never slow and by a cast that never forgets things to say. Max Fadden's direction and the cutting room efforts also exceptional.

As the girl who can't make up her mind until a gruff young engineer (mechanical) shows her the way, Joan Bennett fits in one of her most attractive roles. Kenneth MacKenna does a nice job as the engineer.

Where so many themes of this kind are spoiled by exaggeration everything in "Crazy That Way" is just so. Jason Robards and Regis Toomey as the boys competing in the race to place the ring keep action kept with their persistence.

Engineer puts over the moral of the clean-cut young man indifferent to women but aware of all that is going on. But nothing mollycoddle or insipid. The Robards-Toomey contest in the end is the climax of a suspense builder surprising in its proportions for a theme so lean. *Waly.*

PRINCE OF DIAMONDS

Columbia production and release. Aileen Pringle and Ian Keith featured. Directed by Karl Brown and A. H. Van Doren. Adaptation and story by Paul Hervey Fox. Photographer, Ted Tetzlaff. Leta Stetter New York one day, April 25. Running time, 87 mins.

Eve Marie.....Aileen Pringle
Leta Stetter.....Ian Keith
Lola.....Printhe Ridgeway
Burd.....Tyrrell Lariv
Gilbert Crayle.....Claude King
Williams.....Tom Ricketts
Li Li.....Leta Stetter
Smith.....Gilbert Emery
Ormsby.....Andrew Selt

Better title would provide this film with a better clamor. It's a flip and so takes away a certain something from a quite thin story, borne out okay by the cast but not fulfilled in romance and depth of imagination for the customers in subject matter. Has exploitation possibilities and Ian Keith is a mark for certain types of women. Photography shows faults but not serious and recording is okay. Not deluxe film but fits of the Columbia type.

It's an original something fanciful in detail but not enough detail. Relating how a diamond merchant vies with a poor landholder for the hand of a girl. This is in England where most of the story takes place. The girl is also sort of poor with luxurious tastes and rich appearance.

Story sounds fruitful but essentially a more picturesque than a film reveals. Too much staccato stuff in dialog and there is an apparent attempt to make things move too swiftly. As great a fault as moving too slowly.

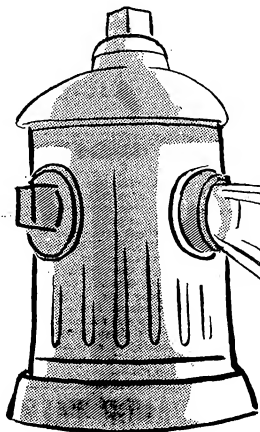
Showmanship could have been evidenced in giving the jungle scenes more leeway for sentimental action. In the photography sphere the heads of some of the characters get to strut higher than the screening length of the curtain.

As is the picture could not have cost much to produce and whether which way, it will add profit to the Columbia exhibitor. That's the first principle they should follow.

Aileen Pringle does fairly. She suited the role. In the heart beat scene, as in the Pringle was not so hot. Keith has personality and an intelligent look besides speaking right, but he acts too leisurely. Ought to work up some human generator stuff, even for this Columbia speed film.

Claude King is the same as usual. Others suit with the possible exception of the police chief of what.

Sidney Phillips
back from Hollywood negotiated these Contracts
with *Metro-Goldwyn-Mayer*
P. G. Wodehouse
Herbert Stothart (new contract 1 year)
Edith Fitzgerald
Joe Meyer
Edith Ellis now negotiating new Contracts
Sam Shipman of B. Polymers
with *Fox Film*
Tom Barry (new contract 2 years)
Harlan Thompson (new contract 1 year)
Melville Burke
Willard Robertson
Paul Harvey Fox
Nat Pendleton
with *Pathe*
Geo. S. Brooks
Sidney Phillips
234 West 44th St
New York City
associate
William Stephens
now at *Hollywood Kuehlerbach Hotel*
Hollywood
Calif.



THAT'S NEWS!



**AND HERE'S MORE NEWS:
THE DIVORCEE**

Here are the first reports:



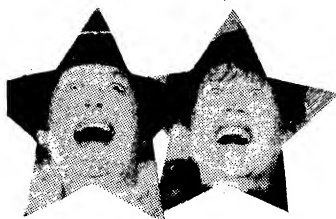
NORMA SHEARER SCORES!

AT NEW HAVEN, CONN.

"Divorcee at Fox Poli did sensational business, within few dollars of 'Broadway Melody' record."

AT DAYTON, OHIO

"Divorcee at Loew's Dayton did better business Saturday and Sunday than even Greta Garbo in Anna Christie."



**MARIE DRESSLER
POLLY MORAN**

The Perfect Comedy Team!

**CAUGHT SHORT
HELD OVER 2nd WEEK!**

AT DETROIT

"Caught Short" opened at Michigan Theatre to sensational success. Crowds equalled those of "Anna Christie" opening. The press says:

"Never such a riotous comedy. Miss it and you'll regret it to your dying day."

—Richardson, *Detroit Times*

"Riotous comedy. Audience laughs continuously."

—*Detroit Free Press*

"No end of fun."

—*Detroit Times*



-GOLDWYN-MAYER

The Good News Outfit!

PARLOR STAGES NEED "FLESH"

"On the Cuff" Joe Freiberg Given Midnight Dinner in Own Hotel

Some people deserve a punch in the nose. Others a kick in the shins. Joe Freiberg deserved a grill. He got it, at Mrs. Gerson's dinner the other midnight. The grill is in the Somerset hotel on West 47th st. About 150 attended, all that Bassi could jam in the room. Joe Freiberg is the manager of the Somerset hotel. Just a hotel, said his friends, but Joe is such a different manager. More professional deadheads and lost accounts on his books than on the books of any other hotel mark in the yards. When seeing the 150, Freiberg declared he didn't know he had so many friends, even if 75% were debtors. Joe didn't count the many others who couldn't get in, not notified of the dinner or on the road. Just as an insight on what kind of unique guy Freiberg is, his hotel was recently sued by one of the guests for back rent while that guest was still living there on the cuff. Joe's a tall mugg who speaks like Sam Lyons and acts like a West Coast cadet. That comes from his years in the Austrian cavalry. In a touching way, Mrs. Freiberg said he still has that cavalry atmosphere about him. Another wire read at the dinner, stamps Joe as a match maker, read: Please ask "Nellie" of Bloomburg's Alaskans to meet me stage door. Forham theater Friday night and oblige.—"Rin-Tin-Tin."

"Why don't you install showers in your bathrooms stop I hate tubs and haven't had a bath since moving in your dump stop my boy friends are starting to complain," telegraphed one of the Somerses's feminine guests. This one sounded panicky: "My wife saw me in the Somerset with a blonde. She is very broadminded but angry that I should be so careless to register without baggage. Will you please write for me a trunk under my coat—Oscar 000." A double crosser who signed himself "A Friend" wired, "The couple in 62C are not married."

"Among other wires: "I recommend Gerson's food, not Freiberg's rooms—Alfred W. McCann." "We suggest a slogan: The Only Way Where Agents Walk in and Out With their Own Wives—Gen. Outdoor Adv. Co." "You and entire party cordially invited to my navel disarmament—N. C." "Why don't you engage a house detective?—Hotel Dick's Assn." "Have Aunt Jemima show you the new wrinkles—Ziegler."

On the job in the celebration the room clerk telegraphed, "Come immediately. Party on third raising Cain and disturbing" other guests. To which Joe replied with one hesitating: "Go up yourself and view situation. If party okay and blonde available, let me know and I'll be right up." Dave Beeher and Jimmy O'Neal are so accustomed to going out without their wives, even to decent affairs, they came to this one with a sister team of wax dummies. Al E. White did the toast masterling so well he suggested he could be a pro at it. Everybody delivered a panning speech. Some were good and others so terrible even Basil Gerson's prop laugh couldn't save them.

Widow Carries on

Washington, April 29. Aaron Berylawick's widow is carrying on his work. Known as "Daddy B" to those of vaude playing Washington for more than 30 years prior to his death, the widow observed the anniversary of his death by continuing the annual dinner he always gave to the 460 inmates of the Home for Aged and Infirm at Blue Plains.

Overnite Headline

Taken out of Forham and Flushing to be moved into Palace, New York, for current week, R-K-O created some surprise by billing Havana Casino orchestra above rest of show, headlining the attraction over Fritzi Scheff. Orchestra imported from Havana only two weeks ago. It has played only one break-in date around New York and is not known in this country.

PALACE IN LOOP LEGIT FOR ERLANGER

Chicago, April 29. Disposition has been made of the R-K-O two-a-day Palace here through a deal with Erlanger. The straight vaude house will shortly become another legit stand here with the Erlanger group. Erlanger takes house on rental or sharing percentage. Marcus Helman for Erlanger arranged it with Joe Plunkett of R-K-O. Change of policy and management relieves R-K-O at this point of a angled situation. Its alternative of two-a-day vaude was vaudfilm. R-K-O's State-Tab says that sort of show and is doing well. With the shift, R-K-O Palace, New York, will remain the single big time vaude theatre in America.

ONLY A PIG P. A., BUT NOW A DEAD ONE

Milwaukee, April 29. Five months ago, while playing in Galena, Ill., Lucille Steele, vaudeville artist, became enamored of "Snookums," only a pig, but an exceptional one. She lured him from the farm by photographing him. Snookums became the mascot of the vaudeville film. Publicity is the life of the show biz, and "Snookums" soon learned that part of the daily grind. In search of publicity for his fair mistress, he usually wandered out into the main streets in whatever city the act was playing, got lost, was advertised for, photographed, put into print. City after city the same routine.

Milwaukee looked the same as other cities. "Snookums" wandered into the main streets, got lost, was advertised for, photographed, put into print. City after city the same routine. Milwaukee had never encountered Milwaukee autists before. There was a grinning, grunting, grunting and "Snookums" had pulled his last publicity stunt. And so passed the perfect press agent.

Olsen-Johnson's P. A.

Minneapolis, April 29. Olsen and Johnson playing the R-K-O Orpheum here signed Frank Burke, former Orpheum manager, as their personal publicity representative. Burke will accompany the comedians to the coast where, finishing their R-K-O tour, they begin a three-year contract in Warner pictures. Olsen and Johnson here Olsen received word his wife was painfully injured in Arizona. Her automobile overturned while she was en route to Chicago from Los Angeles.

GIVE IT IN WAY OF VAUDEVILLE ACTS

Par-Public Circuit's Execs and Div Mgrs Making Survey to Decide What and How—Big Vaude Turns Slated for Units Under Own Billing

BY NEW SEASON

When next season arrives the vaude actor is likely to find that Paramount-Public, operating more houses than any other circuit in the industry, will provide a greater outlet for his or her services than will be found under any other banner.

The actor and the vaude field generally do not know it, but changing conditions are resulting in a similar decision that the matter is needed in many houses in widespread territories now under all-sound policies. That Par is just around the corner from becoming the largest individual user of vaude and allied talent on its stages looms with official admission that the matter is being seriously considered.

For some time there has been a tendency within Paramount to keep away from the name "vaude" whether the programs were that or not. Idea is that in billing anything on stage as vaude the houses would be designated and called vaude houses rather than picture theatres, as desired.

Public now has vaude installed in about 20 theatres in scattered parts of the country, some in New England, others in the South and other points. The William Morris office books some of the theatres, R-K-O and a few others are handled (Continued on page 47)

HORWITZ' HARD LUCK

Agent Very Ill and in Financial Straits, With Family

Arthur Horwitz, the Loeb agent, is seriously ill in his room at the Chalfonte Hotel, 70th street and Amsterdam avenue, New York. With him are his wife, Irene, and their 8-month-old baby. Financial conditions forced them to vacate their W. 54th street apartment last week. Doctors give Horwitz slight chance to pull through. Friends are helping out without believing it necessary to go to the extreme of running a benefit.

Fear of Unseen Audiences Keep Stage Comics Unfunny on Radio

Because star vaudeville comedians of both sexes turn pale and lose all of their stage ability to create laughs when standing before a radio microphone, R-K-O is looking for lesser but more radio-minded comics to handle the front comedy end of the circuit's weekly NBC broadcasts of vaude talent.

In a criticism in "Variety" on a recent R-K-O program, the reviewer mentioned the failure of several veteran and high salaried stage laugh getters to transfer any of their stage comiclity to the ether.

Obvious error in most of the R-K-O broadcasts, and now recognized by Rosalie Stewart, the program arranger, has been the complete dependence on name comics for the comedy relief. Remaining and not so important acts on the broadcasting bills were mostly of the musical or singing type. Result, with the star comedians missing

Fox's Booking Offices and Met Theatres Changes, If Any, Yet To Be Made by New Heads

Some Tough

Things are so tough now in what's left in the lull vaude field that agents and bookers attempting to keep up a front are going for rubber spats and prop gardenias. Both are washable and non-shrink.

50 LOBBY ACTS; B&K NEED MORE

Chicago, April 29.

B. & K.'s lobby-act circuit is pushed for talent. Dave Babalan, director, and Louis Lipstone, production chief, are going to New York in search for more. This week, with spring vaude freeing the kids for shows, 30 acts are playing the lobbies of 10 B. & K. houses.

HOLLYWOOD ANXIOUS ON RENO SPLIT STATUS

Los Angeles, April 29.

A point of divorce law, involving the question whether a decree obtained in Nevada holds good in California is up for decision before the Supreme Court of this state. Case is Gertrude Broder vs. Gustave Broder. Mrs. Broder, wardrobe mistress of the Metropolitan Opera, was sued by her husband, who was granted a decree in Nevada in 1926. Broder charged his wife left him with their son, Martin, boy-actor, then appearing with one of Ota Skinner's plays.

In 1927 Mrs. Broder came to California and had the decree set aside, when Judge Yankevich refused to recognize the Nevada divorce on failure of Broder to establish a bona-fide residence in that state at the time he obtained the divorce. Broder has now appealed to the Supreme Court, with the ruling to be handed down by the higher tribunal expected to set a precedent.

Barton Must Pay Off

James Barton, actor, was found guilty of contempt of court for failing to pay his wife, Otilia, back alimony amounting to \$1,600, which sum she sued him for.

Judge Gavanagh, of the New York Supreme Court, ordered Barton to make up the \$1,600 due his wife by paying \$200 weekly for the 8-week period of his illness and \$100 weekly after he recovers. This in addition to his regular weekly alimony payments of \$150 per.

Harry A. Schwartz represented Barton.

Eugene Pickler Marrying Eugene Pickler, son of the late David E. Pickler of Loew's, will be married June 12 to Sylvia Moses, non-pro. Young Pickler is assistant to Dave Loew at Metro.

Danny Russo's Health Danny Russo, for many years orchestra leader at the Loral Palace, moves to Los Angeles for his health. Art Frank replaces.

**THOSE YOU
W IN SARANAC**

left for a two-week visit and vacation with the city folks. Reported marked improvement.

"BENWAY

ac, N. Y., April 23. He left the colony an eight months of faithful did it. He will re-ville.

ly was successfully the General hospital, okay. A gritty boy.

is at the sanatorium, oking fine.

(Mrs. Roy Gordon).

Ban on fast driving in effect. Chief of police instructs cops to nab all speed maniacs. Harold Forgett first to get \$10 fine.

Anna Mae Powers after one year asked gets her first okay to leave the blankets for a little exercise and church going. Faithful little "curee."

Reports from Patricia Balrd, Mo. S. sanatorium, Mt. Vernon, Mo., much improved; Jack Hubb, Hillcrest sanatorium, Albuquerque, N. M., resting better, gaining weight; Dorothy Maxwell, 408 E.

Main street, Rochester, N. Y., up after operation; Olga Kalinin's second operation, doing well, French hospital, N. Y. C.; Levi Lungevlin, 353 Plain street, Providence, R. I., feeling fine.

Every "show-folks" patient here received gifts as Easter greetings from Jerry Vogel, Plaza Music Co. Much joy amongst gang.

Luba LeRoy a newcomer at 9 Front. Received a little rest. Not much trouble. Formerly with Sliding Billy Watson on Mutual wheel.

George Harmon is peddling, laughs while spending a two-week visit at home in New York

First four months of 1930 show good results—Left Saranac O. K.: Richey Craig, Jr., doing great; Paula Campbell at her best; Mae Johnson, working; Keith Lungberg, to tour Sweden; Thomas White at home; James Williams on Long Island, fishing; James Cannon at work.

Out of bed, first time in 1930 for exercise: Leah Temple, Irving Bloom, Allie Bagley, Lilly Leonora, Fred Rith, Benway, himself, and Valentine Kinsaid.

Doing exceptionally well on limited exercise: Ben Schaffer, Helen O'Reilly, David Mavty, Dick Kuni, Chris Hagedorn, Al Downing, Harry Clark, J. C. Louden and Ethel Clouds.

Unlimited exercise: Vernon Lawrence, Gladys Bishop, George Harmon, Harry Barrett, Russ Kelly and Jack Nicoll.

Write to those you know in Saranac.

West End Dead

Mark Murphy and John Daley, former R-K-O bookers, who took over the West End theatre in 123th street and tried out a stock and picture policy there, have turned back the lease.

The old house and the neighborhood showed no signs of h. o. life.

**Intent to Keep Combo Shows Down
To 2-Hr. Running Time by Labor Day**

Minutes are being chopped off the combination vaude-picture and presentation-picture bills at such a rate that it appears the majority of grind stage-screen shows in the key cities will be down to a two-hour maximum running time by next season.

Present running time of the average key city combination bill is between two and three hours, with most striking an average

under two hours and a half. Increase in the number of shows daily by the larger key stands is making demands on the programs that can be fulfilled only by considerable cuts in the running. This cutting will be done elsewhere besides with the stage acts, with the balance proportionately speeded up.

From present indications the majority of vaude-picture combination bills made up principally of four stage acts and feature picture, will be run on approximately this schedule by next season or the season following:

Opening act.....	8 mins.
No. 2.....	12 mins.
No. 3.....	15 mins.
Closing act.....	15 mins.
Newsreel.....	8 mins.
Trailers.....	5 mins.
Feature picture.....	60 mins.

123 mins. Although the time of the vaude may be differently distributed in individual bills, according to style of act, the total is not likely to exceed 60 minutes in any event.

That means all excess bowling, stalling and "milking" will be out. Running time of feature talkers has been decreasing lately to around an hour, because of the theatres' demand for brevity, and with the "specials" built for plenty of trimming.

Many managers are of the opinion that a two-hour bill with no slow moments will play better and provide as much satisfaction as the present shows running half an hour or more longer and usually filling the half hour by padding.

With every manager heavy on the lookout for maximum h. o. turnover.

DUTCH PAIR ON AIR

Pete Mack and Al Shean Will Be Known as Hans and Otto

Pete Mack, R-K-O vaude agent, and Al Shean (Galagher and Shean), have formed a radio team partnership to broadcast every Tuesday night at 9:15 over WOR under a 13-week contract with the Gobel sausage company. Mack and Shean's radio monickers are Hans and Otto, both doing Dutch butcher characters.

Mack has been lending his Dutch comedy to the boys for years, just for laughs. This is his first attempt to cash on it. For the present his radio work will be just a sideline, with Pete sticking on the R-K-O booking floor and selling acts out of the back book daily. Shean was last in vaude with Lynn Canter.

Booking office has okayed Mack's air doubling. WOR is reported attempting to build Hans and Otto into Dutch counterparts of Amos 'n' Andy.

Al Reid, manager R-K-O Hip, New York, has handed in his notice and leaves next week.

**NARO
DICKFORD**

ORIGINATOR OF
EDY ADAGIO QUARTETTE

Assisted by

**LILI DEMUTH
FRED FREDDIN
EMRIK ANDREWS
and
MAURICE**

CONSECUTIVE WEEKS

1930	FEB. 28—ROYAL
MAR.	1—81ST ST. and 58TH ST.
	2—PALACE, CHICAGO.
	3—TRAVEL and FORDHAM
	4—22—ALBEE, BROOKLYN
	5—29—86TH ST. and ACADEMY
APR.	6—COLISEUM and FLUSHING
	7—12—SAVOY and PATERSON
	8—19—CROTONA and PARK PLAZA
	9—26—PALACE, NEW YORK
MAY	10—KENMORE and TRAVEL
	11—OKLAHOMA CITY and TRAVEL
	12—17—FORT WORTH, TEXAS
	13—24—DALLAS, TEXAS
	14—31—SAN ANTONIO, TEXAS
JUNE	1—7—HOUSTON, TEXAS
	2—14—NEW ORLEANS, LA.
	3—21—ATLANTA, GA.
	4—28—BIRMINGHAM
JULY	5—TRAVEL and CHARLOTTE
	6—12—TRAVEL and CANTON
	7—19—DETROIT, MICH.
	8—26—R-K-O WESTERN
AUG.	1—9—
	2—16—
	3—23—
	4—30—
SEPT.	5—13—MADISON and CHESTER, N. Y.
	6—20—SYRACUSE
	7—27—ROCHESTER
OCT.	8—CLEVELAND, OHIO
	9—11—STATE LAKE
	10—18—MINNEAPOLIS
	11—25—ST. PAUL
NOV.	12—3—WINNIPEG, CANADA
	13—8—TRAVEL
	14—14—SPOKANE, WASH.
	15—22—VANCOUVER
	16—29—SEATTLE
DEC.	17—6—TACOMA
	18—13—PORTLAND, ORE.
	19—20—TRAVEL
	20—27—GOLDEN GATE, CALIF.
	21—31—OAKLAND, CALIF.
1931	JAN. 1—8—HILLSTREET
	2—15—SILVERADO, CALIF.
	3—22—TRAVEL
	4—29—SALT LAKE
FEB.	5—DENVER
	6—13—OMAHA
	7—21—ST. LOUIS
	8—28—KANSAS CITY

AND NOW PLAYING

o PALACE NEW YORK
Veek (April 26)

PERSONAL MANAGEMENT

LEONARD ROMM

HARRY A. ROMM OFFICE
ACE THEATRE BUILDING, NEW YORK

ANNOUNCEMENT
HUGO MORRIS

ABE FEINGOLD, Associate

Representing the Following Artists on the

Radio-Keith-Orpheum Circuit

**SYLVIA CLARK
EDITH EVANS and RAY MAYER
CHAMBERLIN and HIMES
JOE BROWNING
THE INGENUES
HARRY ROSE
HICKEY BROS.
SIX LUCKY BOYS
DON GALVAN
JACK NORTH
WORTHY and THOMPSON
CHEW HING TROUPE
MARTINET and CROW
TABOR and GREEN
MORRIS and SHAW
HECTOR and PALS
ERGOTTI and HERMAN**

**WILTON and WEBER
FRITZ and JEAN HUBERT
BARTO and MANN
MITCHELL and DURANT
CHINESE WHOOPEE REVUE
NORMAN THOMAS QUINTETTE
JOE DARCY
ERNEST HIATT
CLARA HOWARD
ELM CITY FOUR
MILLER and WILSON
ENO TROUPE
BOB and MARGIE DUPONT
FIVE MOUNTERS
MAXINE and BOBBY
THE LAMAYS
FINK'S COMEDY CIRCUS**

Most of the above attractions are routed for 40 weeks.

Can place good acts immediately without any unnecessary lengthy negotiations or delays.

**SUITE 510—BOND BUILDING,
1560 BROADWAY, NEW YORK CITY**

BRYANT 0988-0989

R-K-O's 'DIRT' CRUSADE

"Dirt" in Vaudeville

"Dirt" on the vaudeville stage is a flexible quantity. It calls for a censor with intelligence and not his wife's.

The first start to ruin Columbia burlesque was too much censoring. Its censors apparently could not distinguish between spice, smut and fifth. So all had to go. And the Columbia went with them. Spice would have saved it.

"Dirt" on the stage is anything vulgar. If the vaudeville managers will bear that in mind, they won't go wrong and won't lose any patronage. Too much censoring will clean the box offices as well as the stages.

The R-K-O idea of a clean-up is aimed very well if handled rightly. Not by house managers, nor house managers' wives, but by someone of prime intelligence in the circuit's headquarters, who understands the theatre and the public.

A great fault with all circuits is to give subordinates an opinion that some kind of a report will bring that subordinate to the attention of the high head. It's dangerous. If the high heads will watch the box office reports and nothing else, nothing further need be known by them about chiefs of departments, booking office or house managers. Box office reports tell everything. It's the sole guides for some circuits and those which accept the b. o. statements as the sole guides appear to expand the faster.

For further evidence of the difference between "dirt" and "spice," vaudeville men are referred to the talking pictures, and what the great mass of Americans enjoy. If the great mass of Americans don't enjoy vaudeville, it isn't the fault of the great mass.

The masses are not the classes. No showman should be swayed by his set, family, reformers, clergymen or anonymous letters.

Peter Higgins' 5-Year 3-Way R-K-O Contract

A three-way contract which will bring him \$500,000 or over in salaries in the next five years has been entered into by Peter Higgins, vaude tenor, with R-K-O. Contract covers picture, radio and vaude.

Higgins signed it last week while at the New York Palace, where he is h. o'ing currently.

Harry Fitzgerald was the intermediary.

Vaude Exploits Local Civic Theatre. Group

Schenectady Civic Players, amateur organization that started out as a sure seater group, but which has become the town's big thing, with their own playhouse, have been booked at R-K-O Proctor's for May 7, 8, and 9 by Manager A. J. Gill.

Gilgnol thriller, "The Mask," will be the one-act opus presented. Three players in cast, one woman being Eleanor Priest, local girl and newspaper woman.

STARTED, BUT SO FAR NOT ON NAMES

Two Unimportant Acts Penalized to Date—R-K-O's Palace, "A c e" House, Looks Exempt—Brown's Instructions Interpreted

HOUSE MGRS' JUDGMENT

Some results of R-K-O's general and Hiram S. Brown's personal crusade against dirt on the vaudeville stage have been the elimination from standard routines of gags and bits of long standing and used unchanged for years; turn-down of numerous attractions because indications from past experience were that they might, perchance, contain objectionable material; cancellations because of blue infractions, and fairly thorough whitewashing of stage stuff all over the New York end of the vaudeville circuit.

To date no falling curtain has abruptly and prematurely terminated a "name" act, although one of Mr. Brown's early ultimatums was that some important dirt gag using act, no matter how important, would get the dropping rag right in the middle of the turn—as an example for others and lesser acts to guide themselves by.

Meanwhile the New York Palace, located directly under the Brown office, has been practically immune (Continued on page 47)

Warners' Vaude Booking Office Adding More Time by Next Season

Report Warners would dispense with its own vaude booking office and make a deal for the theatres to be vaude-booked elsewhere is unfounded. While the Warner vaude booking agency is not yet on a paying basis, it expects to be by next season, with 20 more weeks of playing time on the books, it is declared.

At present the Warner office is booking 12 weeks, all Warner-owned. Bookings are handled by Harold Kemp and his assistant, Steve Trilling. Books were raised to that number with withdrawal of the formerly Keith-booked Warner theatres from the R-K-O floor. The 10 or more additional weeks expected by fall will be found, it is anticipated by the circuit, among the 17 scattered circuits and approximately 1,000 indie houses now or expected in the Warner fold through purchase or for which deals are on and partly closed.

Selecting All but a few of the theatres coming in play straight pictures. Warners is looking over the entire field for the purpose of picking those suited to vaude. If these suitable theatres stand a chance of increasing profit by adding acts, they will be added to the Warner vaude books, according to present intentions.

The Harris theatres in the Pittsburgh section, now Warner-owned through a recent buy, will be booked by Warners instead of R-K-O, where they now are booked, at the start of next season. Both drop vaude in June for the summer. It has been intimated that the

Warner theatres in Jersey City, Newark, Pittsburgh, Philadelphia, Indianapolis and St. Louis, at present playing Public stage units, will discontinue the Public shows next season, playing Warners' own presentations or vaude, either or both Warner-booked.

While not showing a profit from accounts, the Warner booking office is considered necessary, as by booking the theatres itself, Warners can book them as desired. Addition of the time anticipated for next season, if developing, would make the booking office show a profit on top of paying its own way.

ACTORS IN DISTRESS FAVORED BY F. & M.

Los Angeles, April 29.

With conditions for vaude actors very bad here and several hundreds out of work, the Fanchon & Marco office is giving actors who have dependents all possible breaks on available work.

Daily, local bookers, are up against the problem of performers who are in actual want. A great number of these men and women find, as is usually the case, that after years of stage work, they are unable to adapt themselves to other occupations.

Figuring that single actors have a better chance of getting by outside the show business, the F. & M. office is giving preference to those who are married and have children.

"I am glad to see that Chic York and Rose King are due back at the Palladium to-morrow, for this is far and away the best act America has sent us for years and years."

—Sunday "Referee," London, March 9, 1930.

Thanks to All Concerned

SIGNED **\$1,000,000** CONTRACT
FOR **R-K-O VAUDEVILLE, N. B. C.**
AND **RADIO** PICTURES

**PETER
HIGGINS**

AMERICA'S FOREMOST TENOR

FRANK DIXON, Pianist

HELD OVER INDEFINITELY
R-K-O PALACE
NEW YORK

Direction **HARRY FITZGERALD** and **DANNY COLLINS**

Present Act-Agency Situation On Continent Badly Tangled; No Breaks for Foreign Turns

Paris, April 16.
Conditions being what they have always been on the continent, the exclusivity to one agent for artist's representation is only a matter of good fortune if that ever happens. Otherwise an act is forced to flit from agency to agency over here if some sort of consecutive bookings are to be effected.

There is not one agent who can keep an act going solidly and if that happens it's just a good break through being spotted in a hit musical in Paris; otherwise, with sporadic bookings, anything resembling a truly consecutive itinerary can never happen.

Acts and agents have found this condition there is more cut-throating on this side among agents than among the chiselers of the Gaiety theatre building shoe-slingers in Times Square. It has created considerable ill-will as a matter of economic necessity.

Acts sometimes come over supposedly bound for a year or two under exclusivity arrangement to some agent, through possibly a New York or Chicago representative, and find that it must fill in open weeks through other agents despite themselves. Even the agents who have acted tied up can't hold them and are powerless to keep them away from other agents. Latter, living a precarious existence, don't care about building up good-will or amicability with rival

(Continued on page 47)

STAGE SHOWS GOING BACK ON PUBLIX ROUTE

Stage units are being returned to Paramount, Denver, which dropped the Publix presentations two months ago and in meantime has found demand existed for them. Shows go back next Thursday (May 5).

Denver, as a result, will be the tail-end of the units produced in the east and currently winding up in Minneapolis. They will jump from Minnesota there to the Denver date.

Saenger, New Orleans, taken off unit route earlier in season, goes back to stage shows May 9.

Further indication that stage shows of some kind are needed in the former unit stands is borne out with institution of vaude policies in two others, Omaha and Des Moines, and restoration of four on Pacific coast for units.

Oriental, Loew's "Show"

"Flash acts" and especially those of the unit type designated for Loew's circuit, must all be shown for the Loew bookers at the Oriental, Brooklyn, prior to starting penciled in time.

The latest set for this is the Victor Hyde unit, headed by Beth Challs.

It's due for a southern tour, starting May 12 at Richmond.

FOX MUST TAKE AND PAY FOR STATE, J. C.

Fox theatre circuit will have to part with approximately \$100,000, or as much as the State theatre, Jersey City, N. J., lost during the past year, under a New Jersey court ruling, which orders Fox to take over the houses as per a lease signed for it a year ago.

State is independently owned by the State Theatre Corp. of Jersey City. It plays vaudeville, with acts booked by R-K-O. Two weeks' notice has been served on the latter that after May 9 Fox, when taking over operation, will also book its own vaude there. State falls under Fox's Metropolitan Theatres supervision.

The \$100,000 loss sustained by the State under indie operation the past year must be covered by Fox, since the court ruling was to effect that the Fox operation began last year, according to the lease, and belonged to Fox, whether Fox occupied and managed or not.

Fox lease on the State runs for 21 years at a rental of about \$100,000 a year. Shortly after the deal was made, the Fox buyers were said to have learned that the State was more of a headache than a joy. An attempt was made to kill the agreement. State Corp. went to court.

L. A. Indie Agency's Rub On "Opposition" Hits Acts

Los Angeles, April 29.
Meiklejohn & Dunn agency, controlling most of the indie vaude bookings in town, has declared the Hippodrome, booked by Bert Levey, opposition to the Burbank and Million Dollar, both M&D houses.

Meiklejohn & Dunn office has notified the Levey office it wants a six weeks' clearance on all acts between the Hip and the M&D houses, with all three near each other in the downtown section. It is said the Meiklejohn & Dunn squawk comes from the Hip's lower scale. Hip's admission is 10-20, while the Burbank and Million Dollar get 50c.

Up to now the Levey acts have been going into the latter houses almost directly from the Hip. Present Meiklejohn & Dunn ban of six weeks means just as many weeks of hunger for acts during the enforced layoff.

F. & M. New Convention Circuit for Shows

Los Angeles, April 29.
Jolly Jones, formerly in charge of the Fanchon & Marco Kansas City office, will come here May 1 to organize a national commercial entertainment division for F. & M. New division will supply entertainment for divisional conventions of national business concerns.

First contract is with the Chevrolet Motor Co. Show will be routed to hit each state convention without any layoff. Productions are also being planned for other units of General Motors.

Dancehall Dancing Teams Now Double Vaude Act

Millette and Johnson of Queens, L. I., winners of the world's ballroom dancing championship in the contest held at Roseland, New York, and Mr. and Mrs. Bernice of Brazil, second, have been booked as a combination by R-K-O.

They will play two weeks of New York time for R-K-O, starting probably at Flushing, nearest R-K-O theatre to the winners' home town.

Tex's Big Bill Plant 1st Aid in N. V. A. Drive

Warning her girls to beware of phone numbers, Tex Guinan is pulling one of the nifties for the N. V. A. Drive at the Capitol this week.

Rolling their heated work in white slips, the girls, some 20, cover the lower house in a way that makes it impossible for any of the payees to slip into dark corners.

Back on the stage Tex closes the act by dumping the baskets into one large piece of wicker work. At all of the shows "some one" donates a single large bill, either a fifty or a hundred. Maybe it's planted and maybe not, but Tex stops the flow, mostly silver pieces, while she holds it up and longs for the identity of the generous giver.

Plunkett's Coast Trip
It looks like a coast trip for R-K-O Joe Plunkett about May 15.

Plunkett doesn't know the desert in the heat.
Don't tell him.

Charlotte Ayers is no longer with the act of Mario and Ayres.

ONLY 2 SUMMER CLOSINGS BY R-K-O

R-K-O closings for the summer this year will be down to a bare handful. Those faced with closing for the warmer weather for most part are stands in the south and those not yet been equipped with cooling systems.

While in previous years a representative number of closings have been scheduled by May 1, this year but two are on the record. These include Denver, which shut last week, and Majestic, Tulsa, ending its season May 2.

R-K-O operation of houses has resulted in equipment of as many houses as possible with modern cooling systems, until now many that otherwise would be closing down will run through the summer.

ENOS
FRAZIER
"Acme of Finesse"
THIS WEEK
April 26, Vancouver
Managed by
LEE P. STEWART & LEWIS MOSLEY

**Marcus Loew
BOOKING AGENCY**
General Executive Offices
**LOEW BUILDING
ANNEX**
160 WEST 46TH 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

ARNOLD-MICKET-CHARLIE-TEDDY
FOUR CIRILLO BROS.
STILL R-K-O'ING IT
WEEK OF MAY 10, KANSAS CITY
BOOKED SOLID Direction: JACK WEINER-ED. KELLER

An International Headline Comedy Act

"THEN THE FUN BEGAN" **JOE MARKS** "THEN THE FUN BEGAN"

with **MAELEONARD** and **GEORGE BROWN**



JUST COMPLETED A TOUR OF ALL EUROPEAN COUNTRIES
AND AM NOW STARTING ON 40 WEEKS ROUTE WITH R-K-O
PALACE NEW YORK
THIS WEEK (APRIL 26)
R-K-O Bookings **CHAS. H. ALLEN** M. S. Benham Office

Extraordinary! Spectacular! Different!
Armand and De Vore Co.
Featuring ALMA and ROLAND
B. Wills, H. Durr, M. Tracy after "Songs and Dance Unique"
NOW PLAYING-FOX, PARK PLAZA
NAT SOBEL-Representatives-JOE MICHAELS

THE ONLY DANCER OF HIS KIND ON THE AMERICAN STAGE

THEODORE STEPANOFF

R-K-O PALACE, NEW YORK, THIS WEEK [APRIL 26]
In His Original Russian Tap and Spanish Dances, Also Featuring His FAMOUS WHIRLWIND DANCE on the Table

R-K-O REP.
JACK WEINER-EDWARD KELLER OFFICE

PERSONAL REP.
ANDREI HUDIAKOFF

New Acts

Fritz SCHEFF and Co. (12)
20 Mins.; Full (Special)
Palace (St. V.)

"Variety's" files last list Miss Scheff doing a new act... Fritz Scheff sings a couple of numbers interspersed with hooping and singing specialties...

Six male steppers, rather good, a couple of gents in the gold-braided, hip-booped uniforms of Pers... Miss Scheff hung up another cluck, topping a long and distinguished career.

Cast includes Sylvia, Nole, Phillip Lauretti, Bernice Stone and Stella Stepanoff. Staged by Anthony Nello... Opened the show at the Palace and did nicely.

Anthony (Tony) TRINI's Orch. (10)
Band with Specialty
Fox's Academy (V-P)

Another musical aggregation that owes its vaude engagement to radio... Trini herads his appearance by flashing a screen announcement on the main stage...

A fair miniature giraffe flash. Best moments are those in which the Wheeler Twins are on the stage... Wheeler Twins (6)
Dances and Song
14 Mins.; Full
Academy (V-P)

Two other girls assist at the "Porcelain Romance" (6). Adagio and Singing
7 Mins.; Full (Special)
Fox's Academy (V-P)

The epidemic of three men and one femme adagio turns is still on... "Porcelain Romance" (6). Adagio and Singing
7 Mins.; Full (Special)
Fox's Academy (V-P)

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"VARIETYLAND" Revue (18)
Revue (18)
46 Mins.; Full (Special)
Academy (V-P)

A good layout of talent, and nice... After that they swing into the revue and later joined by two boys. Four girls are used to supply violin instruction solely.

After that they swing into the revue and later joined by two boys. Four girls are used to supply violin instruction solely. A trio, two girls and one boy, are out for two oke dancing numbers.

Dave Harris, Jr. warbles a tune... Harris is on and off with announcements, vocaling and banjo work. At the finish he shows his own instrumental versatility.

Conchi is unusual vaudeville, and a good reason why this girl doesn't get exploitation is a puzzler. With the proper exploitation, and exploitation is what she should prove a drawing card.

The girl plays five different instruments... House forced her to an encore, which she did in real showmanlike fashion. She now plays a mandolin, pit orchestra, took the baton from the house leader, and led the band through another classical piece.

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JOE MARKS and Co. (2)
Comedy
20 Mins.; Full (Special)
Palace (St. V.)

Originating in burlesque and labeled as just back from a week's tour, Mark's making his first appearance at the Palace. His turn consists entirely of bits and lodge-podge pieces, and not especially relying on boisterous delivery, act was completely out of focus.

Mae Leonard and George Brown abet Marks in the various bits. One of the things used up by himself to the woman as a piano player and hiring the other chap to play a second piano and a screen. This business occupies about five minutes during which the audience is very cozying up.

Martha MASON "A Hollywood Fantasy"
11 Mins.; Full (Special)
Academy, Brooklyn (V-P)

Can be used in neighborhoods, but not in the big ones. Her rating as a dance flash. Merely a pleaser, nicely routine and unexciting.

Ensemble of six men who open in eye dress and later on double for specialties are in support of one of the men who enters through special drop in "one" with a cutout of a keyhole and goes to full for group number.

Lightening up of act where possible might help, but little trouble is that act has no outstanding talent to go with its good appearance. Offered a good show and scored highly Saturday afternoon.

ARMAND and De VORE Revue (5)
Dancing and Instruments
10 Mins.; Full (Special)
Fox's Academy (V-P)

Little merit to this flash. An ordinary dance flash, with Armand and De Vore handling the Italian and ballroom dance division and a mixed couple who support handling later half of a duck number.

Later couple stole the act. On twice, once for a fast tap and later for not being able to do a tango. During the middle of the turn, the girl of couple steps out for fast tap delivered on her toes.

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HIPPODROME
(Continued from page 46)

Charlie Chaplin imprisonment. Of all things in the Hippo, the old business and a Chaplin imitation is so old it's new again. Convillie has the same old act as last season. He has a suaver way with him and his acrobatic stopping is real.

Norman Thomas Quintet is five comedians who work on arrangement. Thomas apparently is the pianist while the first rate baritone forms the centre high boys and the drummer and a comedian-comedian-drummer is left unknown.

The drummer, who works for a show, all over the stage and manning to get back to his stand in the middle of the room, boom! at the last minute to synchronize. So hungry were they for an excuse to fight the time they hailed this. Boy steppers are a dandy pair of string bean shaped youngsters and buck and wingers are a pair of boys.

Chamberlain and Vivian went for comedy in a mild way, straight through the show. The first of the semi-eccentric comic using a prop called for mechanical effects. Rather than a prop, he used a production series of trick devices for use by a girl to hold her dancing partners at bay.

W.C. Deora and Co. with the Golden globe thriller made a good closer for the evening revival. From years ago and the same title. Brief and snappy and with a kick.

Pat Kirkland and Co. the company a gal with plenty s. a. found audience a trifle cool. Kirkland's act is not to five, but one of that quality. This holds even though regulation vaude show is cut by one act to five, but one of that quality.

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here, running time being 17 minutes. Specialties between skits are not too good. But the material gets across nicely, plus a comic tramp ballet expressing a feeling which they in well and draw fair hand.

Pathe Sound News and special N.Y. trailer on screen, with collection in the Palace. Gertrude Dowd, organist here, is playing some classical and semi-classical music.

House about three-quarters filled at 2:30. (Char.)

ORPHEUM
(Vaudifin)

Okay all the way with big capacity Monday night speaks for weeks. Draw was double-edged in this uptown German sector where entertainment competition goes three ways and two of these ways are Loew's.

Only three acts but fit and move fast. Performed quite well, known from records and radio. Neiberg goes for hot rhythm and the drumming, but aggregation of players with nothing to count.

Neiberg goes for hot rhythm and the drumming, but aggregation of players with nothing to count. Neiberg's treatment of the jazz band is in idea of comedy, but in his hand singing and instrumental tricks slammed here like nobody's business.

Landry himself acts okay and takes his band with three pianists and three vocalists. The other two tiers, with the piano in the middle of the stage itself. Blue Navy officials cut quite trousers.

Band did four numbers for 25 minutes and everything went off smoothly. Crager (also getting billing now) and Co. preceded in the middle. That drunk in a still good and in this easy laughing situation, 10 or 15 is the "company" is a blonde of average size and good looks.

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JEFFERSON
(Vaudifin)

The N. Y. Opera Co. in a tab version of the "Paggiacci" (New Acts) in to a small place for half hour of the opera. Feature, "Captain of the Guard" (U). Saturday fair first night.

Not that Passeri's tab troubadours were so bad, but it isn't vaude. It is in an especially bad way that's unintelligible to most of the audience was murder to the vaude atmosphere. Some heckles—some applauded. Pit band didn't do so well with grand opera either.

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HOLLYWOOD

(New)

New York, April 22. Spending \$1,500,000 in doing the job up nice and new, this is the first picture house in New York...

Hollywood is a musical show comes in, all the Warners have to do to provide space for the orchestra...

Hollywood is the first picture house to go in for the modern note in architecture, but while the long lobby entrance and the reception room...

On entering rotunda, the atmosphere is that of Louis XIV, furniture and other accessories...

In designing Hollywood, the Warners have succeeded in getting it to look like a picture house and not rather like a hotel...

The paintings in the theatre are Rambusch's and artistic. Twelve murals circling dome of theatre and representing the 12 months in the year...

Hollywood is the last word in modern equipment from operator's booth to backstage...

Stage is built to handle stage shows of even spectacle size. Stage is 28 feet deep, has 50 sets of hanging lines, automatic main lighting board and a width of more than 60 feet.

Proscenium is one of the widest of any house in New York outside of the Roxy and Hippodrome, overlooking theatres.

While Hollywood is designed for mm. projection and has a screen to accommodate, it has not yet been installed in the projection booth.

Both is most modern yet built, with every part of it, including rear and rheostat rooms re-equipped.

cal Juice (A. C. and D. C.) are provided in case power is shut off on one. All the operator has to do to shift from one to the other is press...

Among conveniences for the press is a Postal Telegraph machine off the mezzanine floor.

Cooling system installed will provide ice air for the long lobby leading to the street.

Besides "Hold Everything," entitled "The Merry Menagerie" will include four Vitaphone shorts, "Evolution," "Wedding of Jack and Jill," "The Yamekrow" and Giovanni Martinielli.

GRAND RIVIERA

(Detroit)

Neighborhood house does big business. Bought by the same organization a few months ago, is considered a sure seater.

Opening in a full stage night club setting, with girls in yellow and red, and a piano orchestra pit.

There's a raid here how are you all going to get into one patrol wagon. That's Tex's greeting to the audience.

Not a laugh, belly or otherwise, or a "My God, how can you get that applause off Tex register thus far with the Friday night audience.

Some of the coaxing lines Tex used were: "You've got something better than this in your home don't you?"

When an Indian maiden, bare in one section of the unmentionable, toward the end of this procession Tex reached over the footlights:

Possibly before the week is out Capitol fans in other audiences will be asking the chief musical number and understand that she works harder in one show than she ever does in two.

Plus the cheap nudity there are some smart crack lines and world-famous in morning jingles. The regular Capitol audience got enough to make the opening show a sad memory.

CAPITOL

(Tex Guinan—Unit)

New York, April 25. The ghost of Columbia awoke through the Capitol this week with more immediacy than was ever witnessed.

Plus the cheap nudity there are some smart crack lines and world-famous in morning jingles. The regular Capitol audience got enough to make the opening show a sad memory.

Opening in a full stage night club setting, with girls in yellow and red, and a piano orchestra pit.

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Bumeluck's boys fill out the program. "Satan's" has a lot of eye of snappy pop numbers.

The feature picture, incidentally, at the \$30 price, was had on sound just before the end of the first reel.

FOX, BROOKLYN

(Unit—"Idea in Green")

New York, April 25. On "Idea in Green" program offered here this week. It's two hours and 25 minutes in length and is a high class, though assaying as high in entertainment worth as some shows that have found way into the Fox de Luxer out here.

Screen has "The Golden Calf" (Fox), given over here for metropolitan territory. It is a musical story of only fair audience interest.

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Some of the coaxing lines Tex used were: "You've got something better than this in your home don't you?"

When an Indian maiden, bare in one section of the unmentionable, toward the end of this procession Tex reached over the footlights:

Possibly before the week is out Capitol fans in other audiences will be asking the chief musical number and understand that she works harder in one show than she ever does in two.

Plus the cheap nudity there are some smart crack lines and world-famous in morning jingles. The regular Capitol audience got enough to make the opening show a sad memory.

Opening in a full stage night club setting, with girls in yellow and red, and a piano orchestra pit.

There's a raid here how are you all going to get into one patrol wagon. That's Tex's greeting to the audience.

LOEW'S STATE

(Box of Candy) 'Idea

Los Angeles, April 25. Line gals in Loew's went on in Pancho & Marco's "Box of Candy" idea. They're a ball-buster...

Richardson is a Fox studio loan to the State for the week, and occupies the regular assignment to Frank Hamilton for trick vocal numbers.

George Stoll, who doesn't get out of the pit this week, introduces Richardson to the music press in Hollywood and asks for lots of applause, getting some.

Plus the cheap nudity there are some smart crack lines and world-famous in morning jingles. The regular Capitol audience got enough to make the opening show a sad memory.

Opening in a full stage night club setting, with girls in yellow and red, and a piano orchestra pit.

There's a raid here how are you all going to get into one patrol wagon. That's Tex's greeting to the audience.

Not a laugh, belly or otherwise, or a "My God, how can you get that applause off Tex register thus far with the Friday night audience.

Some of the coaxing lines Tex used were: "You've got something better than this in your home don't you?"

When an Indian maiden, bare in one section of the unmentionable, toward the end of this procession Tex reached over the footlights:

Possibly before the week is out Capitol fans in other audiences will be asking the chief musical number and understand that she works harder in one show than she ever does in two.

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There's a raid here how are you all going to get into one patrol wagon. That's Tex's greeting to the audience.

Continued on page 48

PARAMOUNT

(Unit—"Satan's Holiday")

New York, April 25. In entirety a show that should turn no one away disgruntled. Won't you be glad to see it well known assured of being a good way from lowest gross.

Unit returns to opening scene for close, which is a little unusual for stage shows.

Artists billed with unit and unidentified without benefit of any introduction are: Moran, Weston and Watts and Arminda. Apparently people appearing early in the show.

Running time stage show, 42 minutes. The N. V. A. talking trailer shown after unit, with Edmund Lowe, Fox star, delivering a convincing appeal.

Plus the cheap nudity there are some smart crack lines and world-famous in morning jingles. The regular Capitol audience got enough to make the opening show a sad memory.

Opening in a full stage night club setting, with girls in yellow and red, and a piano orchestra pit.

Devilo Drury Co Lester Irvine Co... New York... Chicago... San Francisco...

EXCLUSIVELY DESIGNED GARMENTS FOR GENTLEMEN



1632 B'way. at 60th St. N. Y. City. Fanchon & Marco

ATLANTA, GA... "Art in Tapes" idea... "Art in Tapes" idea... "Art in Tapes" idea...

BUFFALO... "Lafayette" (3)... "Lafayette" (3)... "Lafayette" (3)...

FISHER and GILMORE

Direction LEDDY & SMITH

Greggans & Henry Florella & Charlie... "Lafayette" (3)... "Lafayette" (3)...

Carlena Diamond Harold Stanton... "Black & Gold" I... "Black & Gold" I...

Association

CANTON, OHIO... "Low" (8-10)... "Low" (8-10)... "Low" (8-10)...

PENN

"Pearls"-Unit)... Pittsburgh, April 25... Pittsburgh, April 25... Pittsburgh, April 25...

DETROIT, MICH... "Hollywood" (8)... "Hollywood" (8)... "Hollywood" (8)...

Interstate

ATLANTA... Miller & Wilson... Miller & Wilson... Miller & Wilson...

Great States

JOLIET, ILL... "Bel" (5-7)... "Bel" (5-7)... "Bel" (5-7)...

Week of April 28

Burlington Revue-Lyric, Bridgeport, S. L. O. Bert Lehr will have to take it out in dirty looks...

PARAMOUNT

(Continued from page 49) change. Dancer here is either Ralph Lewis or Charles Rodnick...

LONDON

"End of St. Petersburg" for long time shined by the camera... "End of St. Petersburg" for long time...

PENN

"Pearls"-Unit)... Pittsburgh, April 25... Pittsburgh, April 25... Pittsburgh, April 25...

DETROIT, MICH... "Hollywood" (8)... "Hollywood" (8)... "Hollywood" (8)...

Interstate

ATLANTA... Miller & Wilson... Miller & Wilson... Miller & Wilson...

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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

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PENN

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Week of April 28

Burlington Revue-Lyric, Bridgeport, S. L. O. Bert Lehr will have to take it out in dirty looks...

sheets, was the first man to be sentenced to jail for the illegal sale of song sheets...

LONDON

"End of St. Petersburg" for long time shined by the camera... "End of St. Petersburg" for long time...

PENN

"Pearls"-Unit)... Pittsburgh, April 25... Pittsburgh, April 25... Pittsburgh, April 25...

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Various small notices and advertisements on the right edge of the page.

Broadway Chatter

Billy Halligan is writing scenarios. Fred Sykes out of hospital. Bobby Arnet is looking for a spot. Cinger Rogers doesn't smoke. Lou Goldberg is married. News? Phil Davis is prof. mgr. for Bibb, Bloeden and Lang.

The Central, Carl's pop celebrated both events at the Gold Room in the Savoy Plaza. Danzi Goodell denies she is married. Danny Simmons back to Paris again last week. Florida Vestoff, looter-tapper with Ben Blue's act, only 18.

Won't Tell

Los Angeles, April 29. Standard Recording Studios advertising self recording of voices, talent or what have you, is selling a 10-inch double phonograph record for \$10.

Theatre ticket agency and Jole Gold, going to coast. Arguments over commissions sent Budd Gray from WOR back to Public and the Riatio. Renee Carroll is bent on a book to be called "Checking Up on Broadway."

Scientists have overlooked the vaude gag in their search for the secret formula of everlasting life. Bugs Baer dressed up in gray suit to match hair. Reub Bernstein, designer.

Arthur Swanson and Bobby Connolly after Rudy Vallee for a show. Crazy Kat colored revue has shifted to an East Side theatre ride with pictures on a vaude basis. Dave Baker and Jimmy O'Neal had better think up something funnier than wax dummies for their own feed, shortly due.

Louis Levine threatens if the ride mooves don't donate him his new Packard limouze hell put a clock on it. Sally McKenna has quit show biz to go literary. Compiling a novel on back-stage experiences. All needed is a publisher.

London Chatter

Chatter in Loop

Lloyd Lewis, the literary p. a., to Virginia for a short layoff. Stars on United Artists sign done with good least instead of paint. Several cast performers who tried to crash at the Adelphi got the w. k. "Sorry, but New York says no."

Max Richard hired a chauffeur for his new car. When he tried to deduct 5% it was another story. Billy Howe made a crack about the Chicago, across the street, his first show at the State-Lake, and was immediately ordered to cut.

Paris Chatter. Max R. de Vaucorbell to London at the new Domino studios, Estree (Herbert Wilcox's), to work with Louis Mercanton on French version of "The Maid of Orleans" by Eclair Mercanton supervising both French-English versions.

Havana Chatter. With the cabarets closed or closing, most of the imported chorug girls and hostesses are returning to New York. Montmarre Cabaret closed and the Tokio ends April 25. May 1 Summer management will reopen Casino.

Jameson Thomas' pet is a cactus plant. Benita Hume calls her dog after Ronald Colman. Society weddings at rate of six a day. London's free shows for the rub-bernecks in full swing. Gayer suits for men.

Opera stars trimming tonsils for Covent Garden. Women pilots trip round Europe for weeks and vacations these days. Brighter and breezier suitcases for the dames. With the actor-manager system getting going again, plays look like to be better.

Paris Chatter. Myrtle Gonzalez to London at the new Domino studios, Estree (Herbert Wilcox's), to work with Louis Mercanton on French version of "The Maid of Orleans" by Eclair Mercanton supervising both French-English versions.

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NEW YORK THEATRES

HOTEL UNIVERSE. A New Play by PHILIP BARRY. MARTIN BECK (Th., 45 St. Eas. 8:30 Mat., Th., Sat., 8:30). A Month in the Country. By IVAN TURGENEV. GUILD (Th., 52d St., W. of B'y., Eves. 8:30. Mat., Thur., Sat., 8:30).

GRACE GOULD. In the St. John Ervine comedy "FIRST MRS. FRASER". PLAYHOUSE (4th St. W. of B'y., Eves. 8:30. Mat., Wed. & Sat., 8:30). CAPITOL. 50th St. & 7th Ave. (Dir. of S. L. Rothafel) (R.O.V.). SECOND WAVE. ROMANCE WITH JANET GAYNER-CHARLES FARRELL. Beautiful, Magnificent. Other Stage Features, Michigan. Pictures.

BELASCO. 8th Capacity Month. BROCK PENDERBENTON Presents. Strictly Dishonorable. Comedy Hit by Preston Sturges. Staged by ANTHONY VAN COMBARTEN. AVON THEATRE, West 45th Street, Eves. 8:30. Mat., Thur., Sat., 8:30. DAVID BELASCO Presents. It's a Wise Child. A New Comedy by Laurence E. Johnson. 2ND YEAR IN NEW YORK CITY STREET SCENE.

RKO THEATRES LETS GO! PALACE. 58th St. NEAR 6TH AVE. DON AZPITUAZU and His HAVANA CASINO Orchestra. Beautiful, Magnificent. Other Stage Features, Michigan. Pictures. R-K-O PRODUCTIONS 58th St. NEAR 6TH AVE. Wednesday to Friday, April 30 to May 2. Alice WHITE and Chester MORRIS in "PLAYING OBEDIENT". BROWNS BROTHERS 800 RIFA-Obere. R-K-O PRODUCTIONS 86th St. COR 125th Ave. Wednesday to Friday, April 30 to May 2. Alice WHITE and Chester MORRIS in "PLAYING OBEDIENT". JOSEPH REGAN JOE MARKS AND COMPANY

MRS. GERSON'S GRILL. Next to the stage door of the Palace Theatre, the new home of MRS. GERSON'S GRILL. After 11 years on Broadway.

Inaccurate Biographies

Maurice Chevalier

By Claude Blayon

Los Angeles, April 26. "Pappy," said a baby named Maurice shortly after he was born at Montlissant, near Paris, "give me a good name."

The kid surprised old man Maurice, and he talked it over with the "wife."

"That baby has his nerve," said Pappy, "and, Mother, he wants a good name."

"Daddy," said Mother, "a kid with a nerve like that should be an actor."

The baby grew up and went to school. They taunted him about being called "Chevalier."

"Listen, folks," said he to his parents, "what's my name and why am I French or English?"

"Mother," said Pappy, "didn't I tell you years ago that kid has nerve?"

Too Many Nations "Listen, folks," said Maurice, without removing the straw hat, "you have got me in two countries already and I won't stand for Holland."

Maurice walked out of the house, with the straw hat on the side of his head, and stepped into a woman carrying the street.

As he attempted to avoid the flash, Maurice mimed a few steps to the side, and the lady stepped to the side.

"You're a dancer, eh?" And Maurice, always the gentleman, answered:

"Yes, mad'am," as he would to his mother.

The lady was Mistinguett, the reigning Parisian musical comedy queen. The boy's manner of address impressed her.

She might be appended on the stage with Mistinguett, but not together. All Chevalier had to do was to dodge a prop horse.

When his Paramount talks go back to France, Hurs and the others sigh, but are still glad that they can have at least that much of Chevalier.

Since reaching America Chevalier has split his French 50-50 with the other 50 the American accent, sings his songs two ways, and acts like the devil before the screen.

Specs operating near the Garden did everything but commit murder to dispose of their circus tickets.

Chicago Plans Bigger 'n' Better 25c Freak Show

Chicago, April 29. Amusement arcades and dime museums are having a big revival here, with the same interest in freaks and flea circuses noticeable in other cities in the midwest.

Four dime joints are at present coping down in spite of all efforts on the part of the police and merchants' associations to block them. Plans are now under way here for the installation of the biggest urban museum. To be spotted on Randolph street, in the center of the shopping and theatrical area.

Joint will be hoity-toity instead of honky-tonk. Plenty of ritz and Oriental atmosphere. Ideas is to get away from the old-time joints, with Chinese opium dens and horse-air odor.

Spot will use only reputable performers, and will invade the vaude field for some of its talent. Plan to use a magician, a lobby vocal trio, several freaks, including Siamese child, a flea circus, chamber of horrors, and other attractions.

What thing will be dished out at two-bits a copy. Mugs behind it are ready to sink 25 and go into the venture, and expect to open by the summer.

2 YOUNG GIRLS JAMMED OVER \$1 TAXICAB FARE

Two young blondes, one a student and the other a model, were in West Side Court before Magistrate Dodge on the charge of failing to pay a taxi fare of \$1.25.

Both girls told reporters they had been in the Broadway Harlem cabaret of sepia hue. Grace has been absent from her home several days.

"I thought Patsy had the fare. And Patsy thought I had the money. We are just out of luck," said Grace, whose hair was closely clipped.

L. A. MOVES TO CURB RACKETEERS Los Angeles, April 29. Business heads of local theatre circuits have been invited to participate this afternoon (Tuesday) in a meeting called at the mayor's office.

Scarcity of currency has made the chiseling industry particularly sharp-minded. They have been inflicting many gyms on commercial concerns.

Handball Champs Friars handball tournament, completed last week, returned vaude agents the winners in both divisions of competitors.

Charles Yates won the class A title, with Milton Myerberg the runner-up. The class B winner was Harry Kalsheim, with George Joy second.

BARTENDERS' UNION MEETS

Old Timers in Brooklyn Probably Sing "Sweet Adeline" Brooklyn, N. Y., April 29. The Bartenders' Union, still going strong here, met again in Lyceum Hall last night, several days of vacation.

The Brooklyn Bartenders' Union now has a membership of about 175, kept up mainly for the purpose of sick and death benefits.

Most of the bartenders at the annual shindig appeared healthy, robust and professed little interest in the prohibition problem. Prohibition will die one of these days, they say.

Majority have turned to other pursuits, such as selling real estate, butchering, grocerying, coaling and pushing life insurance. A few are mixing ice creams in the downtown fraperries.

Two thousand persons turned out for the affair, with Jacob Schifferer, local night manager and publicity dispenser. Charles Boyd is president of Local 70 of the Bartenders' union.

JADED APPETITES FIND NEGRO CHITTERLINGS

An old, old dish, chitterlings, long popular among the colored folks but given scant notice by the whites, is now getting a lot of play from the latter. Parties now search for places specializing in this appetizing platter made from hog glands.

For years the dish was consumed on the Q.T. And those who ate were looked upon as lacking in refinement. This has since been overcome and the elegant now show no compunction in eating chitterlings publicly.

According to Negroes in New York City, the late named Sampson discovered that hog glands could be turned into a savory dish.

Irish Move Back

Looks like the Irish are trying to reclaim Greenwich Village, New York, which had been a Celtic stronghold before going Coney Island.

"Erin's Isle" and Killarney dance places are the latest to be spotted in the district and although only open a week have been getting a good play.

Erin's Isle projects an Irish cabaret, while the dance hall has an accordion and bagpipe combination to dispense the dance music. Latter operates with flat admission fee and no extra charge for dancing such as the uptown turnstile dance palaces employ.

Imaginary Interviews

(IN LONDON) London, April 16. "Variety's" brightest and best London scribe found Hannen Swaffer resplendent in a vivid negligee in his paternal apartment.

"I detest your paper," he started off, waving a cigaret holder in the air. Turning away, to give sobbie a glance on the famous profile, otherwise known as the Barrymore Brow, he idly looked over his selection of two dozen neckties for the day.

"What do you think of the theatre?" "I don't like it in hand."

"I never think of it. I prefer to let it think of itself. I detest theatres. Mentally speaking, there is no Theatre."

"How did you start life?" "I didn't. It was started before I was called in. Fitly for humanity."

No Cheap Joy Ride Going Over the Jumps of Hubert's Joy Joint

Going Back

Asked by a woman how long he had been a waiter, the grey haired scriver man replied: "Lady, I was a bus boy at the Lord's Supper."

8 ALLEGED 'CON MEN' IN \$5,600 TAKE-FREED

Magistrate William C. Dodge in West Side Court freed eight men, suspected by the police, to be members of a confidence gang. They were arrested in the Hotel Manger by detective Joseph Fitzgerald of the West 47th street.

Rothbach, according to his story to the cops, was taken to the hotel by a man who had proposed that they enter a partnership in buying a hotel at Peckskill, N. Y. They met two other men. The first man shortly left, saying he was going to a bank. West had his share of the money to be invested.

The others suggested a game of cards. They permitted Rothbach to win. The first man returned and also permitted Rothbach to win. Rothbach confident played along as the stakes became higher, but then began to lose.

He quit the table to get more money. He returned and went again. He bowed out. The next day he was satisfied he had been taken. He told his story to Fitzgerald.

Rothbach was unable to identify any of the defendants. They gave their names as: John Burke, 43, jeweler, 517 West 18th street; Joseph Keating, 55, salesman, Ashland, Wis.; Joseph Welleson, 52, salesman; manager hotel; John Boyd, 57, salesman, 117 West 40th street; Karl Mahon, 51, supporter, 501 West 11th street; Carl Nelson, 52, salesman, 344 Pacific street, Brooklyn; Edward Thompson, 32, salesman, Manger Hotel, and Henry Harris, 38, dress goods, 10 West 9th street.

Milneting dime and quarters, after the door charge has been extracted, the cost of seeing everything in this cellar and first floor joint would pay for front row position at any Ziegfeld show. Hubert's indicates every man is plenty. It's a regular haven for the type of orator that cops keep migrating on the outside. And the places in 42nd street, New York.

So many of those trick slot machines that even assistant managers don't know the total plaster the place with nudity and heat. The folks who are heard through in classes are largely the graduates of the frequent Sixth avenue agencies in the daytime.

Because it's the only one of its kind in the U. S. and the best link reaching back to the defunct dime museums, the management figures it should get the support of the show world. This after a crack that makes the readers of "Variety" haven't the price of admission, and that "Variety" doesn't mean anything, anyhow.

Why, parents can bring their children to see. There's nothing that we've got to be ashamed of," one of the house said.

This taking into consideration all the other readers of "Variety" dames in the peep machine and the "sexual enigma," which shows both parts of the fan to prove the difference.

The Coppers

They are afraid of a visit by the cops and the cops are afraid of Johnstun public getting them in line for an official once-over.

"It's a lie. That's what it is," said the assistant, and cut folks from the outside being able to mix in each other as easy as the sorker mobs part with their change, until they start breaking bills.

Some things, that range around a half buck in price from the strong man's muscle builder to the low-down with alleged nude stiffs and the Indian's home-made rings, not to mention the make no check and at the gaming tables right next to the shooting gallery, is 75% of the entertainment racket.

While every performer talks about the value of his time, another drowns of tourists upstairs being groomed for the take-overs below.

It's cultural and artistic if one is to believe the management. But the cops are the ones who are doing everything else, you have to pay to see those wires pulled.

The Hubert's place has been in business for five years. It expects to be here another five. And it's a memorial to the abundance of the most inferior and gullible type of clump.

FRIARS' SAT NIGHTS TO OVER-CAPACITY

The Saturday night boys were in action again at the Friars with stuttering Joe Frisco the main idea, but there were others at the speaker's table who shaded the lid with the permanent grill.

Surprise laugh-maker of the evening was Sam Lyons who did so well he applied for membership in the Friars. Lyons was in the class of a good actor, although he insisted he was a good agent.

Irving O'Hay was toastmaster, Capt. scored so roundly he interrupted himself to say he was almost forgotten it wasn't his dinner, but Frisco's. Walter Hoban's cracks took in a bit of home life. He referred to the woman who bears him (pauze) and children.

Bugs Ince was there as just one of the gigglers but he wrote the advance notice of the evening centering on "mistake of identity." Frisco's "Fiat" that Irving O'Hay, veteran of seven wars and a Shubert unit. The old sight-seeing gentleman, the man who used to jump on the elephants, the old time country jock.

Frisco bit included but one bit of stuttering, just to prove it can do it.

VARIETY
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 164 West 48th Street, New York City

Inside Stuff—Pictures

Some of the trench warfare in Universal's "All Quiet" is so strong that it forced a few women up the aisles the night it opened at the Carthay Circle in Los Angeles. They came back, but the respite was found necessary.

Intermission chatter quoted one feminine guest as completely succumbing. She had lost a relative in the war in the exact situation and position as shown on the screen. When that flashed it was all over as far as she was concerned.

Femme opinion out here seems divided on the film. All designate it a fine piece of work, difference coming in whether it's too grim or not. Some sat fascinated by the hand-to-hand struggling. Others believed it brutally strong, but a majority had a cry for themselves—which helps make the picture's future optimistic.

Masculine reaction was very favorable from the personal angle. Western theatre men maintain the feature will either be terrific or a flop when generally released. They don't think it's the kind of a film that'll go along without leaving some kind of a strong impression one way or the other.

Decline of road shows and the legit in general is affecting businesses catering to the profession. Among these are the theatrical photographers whose volume of trade is reported way off, with the studios resorting to high pressure sidelines.

Example is the Wise Studio, largest of the theatrical photographers. It has recently established a "Prominent Persons Bureau." This is a separate department actively soliciting well known people in and out of show business.

They want the person solicited to pose for a picture for their files from which they place photographs in what they describe as "the smart magazines." Photographer will go to office or home but an appointment in the studio is suggested.

Not compulsion to buy but if the prominent person likes the finished photograph, they're \$25 to \$200 per dozen.

It's reported the repeated denials by Wilmer & Vincent of their pending deal with Warners, and the Warners meanwhile confirming the negotiations, admitting additions have gone over the W & V books, is said to have been the intervention of R-K-O as a possible buyer also of the W & V circuit.

Like the Libson houses, the Interstate circuit of Texas, the latter now believed to be closed in an R-K-O deal, Wilmer & Vincent has been booking its vaude through the R-K-O agency and is looked upon as a part of that chain. By these buys R-K-O is expanding its own owned holdings, but not its booking business since all of these circuits have with Keith's R-K-O for years.

Each of the three circuits was included in the "cats and dogs" of J. M. Harlock, now bought in on the original R-K-O buy of the Keith-Orpheum-Albee circuit.

Surprise of the industry is the business being done by "Ineagi." Made in 1924 as a wild animal picture, it was peddled around the studios by Nat Spitz until he was then willing to sell it for casks. Responsibility for its resurrection and presentation in its current form is due to Mike Newman and Fred Siegel, who pumped the showman angle into it and tested their exploitation ideas on its first showing at the San Diego theatre, the Brickhicks. Same boys who were given the cold shoulder by all the studios are said to have refused \$200,000 of the bright rights last week from a producer who had previously turned it down.

Several stories concerning Sol Wurtzel and the Fox studios; also Louis B. Mayer and Irving Thalberg of Metro, have been sent east, following the change in Fox. As far as can be unearthed, nothing in any.

The first and strongest report appears to have arisen through Mr. Wurtzel going to Universal City on a matter of the Fox studio and while there having lunch with the Laemmles. That developed into a tale of Wurtzel moving from Fox to take charge of Metro, with Mayer and Thalberg entering into an agreement with the Laemmles to operate Universal City on a sharing basis.

Just how that connection was made is another of the Hollywood talking mysteries.

Picture people are still aces on the chump lists of promoters working around Hollywood. In the last net thrown up by an outfit promoting a feature for a couple of weeks, a book of great folk responded. One featured player, recently recruited from the stage, kicked in with \$40,000. A prominent stage prima, recently gone talker, contributed \$10,000, and a well known director fell to the tune of around \$0 grand.

Apparently promoters were within a hair's breadth of a big squawk was made by the victims, though hollering plenty on the outside. Some have received rebates, as the promoters are anxious to keep it quiet.

The fast way the Warners office is working in acquiring theatres was shown by the attention R-K-O recently. The R-K-O field men had arranged for a meeting of West Virginia indie theatre owners, to confer at Wheeling at an appointed date for vaude bookings for next season.

Shortly before the meeting date, R-K-O was advised nearly all of the theatres represented originally had since been purchased by the Warners. Of course that called off the meeting.

Only one theatre in the Warner chain will be a memorial to the late Sam Warner, the \$1,000,000 house scheduled for erection in the brothers' home town, Youngstown, O. The new house considered to replace the Strand, New York, is described too far in the future for naming, despite reports it is to be called the Sam Warner.

Memorial services in the new Hollywood on Broadway gave rise to a belief that all net there in the Warner chain will be dedicated to the deceased popular brother. This is without foundation, it is declared by officials.

Rumor that Cecil DeMille had gone "lower case" spread over Hollywood like wildfire. Started when his name was spotted on the official letterhead of the Association of MP Producers spelled Cecil de Mille. For years it has been William C. de Mille, but "DeMille" for brother Cecil.

Cecil de Mille's secretary, called from the producers' offices, said lower case "d" was correct. Reason for the change given around Hollywood was that he'd grown tired of hearing it said that Cecil was a big "D" and William a little "d".

A French actress in Hollywood who became a star through her work in an American war picture, was known in the film colony as a good fellow and a lavish entertainer. Her home in Beverly Hills was a hangout for some of Hollywood's regulars and a great number of moose.

Six months ago, the actress became ill. Doctors told her she was suffering from lung trouble and advised her to go to a sanatorium. She has been a patient there for five months, and although it is but 20 miles from Hollywood only six former friends have visited her.

California trusts you. Probably the whole state, surely Los Angeles, runs on credit. Eddie Buzzell got off the boat with his car and nothing smaller than a \$50 bill. When he went to get gas the filling station at-

tendant couldn't change it. "I'll have to send it to you," said Buzzell. "Okay," said the attendant.

Five miles further on the brakes started to burn. Stopping to have them adjusted the situation repeated itself over the half "yard." "Send it to me," was the garage lad's solution. Go to California with a \$50 bill.

Scarcity of product compels French exhibitors to bid for films from all available sources. Discussions between Albert Kohan, general manager of the Gaumont-Franco-Aubert combine, with Robert T. Kane, head of the Cinecstudio-Continental, show that the G. A. F. organization will require more product than it can turn out for some time. American distributors will vastly benefit by the situation. Pathe-Natan booking Metro product has already been reported.

Producer insiders watching the color situation closely claim that proper protection of the Technicolor-made product is as vital as the photography and printing processes involved. One producer source stated that he had made it a point to check on their color pictures in various houses and to his amazement found that they looked very good in one spot but terrible in another. Checking back, it was found that the lighting must be precise in the projection of the color talkers or a blurred or eye-hurting result obtained.

"British films do not study the market," Shayle Gardner, British film agent who has been acting in Hollywood recently and is now on his way back to the Old Country, told Montreal press in interview last week. He added that British film-makers fashion a product they believe acceptable without having thoroughly reconnoitered the field and they were usually wrong in their judgment. He gave high praise to American producers for powers of adjustment to foreign conditions.

With the present cycle of outdoor pictures exhausting western locales, there's a tendency to move north where the northwest mounted police will stage a show. First National has three northern pictures in preparation and the costume department is stuck for sufficient furs to trim costumes. In taking inventory on this item it was discovered that practically all fur stock had been eaten by moths. The furs hadn't been used for several years.

Tiffany spent a lot of coin seeking a means to simulate the whistling of shells for "Journey's End." None of the extravagant contrivances evoked properly, it cost \$25,000. Never has been publicly exhibited.

Finished by securing the desired effect through Jimmy Whalch, the director, and Gerald Samson, assistant director, merely whistling into the "mike." Have someone whistle on the other end of a telephone and you'll get the idea immediately.

Renovation of the Manhattan studio, scene of the Pathe far, starting during the past week, has given rise to reports that it will be re-occupied as a picture center.

Neither Pathe nor any regular producing company is returning, with the owner simply following a clean-up order from the city.

A full length talker of "Chauve-Souris" in Technicolor is in the General Pictures vaults. It was made in 1925 when Dr. Lee De Forest was grinding steadily, it cost \$25,000. Never has been publicly exhibited. At the time it was made, De Forest was offered Al Jolson and Zigfeld's "Follies." He turned down both propositions, saying he didn't like Ziglegy nor Jolson.

According to West Coast dope, Herbert T. Kalmus sold Louis B. Mayer \$100,000 worth of Technicolor stock on the strength of a sequence from "King of Jazz" (U) recently completed. Mayer, Tech sources say, has openly admitted his favoritism for Technicolor, that explaining its use in Metro pictures instead of Foxcolor or Multicolor, process of Fox.

There'mn will never be a popular instrument except with youngsters of the rich. Radio men admit this, stating that \$150 is beyond the reach of the average and that the instrument itself is reacting as little more than a novelty to adults.

Frank Calderone is reported trying to recover the houses the former Calderone circuit turned over to Fox on Long Island.

Young Calderone inherited the L. I. string which his father, M. Calderone, died, He's living at present in Massachusetts.

Inside Stuff—Vaude

Ken Christy says he has not retired from vaudeville. Mrs. Christie (L. E. Bronck) was ill for three weeks and in a hospital. Her husband remained with her, giving rise, he says, to the report.

Some actors think lawyers are good-showmen and some actors know some agents are.

In all the records of the show business with many attorneys nosing around various executives' offices, not one has ever developed into a showman. The nearest was a lawyer who made a superior exec believe him because the superior knew less about showmanship than the lawyer did. Even that didn't last very long.

Agents become showmen if they are good agents and if not good agents, they become gyps or clerks.

An actor may require legal counsel or better judgment on material matters than he owns himself, but for the show business, he needs a showman rather than a lawyer who thinks he is. A lawyer can wash up an actor with his misdirection on showmanship as quickly as he can a circuit.

But while actors believe everything they hear and it sounds cheap enough, they will probably fall.

Gus Edwards states he did not ask for a personal bond to permit his protegee, Armida, to replace Lily Damita in "Sons of Guns." The stage show offered the girl \$1,100 weekly, Gus says, but her picture engagements on the Coast prevented acceptance.

Inside Stuff—Legit

Brooklynites indignant over the "Miller and Lyle" team there last week in "Shuffle Along" which tried out at the Flatbush. Folks claim they should have been told this team was not original outfit. Letters from Miller and Lyle's lawyers to the dailies state that the team is playing Loew time and has nothing to do with the musical show on the road.

"Eagle" Brooklyn daily, said: "This seems to have been a joke at the public's expense, and also at the expense of the 'Eagle,' to which the facts were misrepresented."

Dudley Ayres' production of "Among the Married" at the Vine Street in Hollywood carries the line "A. H. Woods presents." Woods is a local angel, backing Ayres in the legit venture, and can't help it if his first name is A. Nor can he help it if a press agent decided his middle initial is "H."

15 YEARS AGO
 (From Variety and Clipper)

Joe Lebling declared he was operating with frequent losses amounting sometimes to \$1,500 in a night on turnback tickets in the cases where he had to make a purchase. Took the loss philosophically and charged it to "educating the managers." Some tickets he took on a plan of paying 10 cents below half price and made a dime profit generally. He related that one night he had charged \$1,500, and \$1,500 a week from his agency. All this was new to show business in 1915.

Hammerstein's Victoria closed for remodeling. Several bids were up for its lease, which was in abeyance due to a difference between \$125,000 a year and about \$120,000, bid and asking price.

There was talk again of a picture producing pool of legitimate theatre managers, rumor being that several of the elements of the divided General Film Co. would be in. Shuberts and K. & E. supposed to be in again, on participation. Idea was to furnish a consecutive route for picture shows in legit houses.

Joe Jackson was the first performer to demand and get extra pay for playing an extra Sunday night ("sacred concert") performance at Shuberts' Winter Garden. Jackson signed a Shuberts show contract he scratched the Sunday clause, under which scores of players had been brought in for Sunday night specialty shows. Jackson got \$40 for this show. At that time "Variety" was also at odds with Shuberts, as now. It advised Jackson to demand payment for Sunday night.

"101 Ranch" Wild West offered Jess Willard \$1,000 a day to travel as a feature of the outfit, in accord for anything but grand opera to go to them. Engagement was for a short term, with options. (Willard traveled with the show for a couple of years.)

50 YEARS AGO
 (From Clipper)

Cooper, Bailey & Forepaugh circused a trench in Philadelphia in Philadelphia that was described as the most elaborate affair of the kind ever. It had 1,200 torches, borne by 500 performers and other attaches, all ending in a display to newspaper men at a leading hotel.

Here's where the plans playing marathon began. Two musicians of Lisbon, so the story goes, agreed to settle a quarrel in competition. One lasted 48 hours, playing of "Misere" nearly 20 times and then dropped dead. His rival is described as being "near nuzury."

American billiards had developed the "rall nursing" game to its highest degree, while the continentals specialized in a more open style play. Slosson, American champ, met Vignaux, French title holder, and the American sports looked to see the foreigner vanquished. Instead Vignaux showed astonishing skill in the American game, running off 422 in one inning and 17 in another, humbling Slosson and leaving Americans gasping.

Bergh, the man who started the Cruelty to Animals Society in New York (which for years and within memory of today's elders was called the Beasts Society) was in the flesh and active. He tried to stop Barnum from exhibiting the Salamander Horse, which went aloft in a effort of fame at the Garden. But Barnum calmly refused. His horse was drenched with water before it went near the flames, and couldn't be scorched. Bergh was more successful in cramping the style of a real Spanish bull fighter who came to this country and brought his bulls along to give a show here.

Variety of Budapest New Plays, Including Usual Hits and Flops

Budapest, April 12.
Laszlo Fodor, one of the most prolific playwrights of the younger generation in Hungary, had two premieres on one night.

"Grand Hotel," although translated from the German of Bruno Frank, was advertised on a poster, which bore the name of Laszlo Fodor, adaptor, in double the size of the author's name. Reason for this was that the idea of the play came from Fodor who lent it to Bruno Frank and only figured as a translator, whereas German advertisements say "written after an idea of Laszlo Fodor by Bruno Frank." "Grand Hotel" is quite amusing, but plot is slight and hardly justifies two authors. Story is about a young man who meets the lady of his dreams miles above him in splendor. In a moment of sudden preference asks to sup her. She accepts and he hasn't a cent for the swell restaurant the night that follows.

The boy and his friend have no stone unturned to get the money from somewhere, while the boy makes love to the woman with apparently lofty unconcern, how finally the boy's friend in a sudden move goes to the woman's rich soubrette and asks for a loan, making a clean breast of it, how the woman has known all along that the boy hasn't a cent, but that she has the hooks because it amused her and because she, too, was enamored of him and didn't want him to go—all this makes a pleasant farce, but the play made no great impression on the public of the Veszprez.

Fodor's other is a brief comedy in three scenes "Madame Is Dreaming," but not a real hit at one of the Budapest cabarets. These little theatres, of which there are now three first-rate ones, are a factor worthy of mention. Style of these performances, light and sarcastic, well suits the Hungarian spirit. There has been an ad program of playing an after-supper program which begins when most theatres end, so that they can obtain the best actors every night after they have played their regular engagement, at a comparatively low salary.

In "Madam Is Dreaming" Gizl Bajor and Arthur Somlay are giving a brilliant performance. It is a skit on the famous Freudian dream theory. Gizl Bajor is the lady who is the most disturbing of the dreams of Arthur Somlay, the doctor, who analyzes it for her.

Very clever little play. "Just Nuts"

Only one other original Hungarian play to record upon for a new musical at the "Fovaras." "A Hungarian Trick," hardly worth mentioning about, being the old-fashioned mixture of maneuvers, country-house parties, court servant and the soubret as scullery-maid.

It fails to draw audiences even there and certainly cannot abroad. Colored company of the American show is having a big success at the Sala Umberto here. Crowded houses and special prices. Dancing of these "Blackbirds" appreciated, but their singing is considered not so good.

Rita Georg Engaged
Vienna, April 18.
Director Albert Rotter, of the Rotter Theatre Company, of Berlin, while on tour, engaged Rita Georg, Marilchka's best opera star. She will sing in Berlin the new German opera by Ralph Benatzky, "On a Lonely Isle With You."

Rotter has bought the German rights for the new Emmerich Kallman opera, "Violet of Montmartre," and is negotiating for Marilchka's latest revue, "Reklame."

Chalipain Not Ill
Vienna, April 15.
Fedor Chalipain vigorously denies any serious illness. A panic here after three years' absence.

Only played Milan recently after a 20 years' lapse and says that the "Sole" loss of Tosellini is already being felt and can never be equally filled.

Jap Co. at Floppo House
Paris, April 17.
Japanese Theatre company comes to Paris May 2 at Theatre Pigalle. It's Baron Henri de Rothschild's gorgeous but—thus far—floppo legit stand.

English "Fraser" in Paris
Paris, April 29.
Following their tour over South-eastern Europe and North Africa the English Players returned to Paris, opening last night (28) at the Theatre Albert I in Ervine's "Mrs. Fraser," which was nearly done, although attendance was small for the opening.

Edward Stirling with Frank Reynolds, is again managing and also playing Alhambra. Reynolds is playing "Mr. Fraser" in the current production. Margaret Vaughan does nicely in the name part. The group proposes to remain in Paris until summer.

TATTOO ON AGAIN

More Opposition in London for This Summer

London, April 15.
Owing to its enormous success the Searchlight Tattoo will be repeated this year at Aldershot. Last summer more than 300,000 people attended the Tattoo. This year a special capacity will be increased to 85,000, the reserved portion being doubled.

Just one more opposition to show business during the summer.

London Ad. Rates

(Continued from page 6)

ment, while the more distant national coverage is valueless to them at the box office. On this basis the showmen argue for a special rate. The papers decline to yield the point. Certain West End theatre operators are also distributors. While they are burning up inwardly they are not making any audible squawk. But the houses owned by concerns with purely exhibitor interests have openly declared war and as their introductory move have cut their advertising 50%.

The actual amount spent by West End picture houses annually in London newspaper advertising is \$1,300,000.

British Gaumont's six cinemas, Tivoli, New Gallery, Capitol, Marble Arch, Astoria and Avenue Pavilion, are spending \$399,000. Paramount of the Carlton and Plaza and British International on the Regal and Alhambra, each \$210,000.

Metro-Goldwyn spends \$113,000 on the Empire.

Universal on its one small establishment, Riatio, is the smallest with \$40,000.

Business Unhurt
British Gaumont as the biggest spender has taken the initiative and has cut its budget in half, apparently without any injury to business as yet. This same company some time ago stopped advertising in the Daily and Sunday "Express" due to a disagreement with George Atkinson, the newspaper's film reviewer, over his reports on pictures in one of its houses. They resumed after a few weeks, with insiders admitting that during the lapse business was dropping.

London newspaper rates are topped by the "Daily Mail," with 2,000,000 circulation, at \$40 an inch. "Daily Express" has a circulation of 1,500,000 charges \$25 an inch, and the others average about \$20.

Rome Likes Colored Show

Rome, April 15.
"Blackbirds" dance better than they sing," say the Romans. Colored company of the American show is having a big success at the Sala Umberto here. Crowded houses and special prices. Dancing of these "Blackbirds" appreciated, but their singing is considered not so good.

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Talkers in Balkans

(Continued from page 6)

the high rentals demanded for all-talkers, pointing to the low financial state of native theatres and recalling the recent suicide of Slakovich in the Balkans as a result of financial reverses due to booking contracts.

Paris, April 29.

Situation described in Belgrade dispatches is at variance with conditions in France, where all indications are that silent product is a dead loss and unless French dialog pictures are supplied the foreign distributors may as well close shop. Everybody here is loaded with silent pictures and can't dispose of them on any terms. It is difficult to sell even the synchronized pictures. The public is more and more patronizing talkers in France.

Distributors of native product are much disturbed by the production slacks in France and are calling a new Fox, calling for more French dialog.

Schlessinger Report

(Continued from page 6)

made for the first half of the year, but the second half resulted in a severe loss, attributed to the increased cost of films on the introduction of talking pictures, the film renters receiving a percentage of the gross takings instead of the flat rate as was the custom with silent films.

The company invested during the year in the British Amalgamated Theatres, Ltd., which bought Daly's in the West End of London in August, 1929.

Several of the directors resigned during the year, including Harold Holt in February of 1929; Albert Clavering, the managing director, in June, 1929; M. L. Abrahams in August, 1929, and the chairman himself, I. W. Schlessinger, in December, 1929.

The report is regarded as unsatisfactory in view of a statement issued in November last, estimating profits at about \$50,000, and paying interest on debenture stock. This report follows soon after the difficulties in which Schlessinger's British Theatres Finance Ltd. failed to make a success of it here.

A meeting was held yesterday at which it was decided to sell a controlling interest to Gaumont British Film Corp.

German Legits

Berlin, April 11.

For years Meyerhold has been touted as the greatest of Russian producers, far in advance of Stanislavsky and his Moscow Art theatre. But his engagement with his Soviet subsidised ensemble here has been a disappointment. The ship especially "Roar China" by Tretjakoff proved not only a mediocre play but a conventional production. It treats of kulis in a Chinese seaport, where a British battleship is stationed. In a quarrel with a kull an English trader is thrown out of a boat and drowned.

Commander of the ship demands that the kulis be executed as a statement. Lots are drawn. An old and a young boatman are strangled before the audience. The ship is ordered away, but before it leaves a Chinese student warns the captain that European domination in China has passed and from now on they are going to be free—evidently under the protection of the Soviets. The play is nothing but a piece of palpably unpalatable propaganda, as is fully declared by the direction. The scenes on the ship in which the British spend all their time are only a series of dancing to the jazz music of 10 years ago are so overlapped as to be comical. Only two players who impersonate kulis have anything of interest in the way of performances. The engagement at the Stresemann is sure to be a money loser and won't do the Soviets any good as propaganda.

Over the years the juvenile product of the great Elisabethan has almost nothing to recommend it. The revival of "The Merchant of Venice" by the company of Costard, the peasant, and Nathaniel, the curate, came to any sort of success. Jurgen Fehling, who has staged other Shakespeare comedies so charmingly could make nothing of this work, particularly especially as most of the actors were unsuited to their roles.

Pajamas Are Wrong, but Josephine Baker's O. K. For Antwerp's Tourists

Brussels, April 16.

Darman, Belgium's star comedian, who runs his own vaude stock company, has been refused the rental of the Theatre Royal in Antwerp because his repertoire contains bedroom scenes and pajamas. Darman expected some thousands of tourist during the summer, principally from America and England, to see the exhibition, Josephine Baker has been permitted to rent the Flemish Opera house.

British Film Field

(Continued from page 6)

tainment (seat) tax relief from the Budget. And got none.

Beaverbrook and Moss Empires Says the story, Lord Beaverbrook now has a lot of Moss Empire stock on his hands and doesn't know yet what to do with it. Allegation is he tried Gillespie away from a position in the Moss theatre, so they hadn't better get in too close with General Theatres. Seems this was, and Beav figured it was coming from him through the other Ostrer deals. So he got himself a big bunch of stock to make his bid and Co. pay and like it. Then the other didn't come, or Ostrer didn't figure they wanted the Moss house, he had after all. Now Beav owns the paper and would like to pass it on to a buyer.

A Lost Comet
Alpha Company had verdict given against it April 16 when Piccadilly theatre brought an action for \$400 theatre hire for pre-view of "Comets" held Jan. 31. This was a show on which "Variety" walked, owing to the complete lack of arrangements and impudence of Alpha executives. Alpha tried to make counterclaim the film had been ruined by bad operating and sound equipment, and asked \$125,000 damages, but on advice of judge and after looking over press raps on film, did not go on with counterclaim.

Evidence for Piccadilly theatre showed sound was put up on insistence of Alpha with result Billy Merson and similar sequences blasted and a valve blew. Operators claimed equipment and running okay if Alpha had not butted in with orders.

Guild's Vienna Buy
Vienna, April 15.
Theatre Guild of New York City has acquired the American rights of Max Mohr's comedy, "Die Welt der Enkel," which might be translated as "Our Grandsons' World."

It has played with great success in Hamburg and Wurzburg.

Amsterdam, April 29.
Kueshneimelster shares have turned violently active on the Amsterdam (ourse (stock exchange) with tips in circulation from many quarters that it is due for a rise.

New influence, said to be the entrance of the Warner Bros. into the situation with large capital to develop the sound pictures.

Gibbs Twins in Lma

Paris, April 29.

Luna Park is building a special 600-seat show place for the exhibition of Mary and Margaret Gibbs the "Slamse Twins," who open there May 4.

Twins will show on a six-daily grind plan with a guarantee against 70% of the gross.

Terry Turner, who brought the twins over and got them set on the contract that runs into the summer, sails for home May 7 on the "Europa."

Yvonne George Dies

Paris, April 29.

Yvonne George, Paris actress who was forced to retire from the stage not long ago at the height of her fame, died in Genoa of tuberculosis late last week.

Pasting of the star puts a tragic end to a sensational career. She recently departed from Paris quietly and for some time there was much mystery concerning her whereabouts. At length it was revealed Mile. George had gone into almost convent seclusion and was dying of consumption.

Par and Tobis

(Continued from page 6)

of the market in the three capitals named.

New York Contrary
This view is not held in New York. It was understood recently when the Klangfilm-Tobis representatives were in New York, that a meeting of the American distributors were held, with all but Warners represented. A verbal agreement was reached at that meeting, it was reported at the time, that if a deal were to be made with Klangfilm by the American distrib- producers, other than Warners, which already had made a buy in on Klangfilm, that all the Americans would be represented or dealt would be made with the foreigners.

Adolph Zukor is said to have been at that meeting and coincided. If any abridgement of the mutual understanding was later arrived at by the Americans before the departure of Zukor for Europe about two days ago, it has not been reported nor rumored.

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

SOUTH AFRICA STOPS VAUDE

London, April 29.
The London office of the South African Trust has just received instructions from the home office not to book any variety acts after August.
After that time the circuit houses in South Africa must play only reviews and talking pictures.
About the same situation prevails in Australia as to abandonment of specialty stage shows.

"JUNE ROSES" OFF, BUTT PAYS GERRARD

London, April 29.
"June Roses" has been abandoned by Sir Alfred Butt as the next starring musical for Gene Gerrard. Although pecked with comedy play was voted too weak on the necessary romantic side.
Written by Desmond Carter it was acquired for production from Williamson-Tate of Australia.
Butt had Gerrard under contract for four musicals, two of which have been produced. With permission of the Drury Lane co-directors, Butt acquiesced to a suggestion from Gerrard and settled the contract by paying the star a few thousand pounds.
Desmond Carter meanwhile is writing Gerrard an entirely new musical entitled "Little Tommy Tucker." Vivian Ellis and Arthur Schwartz, latter American, are providing the music.
Under a new arrangement Butt and Louis Dreyfuss will be interested in the new show, due at the Lyric some time in July.

LESLIE HENSON AT LAST IN WEST END SHOW

London, April 29.
William Berry is out of "Warren Corner," at the Palace owing to illness. He has been replaced by Leslie Henson, financially interested in the management of the show.
Henson is probably England's most popular musical comedian, but has not played in the West End for years.
As soon as he can arrange it, R. H. Gillespie intends to star him at the Hippodrome. But this cannot be done for a while, since Clayton & Waller have arranged to present "The Gun" at that house, following the 12 weeks' run of "The Co-optimists." That ends in July.

Lehar's 60th Birthday And Composer's Ambition

Vienna, April 29.
Franz Lehar celebrates his 60th birthday tomorrow (30) with a great gala here.
It is no secret here that Lehar's great desire is to have the State Opera stage one of his operettas, but the ultra-conservative director, Franz Schalk, refused to accede to Lehar's wish.
Clemens Krauss, has followed the same precedent.
Lehar bitterly complains that the State Opera is interested only in dead composers. Although Lehar's "Land of Laughter" had been done on the German opera stages.

Birth Control Play?

London, April 29.
"Appearances" closes May 3, at the Royalty after an in and out career.
It will be followed by "Ostriches" by Marie Stopes, birth control physician.

"Find" Hit in "Debonair"

London, April 29.
"Debonair" opened at the Lyric revealing itself more the novel from which it was taken than a stage drama. Hence its success is doubtful.
Play served to bring to the West End Cella Johnson, discovered not long ago by the critics in a flop play. Miss Johnson scored in the new piece.

HYLTON, SMASH

Summary of Reports of English Jazz Orchestra On Continent
Stockholm, April 29.
Jack Hylton, presented by Ernest Rolf in this country, opened here at the China theatre to a tremendous ovation.
This is the first time the Swedish public has encountered real jazz by genuine jazz interpreters. Hylton and his orchestra over there has had a year.
The Hylton tour has been variously reported as to "Variety" as it has been touring the Continent. In one spot the English orchestra played for \$4,000 for a single performance at \$3 top, a tremendous figure for an orchestra over there. The Bela orchestra of Germany, also touring, and likewise favorably reported.

New Paris Revue by Rip Purely Local and O. K.

Paris, April 29.
The new revue of Rip called "Parle Temps qui court" ("As It Goes Today") was satisfactorily presented at the Theatre Daunou where it was hurried to take the place of "Fleur de Luxe," which failed to take hold.
It is the usual melange of skits, mostly local, and political, rather beyond the comprehension of the stranger. Produced by George, popular Paris comedian, and has in the cast Gabarochou, Louvigny, Pizani, Earency, Fernand Grayve, Theresse Dorny and Jane Renouard, among others.
Principal items by way of novelty are brief bits, like American blackouts, such as an imitation of Guilty and Yvonne Printemps criticizing the Paris critics; Marcel Pagnol, the author, disdaining other playwrights and a bit in response to French hotels neglecting the French and devoting all their attention to American tourists.
Another episode has a humorous comparison between white slaving and beauty contests.

New Acts in Paris

Paris, April 29.
Show at the Empire has six new acts, four of them American and the bill is pretty good.
Wilton Crawley, colored clarinetist clogged, so did Kitano with Japanese acrobatics.
Richard Ballou, non-American, did extremely well and are good for any place, irrespective of nationality.
Richard and MacCarthy, Franco-Americans, do a mediocre pianolog, saving the response here with their French numbers.
Walter Nilsson, American comedy cyclist, well regarded.

POWELL'S ERROR

Drummer Plays With Orchestra in Cafe de Paris, London
London, April 29.
Jack Powell opened last night (28) at the Cafe de Paris. While doing well he did not repeat the success achieved in his just completed month's engagement at the Kit Kat.
Orchestra was not with Powell, which handicapped. Also Powell's stepping into and joining the orchestra after finishing his specialty detracts from him as an act.
Gerrard Welcomed
London, April 29.
Olga Sineslava opened last night at the Coliseum on a three-week booking. She is surrounded by eight persons in a pretentious ballet. Well received.
Gene Gerrard, after seven years away from Vaudeville, returned with two of his former vaude skits. He found welcome and popularity.

Dillingham's "Suspense"

London, April 29.
Charles Dillingham has acquired American rights to "Suspense." This is the much advertised play described as a paraphrase of "Journey's End," characters being enlisted men instead of officers.

German Grosses Less Than Rastelli's Pay, Due to Many Copy Acts

Berlin, April 29.
Enrico Rastelli, perhaps the most famous of European jugglers, has had to cancel extensive German engagements, because lately receipts at the theatres he played have been less than his nightly salary.
Condition is ascribed to many copyists taking the edge off Rastelli's performance.

NAPOLEON RETURNS, IN PLAY—DISGUSTED

Berlin, April 29.
"Napoleon Interferes," fantastic comedy by Walter Hasenclever, at the Staatstheater there, is a potential success, thanks to its novelty and witty dialog.
A figure of Napoleon Bonaparte in a wax works comes to life, playing himself through the action. He observes with much astonishment the contemporary life of the world.
He is dismayed, for instance, by the discovery of his betrayal by Josephine 100 years ago, and the fact that world leaders no longer are military leaders. In disgust he returns to France.
Piece was directed by Victor Barnowsky, who has rather overdone things. Stars are Werner Kraus and Maria Baur. Kraus came to the premiere only five days after he left the hospital following an operation for appendicitis. His condition affected his performance and the effect of the production unfavorably.
The play's anachronous situations give abundant opportunity for witty turns of dialog and the satire of the play is often brilliant.

"Command" York and King

London, April 29.
Upon the announcement of a command performance to take place at the Palladium May 22 with a bill of international headliners, York and King were approached for the event.
Couple had made all arrangements to sail before that date, but now probably will postpone their trip to the States. Another American act has been approached also.

Kimberly and Page as Emergency Act and Good

London, April 29.
Buck and Bubbles, American colored comedians, were reported by George Black, general manager of the Palladium Circuit, to be on the water London-bound.
Team was scheduled to open this week at Palladium but couldn't get away from America because of legal difficulties over the ownership of their contract.
Kimberly and Page, not due in with their new turn, "On the Riviera," until next week, filled the current gap caused in the Palladium bill by the failure of Buck and Bubbles to arrive.
Although turn needs rerouting and came in too soon as a bookers' favor, it went over strongly and with facing should have no trouble.
Delysia is the Palladium headliner this week, but her act is hopelessly ineffective. She is credited with an important drawing power.
George Wood presented a new sketch that scored neatly.
Another click was the Three Urvans, acrobats.
Taking advantage of New York Supreme Court's refusal to grant a restraining order against their departure, Buck and Bubbles sailed for London Tuesday evening, leaving Jacob H. Marcus, their personal manager by contract, holding an empty bag. They open May 5 at the Palladium, London, booked by Lyons & Lyons, despite that R-K-O holds an exclusive contract for the team's services that does not terminate until September, 1931.
Marcus is reported to have secured Buck and Bubbles' contract for \$250 at Nat Nazario's bankruptcy auction. Since then he has been reported to have secured a contract, out of the team's weekly \$850 salary.
Report now is that Marcus has been declared out of the London bookings.

STOLL AND PALLADIUM

Coliseum Stands in Danger of Razing—Not Razing
London, April 29.
An unconfirmed rumor is in circulation that Stoll is still anxious to purchase the Palladium and has submitted a definite offer which has been turned down.
Story sounds reasonable, since Stoll, with the possession of the Palladium would then command the vaudeville situation in the West End.
What makes the story sound more likely is that Stoll is planning a new theatre to be erected on the site of the widening of St. Martin's lane, as part of the new Charing Cross bridge scheme.

Hollowness of Modern Life, Molnar's Newest

Vienna, April 29.
Franz Molnar, the Hungarian who has more New York successes to his credit than many an American playwright, is writing a new play that is all about the hollowness of modern life.
That Molnar has been writing a new piece has been an open secret, but nobody has known anything about the subject for the reason he has so far been carrying the plot around only inside his own head.

Berths for "Heroes"

Buenos Aires, April 29.
This is a grateful republic. Instead of giving its popular heroes engagements in vaudeville theatres at large salary, it provides political berths for them.
Justo Suarez, unbeaten Argentine lightweight champion, is only 20. Before taking up boxing he was a laborer in the waste department of a South American stockyards.
Justo had an interview with the president of Argentine Saturday and was offered a post with the Argentine Consulate in New York.

"BITTER SWEET" TALKER

Cochran in Berlin About It—English and German Versions
London, April 29.
Tom Arnold, who has the touring rights to C. B. Cochran's last year revue, "Wake Up and Dream," will take a company in that piece to Barcelona, with Sonny Hale heading the cast. Date is for a fortnight.
Cochran will jump his "Bitter Sweet" troupe to Paris for one Sunday night performance during July.
Cochran left Saturday for Berlin to arrange for a film version of "Bitter Sweet." It is to be done with both English and German dialog and lyrics.

Another Mystery Play

London, April 29.
"Odd Numbers" is closing its two-month run at the Comedy, April 30.
It will be replaced by a new murder mystery play, "The Silent Witness," starring Malcolm Keen and Marie Lohr.
No International Fight Deal
London, April 29.
Lionel Bettinson, promoter of the new National Boxing Club at Earl's court, recently went to New York to get the heads of Madison Square Garden interested in the enterprise.
Idea was to have the Garden people take a financial interest. The New York group was prepared to participate, but only on the condition that they receive 51% of stock and hold control.
3-Act Back in Show
London, April 29.
Howell, Harger and Nald, out of "Here Comes the Bride" at the Piccadilly for a fortnight, due to an accident to Nald during a performance, returned to the show yesterday (Mon.).

Ada May Better

London, April 29.
Ada May, American ingenue, will return to Cochran's Revue May 5, when she has been recuperating from a recent illness at Cannes, France.

1ST FILM SCENE IN GRAND OPERA

Berlin, April 29.
Premiere here May 5 at the State Opera House of the grand opera, "Christopher Columbus," will introduce for the first time a moving picture scene in the unfolding of a grand opera libretto.
The book is the work of Paul Claudel, French assessor to the United States; score is by Darius Milhaud, while the translation was done by Rudolph Stephen Hermann.

CONNELLY CALLS OFF BOLITHO PRODUCTION

London, April 29.
Marc Connelly won't produce a new play by William Bolitho, although he had made all the preliminary arrangements, including engaging the cast and arranging for a theatre.
Sudden illness of Bolitho is the reason. Cast engagements and theatre booking here been conditional with no contracts signed. Abandonment of the plan involves no complications.
It has been reported Connelly would stage "The Green Pastures" here, but nothing more has been added to that angle.

Guild's German Star

Berlin, April 29.
Elisabeth Bergner, probably the most famous dramatic actress in Germany, has accepted the New York Theatre Guild's invitation to appear in a play in English on Broadway next season.
She will do "Ariane," Claude Anet's dramatization of his own novel.
Miss Bergner has organized her own company with the idea of doing the same piece in the form of a talking picture to be made at Elstree, near London, later.

Unknown in Africa

Capetown, April 29.
London cables announce the coming here of a show with 20 people staging an entire season of the "musical moments" kind and launched by British-South African Productions.
Nothing is known here of such a concert. There is much mystery over the attraction.

Wallace, "The Dog"

London, April 29.
Eddie Wallace was called in by Leg Ephraim to doctor "Rio Rita" as a preliminary to its formal opening.
Piece was especially staged Sunday. Wallace made a number of alterations, injecting comedy into several scenes, especially in the opening.
Charlotte's in June
London, April 29.
Practically certain Charlotte's Revue will open June 16 in the provinces. Will arrive here early in July at the new Cambridge theatre, rapidly approaching completion.
Charlotte is after Jack Stanford but Ernest Rolf, Stockholm revue producer, has the say-so on that. They're negotiating.

Importing Sinclair

London, April 29.
Arthur Sinclair, principal comedian for many years with the Irish Players in Dublin, will sail shortly for New York.
He is under contract for a Jed Harris play.
Weber's Band Touring
Amsterdam, April 29.
Mark Weber's band from Germany has been touring well on its tour through this territory.
Kemp's at Cafe
London, April 29.
Hal Kemp and his Carolina Club orchestra opens May 26 at the Cafe de Paris.
Set for two months.

Ticket Regulation Try Getting Into Tangles Before Starting

The ticket control plan of the New York Theatre League, formed to curb high prices on Broadway, underwent several changes during the past week.

Indications the league will not be 100% representative of the "legit theatres" have aroused speculation as to whether the whole plan will be workable.

Several managers remain out of the league, opposed to the idea in principle and details. There, too, is some doubt if the plan can start operating by June 1, since several long boys will not have expired by that time.

Sharing contracts for next season stipulate that the league shall have charge of ticket distribution. That substitutes the clause that heretofore set forth the right of the house. Attraction managers rarely are permitted authority over tickets. Agency deals and the like are house transactions.

No Balcony Tickets

A proposal to give balcony tickets to the agencies under the league's general plan was opposed and defeated by Lee Harris at the meeting to give the brokers 75% of the lower floor and two-thirds of the balcony. Shubert insisted balcony tickets remain under control of the theatres and in the office sale, rather than in agencies which could hold such tickets until 7:30. In the case of shows not having an upstairs demand such tickets are generally allotted the cut rate office.

Balcony angle appears to have aroused some discussion in the agencies. Balcony tickets for hits generally reach the agencies through the office. Governors of the league decided its main purpose was to regulate lower floor tickets and hold them to a 75c premium. It is presumed that houses with successful shows will continue to allot balcony tickets to the agencies, with the same price regulation.

McBride's said to have asked all its agencies to agree to give 25% of all tickets distributed by the league, claiming to dispose of that percentage of tickets annually. Other brokers say that estimate is too high and the agreement will probably be contested.

Central Ticket Agency

The league ridiculed the substitute plan outlined by George White, Lee Harris and other objectors. Arthur Hopkins stated the latter apparently knew little about conditions, although both are credited with knowing considerable about ticket matters. As to their idea of a central ticket office, Hopkins replied he had tried several years ago to have such a plan agreed on, only to find the managers would not agree on it. Cut rates was the other point made by the league's critics. Hopkins stated the league's cardinal purpose is to eliminate gross rates and to make public, eliminating graft to managers and others.

Ziegfeld joined the objectors last week sending word from the coast that he would be opposed to the league's plan unless it took cut rating into consideration. Objection from him on that score was not understood since his attractions have rarely been sold at bargain rates, except when speculators dumped tickets, held for a price, at the last minute.

Several seasons ago a Ziegfeld show used cut rates to advantage. It was "Louie XIV" at the Cosmopolitan. About to close, cut rates were tried and it is claimed by reason of the average house continued another five months. Gilbert Miller, one of the sponsors of the league, and Lee Shubert sailed for Europe last week.

New Colored Show

Marty Fortkins, the R-K-O agent, is producing a colored musical for Broadway for the summer. Not titled yet, but casting has started. Bill Robinson and Adelaide Hall will be starred.

"Sisters" Shift

"Stepping Sisters," figured to fold at the Waldorf, New York, next week, will instead shift to the Royale, supplanting "Kilpatrick's Old Time Minstrels."

Little Theater Tournament gets the Waldorf for two weeks' session.

PLAYWRIGHT DAVIS RESTRAINS ATTORNEY

Temporary injunction was granted Irving Kaye Davis, playwright and author of "Courtesan," against Attorney Harry Oshrin, restraining the latter from interfering with the production of the play or payment of royalties. The play opened on Broadway last night (29). Enjoining on the suit Davis has instituted against the lawyer is scheduled for N. Y. Supreme Court May 1.

Davis is suing to cancel a contract entered into with the lawyer whereby Oshrin was made Davis' exclusive representative and was to cut in on Davis' royalties for a period of 10 years with an option for 19 more years. The contract is one of 10 papers which the author is trying to break and made in 1929. Davis is represented by Attorney Richard Mackey of Mackey & Macchia.

Davis alleges that when he signed the contract he was under duress, owing to criminal proceedings filed against him and that was unaware of the existence of such a contract. These criminal actions charged the playwright with larceny on three counts and were pending for several months, but recently were taken off the calendar with the stepping into the case of Attorney Mackey.

Reneged

Davis' charges against Oshrin, per his papers filed in court, allege Oshrin reneged on him just prior to the date the criminal actions were to go on trial by asking Davis to get another lawyer as he (Oshrin) didn't do trial work.

The criminal actions, according to allegations, were inspired by a man named Stevenson and instigated by two women, Mrs. Mason and Rose Miller, on the grounds that they had been defrauded by being induced to invest in certain plays written by Davis. The playwright is the author of these plays. "Flops" didn't do trial work. "Other was 'Yells.' Both flopped. It was this latter fact, according to Davis, that peeved Stevenson.

The criminal charges fell when Attorney Mackey's investigation revealed that Mrs. Mason before inquiring had sought the advice of a banker, who recommended that she not enter into the deal.

Davis' connection with Mackey came through A. H. Woods, the producer, who has bought Davis' play "Intimations" for production in August. Woods had his attorney, Nathan Burkan, stick in and the latter sent Davis to Mackey after obtaining a copy of the contract between Oshrin and Davis.

WRIGHT TAKING FLOP TO COLUMBIA, S. F.

San Francisco, April 29. Andy Wright has taken a lease on the former Columbia theatre here, recently rechristened with its old name of Tivoli. The lease is for a month with an option.

"Philadelphia," recently produced and flopping in Hollywood, will be Wright's show, opening May 4.

Stock Washed Up?

Theatrical Stock Managers' Association has dropped the "stock" classification and is now operating as Theatrical Managers' Association, although the body is composed entirely of stock producers throughout the country.

The dropping of the stock classification looks like an admission that stock is through, although the stock men affect a Pollyanna outlook.

The T.M.A. is making plans for its third annual convention in June at the Hotel Lincoln, New York.

Warfield Better

Condition of David Warfield is reported better.

The former legit star has been dangerously ill for some weeks at the Post-Graduate Hospital, New York. He was removed there from his home at 135 Central Park West. At one time Warfield's condition summed his relatives in San Francisco to come east.



Len G. Shaw, of the Detroit "Free Press," said "Most of the comedy falls on the capable and unflinching shoulders of Roscoe Ails, whose fooling brightness the way perfectly."

"He is an active cut-up, and his antics are guaranteed to make you forget everything else which he is in the foreground."

ROSCEE AILS

Featured Comedian with Selby and Mandel's "New Moon" Co, enroute. Direction LOUIS SHURR

BETTY WATSON STARTS UNCONTESTED DIVORCE

Pittsburgh, April 29.

Betty Watson, Pittsburgh girl, wife of the Public unit, "Tin Types," filed suit for divorce here from Edward W. Wateck, charging cruelty. She said they eloped from Pittsburgh in January, 1926, and were married in Walsburg, W. Va. At that time, in Columbus, W. Va., Betty testified, her husband abused her and she had to go to work in a restaurant. Once he threatened to kill her, she shot him in the back. She left him December, 1928, and came here to live with her mother. Last summer she went on the stage to support herself and her three-year-old daughter.

Suit is uncontested.

Birns Pays and Pays

Cecil Spooner has been upheld in arbitration of her claim against Ray Productions for costumes the actress obtained on credit in her own name for "House of Fear" in which she appeared last season at the Republic, produced by William S. Birns under the corporate name.

Birns reproduced Miss Spooner's claim. The actress took it to Equity and the latter body sent it to arbitration. Arbitrators found that Birns and associates were responsible under Equity rule that the producer supply gowns in all legit productions excepting stock.

Casters Hard Put to Make Living in Slump

The panic is so worse than ever for the legit casting agents in New York, with most cut-rating on commissions and kicking back at times to keep active.

With about 30 casters operating agencies in New York, mostly Equity licensed, there has scarcely been enough calls around to keep even a few in healthy business. Several have given up their former offices and taken desk room in other offices, not in the same business.

Some with no placements and agencies that have saved working clients with bulletins to effect they will take 50% cash on outstanding claims, but with few taking advantage, preferring to kick in the 16 weekly rather than 2 1/2% in bulk.

Jolson Loaned McGuire

Al Jolson gave up trying to collect \$5,600 from William Anthony McGuire on a note for \$9,000 made last June, and sued through Nathan Burkan.

McGuire didn't bother about defending the case. Judgment for \$5,715 was rendered him Monday in the Supreme Court.

The "Chiesler" as Play

Chicago, April 29. A. H. Woods is reported dickering to produce "The Chiesler," three-act one-act comedy by Harry Rosendale, Chicago newspaperman. Play, Rosendale's first, deals with a grifting gas station operator. Script uncovered by Ralph Kettering.

Chicago Drama Critics in Melee; Stevens vs. Blocki No Choice

LOT OF MONEY TALKED OF LEFT BY ERLANGER

Surrogate James A. Foley last week ruled against Charlotte Leslay Fixel, alleged common law wife of the late A. L. Erlanger, in her application to have a jury hear her contest of the showman's will, which does not provide for her participation in the estate, estimated at \$12,000,000 or more.

Mr. J. Steuer, attorney for Mrs. Fixel-Erlanger, "intends" taking the ruling up on appeal to the Appellate Division. Mr. Steuer will also appeal against the surrogate's appointment of Sams and Baron as temporary administrator. Baron was Erlanger's personal attorney. Another point against the woman is an effort to furnish the surrogate with a bill of particulars, giving details of the alleged marriage between Miss Fixel and Erlanger in Atlantic City in 1927, several weeks after the will was first drawn.

The date of the hearing to establish the claimant's right to contest the will was set for May 19, but the planned appeal will probably cause a postponement and a ruling from the Appellate Court would not be had until next fall.

Bitterness between the principals and attorneys is undiminished. It is said that when the case is heard an effort will be made to have it considered by a temporary surrogate. Charles L. Craig, who has been attorney for Erlanger's heirs, was formerly a law partner of Foley. Craig was comptroller of the city of New York until about a year ago.

It is claimed that at his death there was \$500,000 in cash in Erlanger's personal account and about \$1,500,000 in corporate money on hand. The New Amsterdam theatre, which Erlanger owned, has an estimated value of \$4,000,000. No estimate has been made of the amount of bonds owned by the late showman, but the contestants believe the estate to be much greater than the figure mentioned by attorneys for the named heirs.

A settlement with Mrs. Fixel-Erlanger is said to have been in progress up to the time of the surrogate's ruling. The principal heirs are reported having rejected a plan, however, which would have brought too much money for his client.

Royalty Waiver Overlooked

Harry Delf and William A. Gréw, co-authors of "Jerry for Sure," were given \$29,000 by Eugene Producers, producers of the comedy, through American Arbitration Society arbitration.

The playwrights, claim was prosecuted by the Authors' League with the amount involved ceasing for unpaid royalties on the play. Defendant interposed defense that Delf and Gréw agreed to accept part royalties in order to keep the play going, but when unable to produce written proof of such an arrangement the arbitrators found for the playwrights and awarded judgment. The play involved had a brief run in New York last season, but never rated as a money attraction.

"Internal's" Second Cut

A cut of 15% went in last week for cast in Lew Leslie's "International Revue" at the Broadhurst, New York.

The second chop since opening and with cast taking it with a smile to keep it going.

Show has been doing around \$30,000 for past weeks with cutrate aid, but even this respectable figure not enough to amount with show's heavy nut.

Davis, Jr., Hops

Hollywood, April 29.

Owen Davis, Jr., left here for Cleveland immediately following completion of "The Chiesler" at Fox to open May 5 in a featured part in Alex McKay's play, "Solid South."

Plans are to play Chicago later in the summer. Richard Bennett stars.

Chicago, April 29. Drama critics are at war again. Principals this time are Ashton Wagener, editor of "The Dramatist" and Fritz Blocki, assistant drama editor of the "American," both Hearst papers, with Siegfried Wagener, drama editor of the "Arendpost," city's largest German daily, siding with Blocki.

Blocki's review of A. A. Mihne's "Ariadne," presented at the Goodman theatre, was jerked after one edition. Although the notice panned everybody from the director down, real reason for the jerking is said to be that Katherine Krug, the leading lady, was not spared. Offstage she is Mrs. Ashton Stevens.

The Stevens-Blocki feud began years ago when Stevens unmercifully panned a locally produced play authored by Blocki. Stevens recently, in a special Sunday article on "Kolpak Must Dance," imported the feud, which flopped at the Goodman, wrote: "My friend, Fritz Blocki, I said to myself with tardy justice, is much better than this playwriting."

Another result of the "Kolpak" article was that Stevens lost the friendship of Wagener. Stevens and his close friend and colleague, Charles Collins of the "Tribune," were the ones who got Stevens an article entitled "Ashton Stevens-Collins & Co. or a Strange Duplicitous With a Suspicious Motive."

Wagner charged Stevens and Collins with unnecessarily rough treatment of Hellmuth Unger, the German author, and for his punch paragraph on the "Tribune."

"It is well known that Miss Katherine Krug, a member of the Goodman personnel, who at one time or another participated in the Goodman presentations with more or less success, is in private life Mrs. Ashton Stevens. She was cast, if the gossip from behind the scenes can be relied upon, to play the part of the wife in this play, but this being a rather small and unimportant role, Miss Krug is said to not have cared much for it, and finally she was produced with her name entirely out of the cast."

Wagner followed this with a blasting review of "Ariadne," and said Miss Krug that Ellen Root, another member of the company, could have handled her role more proficiently.

Thus far, however, Wagner's widely quoted articles have failed to inspire Stevens to retaliate.

What Wagner and the others have not mentioned in the Stevens-Blocki melee is that Mrs. Stevens before her marriage was a well known actress, and that Mrs. Blocki was, but left the stage when she became a wife.

CHAMLEE'S WIFE STILL IN MEXICO—DIVORCED

Norwalk, Conn., April 29. Greek Evans, legit opera star; Mario Chamlee, Metropolitan Opera tenor, and Mrs. Ruth Miller Chamlee, all of this town, were witnesses in the divorce suit of Paul Miller, brother of Mrs. Chamlee, against his wife, Evelyn Jackson Miller, of parts unknown.

The witnesses told the court at Bridgeport that Miller was sent to Mexico City about 10 years ago, to start a branch office and that his Big Charles music was there. Later Miller, having accomplished his mission, returned to New York, alone. His wife said she preferred Mexico to New York and all efforts to have her return failed.

Harris' Duo of Shows

Sum H. Harris is readying two proposals for summer showing. "Once in a Lifetime," by Moss Hart, will be first, currently casting, to open at Atlantic City May 28. After that Harris will direct Big Charles music by Herbert Fields and George Gershin, due for New York perusal early in July.

Duffy, the Fireman

Los Angeles, April 29. Henry Duffy dismissed as executive menedger, president of Hollywood Playhouse last week.

Possibility of Stage Musical in Warner's New B'way Hollywood

Back of the equipping of the Hollywood for big musical shows is an intention on the part of the Warner Bros. to use the house now and then, if not altogether after on their own legitimate attractions, either backed by the brothers or produced under their banner without outside associations, according to inside information.

Warners are the backers of "Fifty Million Frenchmen," outstanding Broadway musical hit current. They have financially aided in the production of other stage shows this year, and are reported convinced, along with the rank and file of picture producers, that the legit business has to be gone into directly by film producers.

Hollywood, opened last week by the Warners under an all-round policy, has one of the best-equipped houses in the country. It is large enough, according to inner sources, to accommodate the largest of musicals or spectacles. It seats 1,800, with a very wide orchestra.

House is also equipped with a large screen and is getting 65 mm. projector apparatus later on for showing of wide film in connection with production of pictures, legit or indefinitely, if desired. Provision of the large stage, however, and Warners' likelihood of producing musicals, is the main reason, rates house as only one controlled by WB now that could house such shows, unless arrangements were made satisfactory to the Shuberts to top them into Winter Garden.

It is possible, it is said, that a Warner backed or produced musical may follow "Hold Everything" into the hood at end of that picture's \$2 run.

ONLY 3 MUSICALS IN SIGHT FOR SUMMER

Fewer summer tryouts are listed this year than in previous seasons with legit producers seemingly no longer influenced by the few try-out spots still left.

Whatever production output is to come during the dog days will be done by novice and newcomer producers, with few even of these going in for the out-of-town tryouts, taking chances on cold openings in New York.

With but about eight shows in rehearsal or readying to go in, there is an even better prospect in production there will be plenty of New York legit houses dark in June. Most of the tenant shows now in are on their last lap, operating from week to week and with nothing in sight to succeed at the houses when the weaker estate attractions fold.

On three musicals are thus far in sight for summer, including Carroll's "Vantiles," to be spotted at New Amsterdam; "Dear Love," with the Shuberts, who have moved to New York after out of town tryouts and the second edition of "The Little Show," which Brady & Wilman will launch in July.

Barron A. P.'s Columnist

Mark Barron, associate publicist for the Theatre Guild with Bob Sisk, will leave May 25, to succeed G. B. Seymour as theatre columnist for the Associated Press.

Barron had been with the Guild for the past year, going over from the "Fernald Trial," where he had been assistant dramatic editor.

"Trap" Cast Waves Ta-Ta

"The Trap" folded in rehearsal this week when cast refused to go commonwealth and waive usual security when Henry Jacobs, producer, had been bound. Jacobs had the piece in rehearsal for 10 days upon promise bond would be posted Monday. When money was not in sight he proposed the cast waive, but they waive good-bye instead.

Schnozzles for Musical

Clayton, Jackson and Durane, Clifton Webb and Frances Williams are set for E. Ray Gotez' new musical for New York opening in the fall.

Cole Porter and Herbert Fields doing the book and score.

Guild's Departure

Theatre Guild may offer under its banner a production not originating with and produced by itself. Negotiations are well advanced for the Guild to handle Jed Harris' "Uncle Van Van" at the end of next year, with Lillian Gish starred.

EQUITY BACKS DOWN ON RULES FOR AGENTS

Equity may soften the rigidity of its rules designed to control legit casting agents. That was intimated following a number of conferences with leading agents who have refused to take out permits arbitrarily drawn up by Equity.

Few agents classed as personal representatives have come over to Equity control, holding out without interference. Such agents charge 10% for the life of an engagement, if guaranteeing 20 weeks work per season. Others agents are permitted a fee of 5% for 10 weeks.

Although at first Equity appeared adamant in the agency matter and threatened suspensions if members did business with agents who failed to take out permit, the death of jobs due to the poor season appears to have led Equity to hold off taking drastic measures.

Conferences with agents recently sought to find out the main objections the leading casters had to the rules. It is permitted, chiefly complained about is the right Equity takes of licensing agents and the privilege of revoking such licenses without comment. That that cause is being considered, but that subject to arbitration may be agreed upon. Other rules too may be changed.

JERITZA'S TRYING TO SMOTHER NEW STAR

Vienna, April 15. Returning here to opera May 31, Vienna is keenly watching Jeritza's operatic battle in Budapest this month. The famous New York Metropolitan diva deliberately advanced her Budapest engagement from April 23 to 25 in order to be opposite Elizabeth Reihers, another star who was her rival at the Concert Hall.

Reihers is a new star to Austria-Hungary and Jeritza's deliberate attempt to squash her has the musical bugs buggler.

Since the Royal Opera and the Concert Hall's combined capacities far exceeds the Vienna Festival Weeks with Johan Strauss' "A Night in Venice" operetta opening May 31.

Filmers Back to Legit

Los Angeles, April 29. Lawrence Grant and G. Pat Collins will support Katherine Wilson in coast production of "Decency."

Now rehearsing with San Francisco opening shortly.

Dave Schneider's Mother Contesting Will, Leaving Everything to His Widow

Mrs. Dora Schneider, aged mother of the late Dave Schneider, for years treasurer of Carroll's theatre, through her attorney, Harry E. Shirk, 44 Court street, Brooklyn, has started an action to contest the will of her son. He disinherited her and left his entire fortune, estimated at over \$30,000, to his widow, Mrs. M. Schneider.

Schneider died in Polyclinic Hospital, New York, following an operation for appendicitis. He left no children. Estate was valued in bonds and real estate. Friends assert that Schneider left his wife a small fortune in gems. The decedent was 58.

Schneider offered an objection to the probating of the will before Surrogate Foley. Grounds of the objection are fraud and undue influence exercised on the decedent by his wife. J. J. Podell, attorney, appears for the widow.

Schneider was probably one of the best known men on Broadway. He had been chairman of the entertainment committee of the Elks, Lodge No. 1.

Schneider's mother stated that she had been supported by her son before he passed away. Since his death, she has been virtually penniless. Relatives and friends were piqued when they learned that a monster benefit was to be held and the proceeds given to Schneider's widow. This was because Schneider had been married seven years.

A jury trial has been demanded by Shirk. The Surrogate reserved decision.

EQUITY "PINCHES POT" ON AWARDS ABOVE \$500

Equity has passed a ruling whereby members involved in arbitration matters amounting to \$500 or over will hereafter pay taxes 4% of the amount awarded with moneys derived to be turned over for maintenance of Equity's legal department handling the claims.

The 4% plus tax, both fair and imperative, according to Paul Dutzell, executive secretary of Equity, and has been brought about through the same act of work that has been saddled upon its small legal staff in past two seasons. With additional revenue from percentage on awards, it is figured that the department can be expanded.

Equity had been handling salary and other claims of its members gratis until now.

Stock Play, Bus Ride and Dance for \$2, as Extra by Embassy, Ottawa

Ottawa, April 29. The present in the way of special exploitation for patrons of the Embassy, with the O'Shea Players, is being conducted each Monday evening with success.

For \$2, plus tax, the Monday night ticket purchaser gets one seat for the performance, bus ride to Standish Hall in Hull, Quebec, across the Ottawa River, where there is a free lunch, and a free admission for the theatre performance, 50c top, but most of the O'Shea followers see good value in the excursion for the midnight supper, dancing and bus rides.

Stage Unions May Be Salvation Of Stock for Future—Now Trying

Lamb's "S. O. S." Fund

In a canvass of receipts from the Lamb's Gambol at the Metropolitan, it came out that Todd, the shipbuilder, had contributed \$1,000 to what was called the club's relief fund.

It turns out that this is a new feature, called the "S. O. S. fund," designed to aid members out of employment and to take care of certain kinds of arrangers in dues.

Advances are made in a committee's discretion and are required to be paid back when the member is able to make good.

Muriel Starr, Bankrupt in Australia, Has \$3 in Cash; Liabilities \$12,000

Sydney, April 6. Muriel Starr, former American dramatic actress, was examined in bankruptcy last week. Miss Starr stated her real name is Muriel Johnson; that she was married in 1918 to William Hartwell Johnson, from whom she is now living apart.

She stated she first appeared in this country in 1913 under engagement to Williamson-Tait, opening in "Within the Law" at a salary of \$200 per week. On her last visit here, under the same management, her salary rose to \$400 a week. On completion of contract, Miss Starr stated, she decided to form a company of her own going on the road with dramatic plays. Most of her tours were failures, she said.

A statement of her affairs disclosed she starts over around \$12,000, mostly to W. T. Her assets are 29 stage dresses and \$3 in cash.

Miss Starr asked the Registrar to grant her discharge, so that she might be able to return to America, where work is awaiting her on arrival.

Judgment reserved.

NEW TICKET PLAN REST ON BUSINESS BEING OFF

Los Angeles, April 29. Another plan for ticket "location" selling without extra cost to the patron, is being tried here. So far it's proving successful so long as business in the legit remains off. Plans is to give the new agency a trial and a guarantee of the best in the house after the regular first line agencies, that charge a premium, have had their choice.

Healthily out, the plan was tried by Lloyd D. Mitchell. Under his system stores throughout the city advertise "best seats for all shows at regular prices." Showkeepers are willing to co-operate believing that every customer may also spend something in their direction.

Mitchell, while taking no option on any part of the house, has a guarantee that the best seats available will be given on calls from any of his stations. Only one additional charge the customer is for the telephone call.

G. O. H. at 23d St. Held At Sale for \$1,750,000

Grand Opera house at 23rd street and 8th avenue, New York, is on the market, but doubtful if there will be any interested takers with the price set at \$1,750,000.

It is playing vaudeville on a lease by an incorporation headed by Sam Morris Traub.

It is believed when the house is sold it will be acquired for realty purposes.

Thrd Guild "Gaieties"

Theatre Guild is preparing for its third "Garrick Gaieties." Last one was in 1927.

The new show will be produced around June 10 and probably at the Guild theatre, New York, New York.

That stage unions, stage hands and musicians, will jointly try to save stock is the hope, almost the prophecy of casters, actors, and stock producers.

Union is the only thing that can save stock and it seems they are coming to this realization. It is expected that they will organize to bring stock back. When unions find themselves out of work, they are inclined to see conditions in a reasonable light and try to save themselves.

A stock company at the Denham, Denver, has been taken over for management by the stage hands and musicians. The actors are paid by them and all business is in their hands.

When stage hands and musicians become their own business managers they are able and ready to correct many of the conditions that have led to the ruin of stock. In this way they can and are anxious to get around the union regulations, keeping them out of work and preventing stock from attempting a comeback.

This attempt to save the future of stock by the unions was first contemplated out in a stock in Lancaster, Pa., and another in Yonkers, N. Y. They were taken over by the unions.

At the end of next year before conditions get on a working basis but eventually the trend and feeling of the unions in this direction will be felt and probably bring results.

Not Discouraged For this reason and several others stock people who are non-union are not discouraged as one might expect by current conditions. They are working grimly to keep stock half alive and with the hope they will be able to build it up.

Elks club is taking a stock company out to St. Paul for the summer and Sydney Mason, Jr., is keeping a stock running in Irvington, N. J., at a personal loss, solely out of intention of building up for next fall.

James Carroll has organized a company to open in Bangor, Me., and lay one-night stands in 14 towns. He has extended his circuit of last season from six towns to that number. At the Elitiches Garden, Denver, another stock will open in the summer in Manhattan and Orange, N. J., stocks are now running which, although partly amateur, are some business men.

Aside from the hope of the comeback, stock people feel that there is, and will be more so, a place for stock as a training spot for actors. The idea even has been put forward in search of stage experience. The one logical place for future actors is in stock companies.

GAMBOL NETS \$30,000, WITH LEBLANG'S GRAND

Joe Leblang bought the souvenir program auctioned off at the Lamb's Gambol at the Metropolitan Sunday night. Bidding started at \$10 and climbed to \$600. Leblang then bid \$1,000, which won. The ticket magazine, seated in a box in the "diamond" horseshoe, preferred not to arise and take a bow. Sam Zolotow of the "Times" walked down the aisle to get the program and identify the bidder.

The Gambol grossed \$40,000. Of that about \$16,000 was represented by advertising in the program, the actual ticket sale amounting to \$22,000, which was the net capacity. The net is expected to be about \$30,000.

In addition to the program auction there was a donation of \$1,000 to the Lamb's relief fund.

Old-Time House Sold

Lexington, Ky., April 29. Transylvania College, holder of a mortgage on the Lexington Opera House, has sold the building. It was offered at auction last week.

The college was the only bidder. George Bain, auctioneer, cried the sale. The house was bought by the college. Sarah Bernhardt, Otis Eckinger and every other actor of prominence in the last generation had appeared. House built in 1886, and one of the best among the one-night stands in America.

Five Full-Length Plays in 2d Wk. of Little Theatre Tournament in N. Y.

For eight years playlets have been brought out in the annual Little Theatre tourney contest for prizes in New York, but this season an extra week has been added to the Belasco Cup competition for full-length plays. From the list of competing theatre groups, two outside of New York will present complete plays in hope of copping the \$1,000 cash award.

Presenting one-act plays is an old idea for the Little Theatre tourney, yet the list of 20 group entries was filled up long ago. For the full play competing theatre groups will participate, three from New York. The tournament opens May 5 in the Waldorf, New York, for a week of the short plays, and then on the 10th of May for the full-lengths. In the full-play list the only writer of professional recognition is Wallace Mannheimer, author of "Roses," once given Broadway production. The two outside (New York) full-length play entrants are the Little Theatre Company of St. Louis and a group from Lake Forest, Ill.

Competing groups for the shorts will appear nightly from Monday to Friday (week May 6) and the one of the selected best to again do their stuff on the following Saturday for the Belasco Cup award. The same procedure will follow the second week (starting May 10) with the cup award made Saturday.

FUTURE PLAYS

Nothing doing on "The Big Parade" by Sam Harris, this summer. Planned for a spring proposition, but idea now is to bring it out in the fall.

"Trimmes" in rehearsal. Production via Jacday Productions. Cast includes Lillian Foster, Lorna Elliott, Alice Manton, Martha Milliken, Billy Quinn and others.

"Color Blind," by Sam Gray, is set for the summer. The play goes into rehearsal in two weeks. Play carries a mixed white and colored cast. Helen Menken will head cast.

Edward A. Blatt, Broadway's youngest producer, returned from abroad last week and started to cast a second company of "Subway Express" for the Pacific Coast.

"A Graceful Generation," by Knowles Entenken, goes into rehearsal next week, next for Brady and Wiman. Forest Haring will stage. Helen Brooks, Hans Sondquist, William Charles, Weldon Henson and others in the cast.

"Etienne," by Jacques Deval, current in Paris, will be produced in New York next season by Gilbert Miller.

"Romeo Blau" will be produced by Zeis Biau in the fall. It was written by Frank Elmer and is based on the novel of the same name authored by Walter D. Edmond.

"Spook House," by Joseph Byron Totton, with Leo Donnell featured, is set for a premiere May 19 at Werba's Jamaica and in the Vanderbilt, New York, a week later.

"In the Meantime," by Paul and Charles Sifton, is being produced for production by the Theatre Guild. Sifton is on the editorial staff of the "World." He authored "The Belt," which the New Playwrights theatre produced a couple of seasons ago.

"First Night," produced by Fred Stanhope.

"Ladies Wait," produced by Ted Shaw.

George Ford is reviving for this summer "Miss Gulliver's Travels," titled as "Rags and Patches."

"The Web of Penelope," produced by the Shuberts, with Lionel Atwell.

"A Lucky Break," tentatively titled, to be produced by Hyman Adler.

"Hot and Bothered" to be produced by John E. Brown, Jr.

"The Kissand" is being readied for a revival by Lawrence Productions for next month.

Stock at Chappacqua, Chappacqua, N. Y., April 29. Dramatic stock goes into the Westchester Playhouse, New Castle, June 2.

Shows in Rehearsal

- "The Solid South" (Alex McCraig), Little.
- "When in Rome" (John Golden), Golden.
- "Woman on the Stairs" (Hymen Frodoles), Hayes.
- "The Traitor" (A. S. Brown), Erlanger's.
- "The Conquering Mafé" (Arch Selwyn), Times Sq.
- "Reckless Daughters" (Jacday Productions), Waldorf.

3 Shows Out

Three more or less recent attractions were suddenly added to Broadway's closing list last Saturday. The old time minstrel troupe with colored actors stopped at the Royale. Played a week and one night. This week may see several weakenings taken off.

Only scheduled withdrawal this week is Ruth Draper whose engagement of 20 weeks at the Comedy is a record never before attained by a solo artist. "Those We Love," presented at the John Golden by Philip Dunning, closed Saturday after a 10 week date. Business averages between \$7,000 and \$8,000 for a theatre then slipped to about \$5,000. Claimed to have made a little money.

THOSE WE LOVE

Opened Feb. 19. Brown (Post) announced: "Nothing to be expected about Garland and (Telegram) thought: 'better than average.'" Gist of comment was that production was better than play. "Reckless Daughters" said: "makes generally satisfying entertainment."

"Dora MabrIDGE," presented at the Little by Louis Isquith, stopped Saturday too. Played one week.

DORA MABRIDGE

Opened April 20. "Frail and foolish," declared Anderson (Journal), while Darton (Eve. World) felt "nothing worse can happen." (I-bee) reported: "elementary and mediocre."

ENGAGEMENTS

William Maloney, Little Theatre Co., Grand Rapids, Mich.
Rupert Clarke, Mr. and Mrs. Post, E. E. Ruppel, Philadelphia.
Elwin Strong Players, Fremont, Neb.
Jack Marvin, Denham Stock, Denver, Colo.

AHEAD AND BACK

J. Frank Gibbon, back with "June Moon" (N. A.).

Chas. Stewart improved. Charles Stewart, general manager for "Green Pastures," in the Post Graduate Hospital, for 10 weeks, is expected to leave in about three weeks.

He is much improved in condition although a final operation by Dr. John F. Erdman is to be performed, prior to his discharge.

Theatres Proposed

- Allentown, Pa.—\$20,000. (Embassy) 9th and Hamilton. Owner, A. R. Boyd. Philadelphia. Policy not given.
- Charlotte, Mich.—\$50,000. Also store. Owner, C. R. Beecher. Policy not given.
- Chicago, Ill.—Western avenue. Owner, Balaban & Katz. Architect, J. C. Fridman. Albany, Owner, E. R. Henesch, 1925 Humboldt boulevard. Architect, L. Levine Co. Policy not given.
- Clare, Mich.—\$25,000. Also store. Owner, John Aulino. Policy not given.
- Cleveland, Ohio—\$40,000. Also office. Owner, Glennore Improvement Co. Architect, S. H. Hodges. Cleveland. Policy not given.
- Des Moines, Iowa (moving pictures). Owner, James Howell.
- Yonkers, Mich.—\$20,000. Ludington street. Owner, J. W. P. P. Architects.
- Green Bay, Wis.—\$30,000. (Strand). Owner, P. W. P. Architects.
- Main street, Chicago. J.—\$100,000. 216-22 Waller street. Owner, Warner Bros.
- Hamilton, O.—\$150,000. (Paramount). Also office. Owner, J. C. P. Architects.
- Harrisburg, Pa.—\$100,000. (Paramount). Owner, Nicholas Dixon, Baltimore, N. Y.
- Hutchinson, Kan.—\$40,000. 1st avenue. Owner, J. C. P. Architects.
- Independence, Mo.—\$20,000. Policy not given.
- Kan., Kan.—\$25,000. Also lodge and store. L. O. O. F. Architect, Policy not given.
- Kankakee, Ill.—\$100,000. Also store and office. Oak and Schuler streets. Owner, B. S. Sawyer. Architect, E. P. Ruppert.

Shows in N. Y. and Comment

Figures estimated and comment point to some attractions being successful, while the same gross accreted to others might suggest the reverse. The variations in the house capacities with the varying overhead. Also the size of cast with consequent difference in necessary gross of profit. Variance in the time necessary for musical attraction as against dramatic play is also considered.

Classification of attraction, house capacity and top prices of the ad shown below. (M) musical comedy; (C) comedy; (D) drama; (R) revue; (M) musical comedy; (F) farce; (A) operetta.

Admission tax applies on tickets over \$3

"Apron Strings," 48th St. (21st week) (C-360-\$3). Easter week along Broadway not up to expectations; number of grosses only however, extra matinee a factor; "Strings" played 10 performances, grossed over \$9,000.

"Berkeley Square," Lyceum (26th week) (C-387-\$4.40). One extra matinee here with the gross well over \$4,500, best figure in a month.

"Bird in Hand," 49th St. (57th week) (C-D-70-\$3.85). Has been getting better week recently; up to \$5,000 last week, which is plenty for this one; expected to average \$10,000 minimum.

"Death Takes Holiday," Barrymore (18th week) (D-1,050-\$4.40). Eased off but still making money; last week netted \$12,000, with one extra matinee.

"Dishonored Lady," Empire (13th week) (D-1,000-\$4.40). Held to usual eight performances; Timex Square net, about \$10,700.

"Dora MabrIDGE," Little, Closed Saturday. "Dora MabrIDGE" had to open here Friday.

"Fifty Million Frenchmen," Lyric (20th week) (C-360-\$3). Held to eight performances and grossed almost as much as usual; Saturday grossed \$12,000, same for nearly all others; over \$45,000.

"First Mrs. Fraser," Playhouse (19th week) (C-387-\$3.85). English comedy has been grossing around \$10,000 lately; better last week.

"Flying High," Apollo (30th week) (C-1,000-\$4.40). Held to matinee for total of 10 performances sent gross to new high at better than \$10,000; last week topped the list last week.

"Hotel Universe," Beck (3rd week) (D-1,000-\$4.40). Dramatic description support trade fairly good but not exceptional; last week approximated \$20,000.

"Internations Revue," Majestic (10th week) (R-1,778-\$5.60). About \$25,000 net; did not come close to what was expected; will probably go to Chicago for summer.

"June Moon," Broadway (30th week) (C-1,118-\$3). Picked up some over last week; no added matinee; gross approximated \$12,000 and early hit will complete the season.

"Lady Clara," Booth (3rd week) (C-708-\$3). Show better than last week; but not better than much; last week estimated around \$4,000.

"The Orchard Annie," Eldorado (2nd week) (C-892-\$3). Notice mid; business first week bad; estimated under \$3,000; means a little extra matinee next Monday; being fixed up after out of town showing.

"Mendel, Inc.," Cohan (23rd week) (C-1,371-\$3). Date indefinite; last week's gross, \$12,000, topped with the claimed takings \$11,000.

"Month in the Country," Guild (7th week) (C-1,000-\$3). Has been supported by subscriptions; with average around \$15,000; business this week should indicate staying possibilities.

"Nancy's Private Affair," Longacre (3rd week) (C-D-1,013-\$3). Has made over 100 grosses; matinee last week takings were between \$5,000 and \$7,000; means a little extra matinee next Monday.

"Oh, Professor," Belmont (1st week) (C-815-\$3). Independently started Sunday matinee; to list; opens Thursday May 1.

"Penal Law 2010," Biltmore (3rd week) (C-1,000-\$3). Good matinee; lasting after this week; business last week negligible; estimated around \$10,000.

"Rebound," Plymouth (13th week) (C-1,042-\$3.85). One extra matinee last week; takings about same as last week; \$12,000.

"Room 349," National (2nd week) (D-1,164-\$3). Reviewers gave little over 100-odd number of break, though it didn't solve mystery; little trade; \$4,000.

"Sally in the Sun," Ziegfeld (11th week) (M-L-62-\$5.50). Summer holdover assured; held to eight performances last week when takings were over \$4,000.

week best gross since moving here from 44th Street; claimed better than \$25,000; without extra matinee.

"Sons of Guns," Imperial (23rd week) (M-1,466-\$6.00). Nine performances for front running musical; the extra matinee sending gross over \$50,000 mark.

"Stepping Stones," Waldorf (2nd week) (F-1,300-\$3). Good matinee notices; deal with cut rates in some more money; \$4,000 in seven times; move to Royale because of Little Theatre tournament, which starts Monday.

"Street Scene," Broadway (69th week) (C-1,200-\$3.85). Has been averaging \$12,000 lately and long run drama may go into second summer.

"Strictly Dishonorable," Avon (33rd week) (C-830-\$3.85). As much as last week; over \$22,000 last week in nine performances; production is for a year's run.

"Strut Your Stuff," Times Square (18th week) (M-1,057-\$6.60). Came back to pace of prior to late Lent, last week grossed \$22,000; should last through summer.

"Subway Express," Republic (33rd week) (D-901-\$3). Has made a season's play of it, generally to make money; lately around \$7,000.

"The Apple Cart," Alvin (10th week) (D-1,387-\$3). Business last week \$11,000; over \$22,000 last week; making some money, but not a summer candidate.

"The Big Show," Forrest (8th week) (C-1,115-\$3). Doesn't cost much to operate and at \$5,000 matinee play can go along for a time.

"The Green Pastures," Mansfield (17th week) (D-1,000-\$4.40). Dramatic leader went to new high gross mark; 10 performances during last week accounted for \$31,900 intake.

"The Last Mile," Harris (12th week) (D-1,141-\$3). Edge appears to be over much; last week \$11,000 and \$12,000 last week; doubtful of summer stay.

"The Old Red," Belmont (16th week) (C-605-\$3). Is geared to make some money at moderate figures; something over \$7,000; eight performances; started last week weakly like most others.

"The Play," Belmont (11th week) (C-771-\$3). Doesn't vary much; weekly pace around \$5,000 mark; better than that last week; weak to week.

"The Traitor," Little (1st week) (C-1,000-\$3). Good matinee opening; independently presented; opens Friday (May 2).

"Those We Love," Golden, Closed last Saturday. Good matinee promising for a time, but could not elmb; said to have made money on 10 weeks engagement.

"Three Little Girls," Shubert 3d week (D-1,389-\$5.50). Improved as usual; Sunday matinee; gross estimated around \$23,000; fair money for a musical so scaled.

"The Virtuous," Belmont (1st week) (D-1,000-\$3). Played one extra matinee and went well over \$17,000; excellent money for comedy, which will enter summer period.

"Uncle Vanva," Cort (3d week) (D-1,042-\$3.85). Went up around \$13,000; one extra matinee included, but trade then was light; Russian comedy's staying powers still in question.

"Virtue's Bed," Hudson (3rd week) (C-1,094-\$3). Second week went over \$10,000; means good chance to moderate money; scale raised to \$3.

"The Web of Penelope," Belasco (39th week) (C-1,050-\$3.85). Has been up with Broadway's leaders from the start; last week's gross up over \$10,000; means go through summer.

"Young Sinners," Morosco (33d week) (C-1,000-\$3). Grossed \$12,000; better than most others last week; gross approximated \$14,000, over \$10,000; steady.

Special Attractions
Little Theatres
"Courtship," President; premiere set back; over \$10,000.
"Michael and Mary," Hopkins; little theatre hit.

"The Girl in the Red Coat," Gansvoort (Village).
"Bare Fists," Triangle (Village).
"The Girl in the Red Coat," Ruth Draper, comedy; final week (20th week).
"The Girl in the Red Coat," old time Minstrels, Royale; closed last Saturday.

Yiddish House Closed
Bad business and the prohibitive salaries of Jewish stage hands, have closed McKinley's Square theatre in the Bronx.

Easter Week Nothing Extra for General Run of Broadway Legits

Although there were some great... Easter week nothing extra for general run of Broadway legits.

Current week started dull with fancy trade especially off the start of daylight saving time...

"Flying High" topped last week at \$53,000, possible by two added matinees for a total of 10 performances.

"Strike Up the Band" was next with \$45,000 without an extra matinee. Of the other musicals "Strike Up the Band" was next with \$45,000 without an extra matinee.

"Broken Dishes" folds at the El Capitan. "Por Cryin' Out Loud" started a slow career at the Regent.

"Blue Ghost" (1st week). Got away good with a strong picture and a Colleen Moore interest in the production.

"Majestic" - "Student Prince" opened at the Regent on the first four performances got \$6,100.

"Mason" - "Rah, Rah Daze" (4th week). Easing up publicity, the "Wings" billboard and paper blurs to bring the show up again.

Stage Journey' Jumps Up Against its Talker Opposih

The stage production of "Journey's End" at the Miller, New York, is demonstrating it can go along indefinitely, despite the opposed talking picture.

Last week was supposed to indicate the show's chances against the picture. Taking the \$100,000 were \$10,000, jump of about \$1,500 over the previous week.

The drama is in its 59th week at the Miller. Operating cost not considerable and they will expect to span a second summer.

Coast Shifts

Hollywood, April 29. Arthur Mornay, Warner staff conductor at KFVS, and Bob Ely, assistant manager of same station, have resigned.

Ray becomes manager of Station KGBR in Long Beach. "The Blue Ghost" has been leased by Jimmie Cooper to Henry Duffy for production in Duffy's west coast theatres.

Frisco Grosses

San Francisco, April 29. Healthy grosses enjoyed practically all legitimate theatres. Current week brought in Louis MacLennan's new musical "The Last Opening Bird" maintained heavy trade through week.

"The World With Mr. and Mrs. Martin Johnson" at Erlanger's Columbia in second week held up fairly. A chance, Edward G. Robinson played it for 10 weeks last fall with a class cast and milked the student Prince's may get along with this town goes strong for singing shows.

Easter Wk. Sees No High Trend in Philly Biz

Philadelphia, April 29. Nothing sensational in the way of Easter Week business and no particularly strong attractions are noted following Lenten dull period, but several of the legit offerings reported to be satisfactory.

"Broken Dishes" folds at the El Capitan. "Por Cryin' Out Loud" started a slow career at the Regent.

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PATHE BUYS WALTER PLAY

Culver City, April 29. Pathe has acquired talker rights to "Greatest Love," play by Eugene Walter which was produced several years ago by Al Woods.

Waldemar Young is putting it into screen form. No other assignments.

Old Suit Settled. Nirdlinger-Ziegfeld suit has been settled out of court. Amount not given.

Nirdlinger sued the producer for \$7,500, alleged due on a scenario written at Ziegfeld's request and intended as a picture for the Buiks-Burkowsky production, in 1923.

The late Tom Ince was named as one interested in making the picture.

Nathan Burkan represented Ziegfeld. Deletions made for several days in "Among the Married," current at the Vine Street. Dudley Ayres, producer, asserts cuts were made voluntarily.

Cuts in Play

Los Angeles, April 29. Deletions made for several days in "Among the Married," current at the Vine Street. Dudley Ayres, producer, asserts cuts were made voluntarily.

"Little Show," \$27,000; Smash Among Chicago's Openings

Pittsburgh Figures

Pittsburgh, April 29. Legit trade way off last week, and boys are none too sorry season is easing up.

"The Rivals" disappointment at Nixon, getting less than \$7,000 for four performances. "Journey's End" returned to Alvin after two weeks last winter and found going tough.

Wide Film Dubious

Coffman, chairman of the society's committee on papers and consulting engineer to the Bell Laboratories, Eastman and Consolidated film manufacturers.

"The only wide film will come into the industry may be if someone takes hold of it, like was done with sound, and forces it on the market through competition. Producers who think otherwise are wrong, unless they know more about the technical side than engineers. The company which attempts to force wide film will have to spend millions, and willingly, taking the loss of losing at the same time. Wide film will never succeed in the picture business as long as it is handled as a by-product."

Radio Photophone, experimenting with the Spoor process for R-K-O interests, admits calling off all wide film activities for its subsidiaries.

Fox, pioneer in the field and the heaviest investor with the kind of equipment engineers term nearest correct but the type which other producers and exhibitors have thrown up their hands as too exorbitant, is also halting. At the home office since the bankers took possession of Paramount, that all further work on Grandeur has been called off, awaiting disposition of picture conferences during the company's reorganization.

Detroit Grosses

(Continued from page 10) of former m. c. did one of the biggest weeks so far.

Estimates For Last Week. "Midnight" (Par) (4:45; 35-50-75). Names didn't mean anything, but small amount of rep and house helped; \$38,000.

"Fox" - "High Society Blues" (Fox) (5:00; 35-50-75). Good entertainment and with name value picture was sold very well. Field over; \$59,500.

"Free and Easy" (Metro) (2:30; 35-50-75). Names and welcome of Fred Stritt, m. c., helped in advance. Unusual business; \$28,000.

"Ladies Love Brutes" (Par) (3:30; 35-50-75-90). George Bancroft failed to bring this up high in morning, but a stunt holding for 3d week. Only so-so during stay; \$4,900, last six days.

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Chicago, April 29. "Little Show" had eight openings, giving eight performances at \$140 top, this within the capacity of the Selwyn, and took the "loop lead."

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ROOM 349

Mystery drama in three acts and five scenes, presented under the title "The Mark Line" and based on the Rothstein case... Mystery drama in three acts and five scenes, presented under the title "The Mark Line" and based on the Rothstein case...

the court room scenes on the stage and in the orchestra pit. Balliffs are stationed in the audience when the court is in session... the court room scenes on the stage and in the orchestra pit. Balliffs are stationed in the audience when the court is in session...

STEPPING SISTERS

Force in three acts presented at the Waldorf... Force in three acts presented at the Waldorf... Force in three acts presented at the Waldorf...

"Stepping Sisters" is somewhat better than the recent spring crop, but like most of the new comers it is a trifle more different... "Stepping Sisters" is somewhat better than the recent spring crop, but like most of the new comers it is a trifle more different...

The Waldorf has never had a hit but anything is possible—witness the scoring of "The Girl in the Red Velvet" which changed attractions previously as often as the weather... The Waldorf has never had a hit but anything is possible—witness the scoring of "The Girl in the Red Velvet" which changed attractions previously as often as the weather...

"Stepping Sisters" has three comedienne, necessarily because of the idea. There is one comedian, the cause of the "eminent" youth of Pathologic, L. I. The story is transparent but on the third night the Waldorf, looking over the net, they discerned the plot development before the characters entered... "Stepping Sisters" has three comedienne, necessarily because of the idea. There is one comedian, the cause of the "eminent" youth of Pathologic, L. I. The story is transparent but on the third night the Waldorf, looking over the net, they discerned the plot development before the characters entered...

It seems that "Cissie" Ramsey, "queens" Lynde and Rosie O'Neil were spear carriers in burlesque 20 years before. Cissie gets a shock when the exponent of Juliet arrives and a greater one when Rodi brings her loud frock in via a yellow Rolls. The three "girls" flourish their manners for a bit and reveal in the days when they were stage amazons and proud to have their picture taken in burlesque... It seems that "Cissie" Ramsey, "queens" Lynde and Rosie O'Neil were spear carriers in burlesque 20 years before. Cissie gets a shock when the exponent of Juliet arrives and a greater one when Rodi brings her loud frock in via a yellow Rolls. The three "girls" flourish their manners for a bit and reveal in the days when they were stage amazons and proud to have their picture taken in burlesque...

"Stepping Sisters" should be good for a couple of months, maybe more than that, but it is not of that kind of trade. Dec.

PLAY REVIEWS

Out-of-Town Reviews

Time, Place and Girl (Review)

Musical comedy in two acts and three scenes, presented at the Harris, Chicago, Ill., on Tuesday, April 29, 1930, by Joe Howard. Book written and staged by Tony Wilson; lyrics by Ned Weibman.

Several factors went to make the excitement of this new hit rather than ordinary on its opening night. One was Joe Howard leading the band... Several factors went to make the excitement of this new hit rather than ordinary on its opening night. One was Joe Howard leading the band...

As it stands, amateurish. Slowly and unconvincingly, it slowly stand up against competition. Script has been changed, but with the same result... As it stands, amateurish. Slowly and unconvincingly, it slowly stand up against competition. Script has been changed, but with the same result...

Direction is stilted with "off to Buffalo" entrances and exits. Besides Wilson, Frederic Santley does well as the tenor, exception of Anita Case, are weak. Allowing Madeline Parker, ope tap and toe dancer to sing was an error... Direction is stilted with "off to Buffalo" entrances and exits. Besides Wilson, Frederic Santley does well as the tenor, exception of Anita Case, are weak. Allowing Madeline Parker, ope tap and toe dancer to sing was an error...

UP AND AT 'EM

(Colored) Los Angeles, April 24. All-colored revue produced by Reid and associates. Featuring Walter Richardson, dancer, and a cast of 22... (Colored) Los Angeles, April 24. All-colored revue produced by Reid and associates. Featuring Walter Richardson, dancer, and a cast of 22...

An ambitious effort in turning a 50-minute tab into a two and one-half-hour show, with as short a cast as has yet been attempted in a musical around these parts. But despite the smallness, there's plenty of entertainment in the lowdown, dark-toned gallop of song and dance. It was Walter Richardson in solo spot away from the show, and the touted colored singer, recently back from Europe, will hold 'em if it's your stock... An ambitious effort in turning a 50-minute tab into a two and one-half-hour show, with as short a cast as has yet been attempted in a musical around these parts. But despite the smallness, there's plenty of entertainment in the lowdown, dark-toned gallop of song and dance. It was Walter Richardson in solo spot away from the show, and the touted colored singer, recently back from Europe, will hold 'em if it's your stock...

right now. Music is assembled and reshaped, consisting mostly of Negro spirituals. Whether or not by Negro hands, they are "Blind" and "Blue" from "Hot Chocolates." Number is well done by Sonny Clay and the band delivered from the pit in front of the second act. Blackouts and siccits are old and monotonously the same... right now. Music is assembled and reshaped, consisting mostly of Negro spirituals. Whether or not by Negro hands, they are "Blind" and "Blue" from "Hot Chocolates." Number is well done by Sonny Clay and the band delivered from the pit in front of the second act. Blackouts and siccits are old and monotonously the same...

Hoofing is okay. With the alert bunch of gals strutting 'em hot and plenty, the Four Covans for punch, and a sextet of boys around them, this is enough and varied types of dancing. Richardson, billed outside (but not on the program) above the stage in only one, just before the finale. Worley in "one" with a piano and accompanist, doing about a half dozen numbers, all standard... Hoofing is okay. With the alert bunch of gals strutting 'em hot and plenty, the Four Covans for punch, and a sextet of boys around them, this is enough and varied types of dancing. Richardson, billed outside (but not on the program) above the stage in only one, just before the finale. Worley in "one" with a piano and accompanist, doing about a half dozen numbers, all standard...

Discarding brevity of talent and making the most of it, snappy entertainment for \$2, but dubious of getting it in this town. Span.

For Cryin' Out Loud

Los Angeles, April 24. Comedy in three acts presented at the Harris, Chicago, Ill., on Tuesday, April 29, 1930, by Joe Howard. Book written and staged by Tony Wilson; lyrics by Ned Weibman.

Playing for \$1 top in a 30-seater and with nine people in the cast, "For Cryin' Out Loud" is an appropriate exploitation of a fine song and cake affair all the way and the producers' idea of profit may be carried to the limit... Playing for \$1 top in a 30-seater and with nine people in the cast, "For Cryin' Out Loud" is an appropriate exploitation of a fine song and cake affair all the way and the producers' idea of profit may be carried to the limit...

After a heavy scene, in which he almost strikes his father for objecting to the old province, even though it's his own money to help him to buy his own little while he doubles their offers and makes the bungalow possible. And that's that.

Lorraine La Val plays the younger sister with no purpose other than to produce comic remarks on the succession of incidents. Joseph Lawlis, author of the piece, is the father and plays a goodly, likable performance as the father, William R. Delmas, the mother, and Leslie Thomas, as an English snob, complete the group rating professional status.

In this town the salary list is no longer a novelty. Bang.

Although an entirely colored cast, "The Green Pastures" is 100 percent Equity. Few colored attractions have had that status.

PAUL WHITEMAN

Booking Exclusively Through His Own Office 1560 Broadway New York City JAMES F. GILLESPIE Personal Representative

ARIADNE

Chicago, April 29. Comedy in four acts and five scenes by A. A. Milne. At Kenneth Saw's Goodman Memorial Theatre April 29. Staged and directed by Hubert Osborne. One act by John Winter, her husband... Comedy in four acts and five scenes by A. A. Milne. At Kenneth Saw's Goodman Memorial Theatre April 29. Staged and directed by Hubert Osborne. One act by John Winter, her husband...

A. A. Milne, who wrote "A Perfect Alibi" and "The Boy Who Sailed Away" has more vitality than an anesthetized white mouse sleepily nibbling at perturbed cheese. This was its first American performance after attempts by English stock companies. In Britain it was known as "Business First" as a poor American presentation it is entirely too provincially and colloquially British in character, expression and humor.

Deals with a smart wife in a town near London who wants to cure her solicitor-husband of penny-pinching habits by arranging an elopement with a wealthy contractor. First she tossed considerable business in Lawyer Winter's way. And wifely she wants to cure hubby of his penny-pinching habit by arranging her play up to his business friends for money's sake.

Discarding brevity of talent and making the most of it, snappy entertainment for \$2, but dubious of getting it in this town. Span.

Harry Mervia, target of the wit and sarcasm as Horace Meltrum, contractor, is much too American to be a noisy Englishman. Bernard Osterlag is admirable as Hester Chubb, the girl who is the wit's play, as expected, is 99.9% idiosyncratic.

LYSISTRATA

Philadelphia, April 28. Although sponsored under a migrant auspices as the first offering of an organization that intends in time to become a kind of Philadelphia Civic Theatre, the English version of "Lysistrata," the old Greek comedy classic by Aristophanes, presented last night at the Walnut Street theatre, looks like a "natural" for Broadway.

Originally announced production as intended for this city only, it was planned to give it for three weeks and then follow with two other plays, for similar runs. Right now it looks as if "Lysistrata" will be held in, if clinging as likely, the rest of program being put off until fall.

Chief reason for this is the old comedy's use of the Greek word is used, it is used advisedly. Here is no innuendo or smirking suggestion. Everything is outspoken and (Continued on page 63)

Just think! Hundreds of satisfied clients in the profession Have taken out Insurance with us NOW THERE MUST BE A REASON! Join other satisfied Policyholders. Keep your Insurance with a broker whose Experience of over 20 years has Made him the Professionals' friend as well as broker.

JOHN J. KEMP Insurance Specialist in all lines of INSURANCE 551 5th Ave., New York City Phone: Murray Hill 7838-9

Literati

London as It Looks

By Hannen Swaffer

London, April 18.

Mussolini's Thoughts
In Italy the novel, 'All Quiet on the Western Front,' can be obtained in English, French and German, but not in Italian in Italy.

After some weeks, the publisher was informed the book had been found to be unsuitable for the Italian public. Later an authoress and personal friend of the Duke's was told something would be hopeless in Italy were the book to find its way into the hands of the highly impressionable Italian youth.

Theme Song Story

Now the song writers are chiseling into magazine story writing. Starting with the May 1 issue, 'Top-Notch' will have a theme-song story each month, advertised, 'Read It, Buy It, Sing It'.

The Newest Road

There is a new road to fame for the new-comer and amateurs. Popular Fiction Institute, of 100 7th avenue, New York.

West Coast's Fan Magazine

'Screen Mirror,' new 10-cent fan magazine, makes its appearance in California this month.

Tabes Battling

New York is having a little tabe war. With the 'News' and 'Mirror' reaching the streets about 6:30 p. m., they have virtually become afternoon papers.

Picture Glossary

Glossary of some 400 terms is to be included in 'An Outline of the Motion Picture' will cover the language of motion picture photography.

the textbook for the Academy of Motion Picture Arts and Sciences. Book will be illustrated.

That 'Or Else'

James Whitaker is off the 'Daily Mirror's' staff. He walked out. Whitaker is completing a novel on an ex-husband theme.

Herb Crooker's Break

Herb Crooker has disrupted of the British rights on his first novel, 'The Holywood Murder Mystery.'

Offer to Build

New York book publishers and book publishers' representatives are being sounded out by Henry Mandel, builder, on the idea of a structure to be devoted solely to printing and publishing.

Bob Patterson's Funeral

Joseph Doyle has taken for Bob Patterson's New York Police Headquarters contact for the 'Sun.' Patterson died three weeks ago.

Broun's Acknowledgments

From the money Heywood Broun received from the 'unemployment benefit' at the Imperial theatre, New York, Broun made contributions to the stage charities in return for the part stage and screen players played in the program.

Radical's Dilemma

Some of the boys of the John Reed Club, composed of radical writers, may form a co-operative book publishing company if they can raise the necessary cash.

Yeah?

On the counter in the Hudson Bay post at Angliers, Quebec, near where the Canadian Pacific railroad, a traveler recently saw 'Variety.' Inasmuch as the 100 white people in the town spoke nothing but French, and most of the 75 Indians just grunted, he asked the factor what the rag was used for, if anything.

Profit in Jazz History

'Mentor,' the former school-amm's periodical which went class when passing under Hugh Leamy's direction, has been sold by Crowell's to 'World Traveler.'

Correspondence Schools Behind

Of those writers' magazines which contain articles on the writing craft, all but one are sponsored by correspondence schools. 'Single Copy' has been the only one, however, finds the going hard because of the absence of the correspondence school hook-up.

for the Home Correspondence School

'Author and Journalist Simplified Training Course; 'Writer's Digest' ditto; 'Ideal Course in Short Story Writing.'

Caution Gag

Nelson Bell, m.p., Sunday and roto editor of Washington 'Post,' has it so tough in keeping his schedule that now a big hand lettered sign in red blazing letters informs space grabbing aspirants:

LYSISTRATA

(Continued from page 62)

Frank Gilbert Seldes has made the new translation. He has not tried to soften or tone down the original at all; in fact, he may even have

Acropolis

The plotter seizes the Acropolis and attempts to keep the men captive, peace is declared, the women softer, and the play ends in a terrifically funny farce.

Manchester—and Cochran

I have not seen the new Cochran revue, so I hesitate to express an opinion about it, but I must point out that while I have been reading in the 'Daily Mail' almost every day, how marvellous it is, all about a record deal, how \$2,500 worth of seats were sold in one day, even

A Boost for Rothemere

Indeed, I heard this on all hands in Manchester. Now, if it all is true, what a Rothemere boom? Ah, I can now tell you the answer. In the 'Evening News' on Wednesday, I saw a boost of a new Cochran cabaret at the Trocadero.

The Bishop Will Go to Hear

The Theatrical Managers' Association has asked the Bishop of London and myself to address it at the annual lunch next month. As, occasionally, the Bishop and I are regarded as the stage's enemies-

Alfred All But

Well, Alfred Butt has nearly got out of the business. He announced last week that he had retired from everything, except Drury Lane, which means that now I shall have to go to the Globe, the Queens, the Dominion and the Victoria Palace, from all of which Butt barred me.

Waters.

Waters. He came over here before the war as manager to Arnold de Biers, the magician, but now he has become naturalized, and is settling down.

It is not many months ago since I printed in this column a protest against the constant publicity given to W. Macquenn Pope, who was then merely acting manager of the Duke of York's theatre. I did not know that half the baby boys who were signing their names as 'experts' on the London theatre were rushing to Pope for all their facts and all their knowledge and that, really the articles were his.

The Man Who Climbed
He had been kicked round for years by various managers, and I considered him just one of those gentlemen in evening dress, who stand near the box office and smile when somebody asks for a five and nine.

A Scheme in the Making
Reginald Lowlis Pearson, who, after an experience in publishing, lost what money he had over an unfortunate tour with Mrs. Pat Campbell, his first theatre venture, went to Pope six months ago with the idea that if he could get several stars to form a pool, each taking a fixed salary and then sharing the profits, money could be got to back it.

The Showman Bunk
For months, managers have been getting publicity every time they imported some foreign artist. They were called 'marvellous' because they were ready-made ready-made ready-made.

No Scandals in Our Outfit?
No women are to be engaged by the Famous Players Guild because they know some old gentleman who has got money. It is just a plain, straightforward business deal. No woman is to be engaged merely because she has a friend high up on some newspaper.

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No Preference by N. B. C. Claimed by Radio Music, in Warner Agreement

With N. B. C. taking no action on the ultimatum tendered to it by Warners, to the effect of stating that if N. B. C. did not cease giving preference to its subsidiary, Radio Music, Warners might withdraw the privilege of using its songs, it is reported that N. B. C. is content to let the matter rest where it is.

According to a Radio Music official, his company has no say either way in the matter. It was to N. B. C. that the Warner ultimatum was delivered, and it is up to N. B. C. to take action if it so desires, the Radio Music official said. He stated Warners had been misinformed in Radio Music songs being plugged over N. B. C.

"With a turn of the dial an ether fan can get any of 20 broadcasting stations. If N. B. C. is to be tuned Radio Music tunes excessively with those songs mostly written by the same writers and weaved along the same pattern, it would soon become monotonous and we would be tuned out and another station dialed in," the R. M. man added.

Can't Lose Rep

"Does Warners think that N. B. C. will be established head of the ether fans and with millions of dollars involved, wants to jeopardize its standing because of a small subsidiary? We are out to get as many listeners to our programs as we can. It is only by giving them con-

sistently entertaining air programs we can do this. When a program becomes monotonous, a new one is tuned in. N. B. C. will take no chance of losing its reputations for class ether programs because of a subsidiary."

He asserted Warners may have first received the notion N. B. C. was plugging Radio Music a few months ago, when Radio Music made an arrangement with N. B. C. whereby Radio Music was to have three 30-minute periods during the week in which to play only songs published by either Feist or Fisher, both of Radio Music. Radio Music was to supply its own band. After one week, stated this official, they discontinued the policy, finding it was not to the liking of the same style of tunes and that it would not benefit either Radio Music or N. B. C.

He closed with: "We ourselves shouldn't envy our position and connection with N. B. C. Do we envy the position or connection of Witmarks or Harms with Warners? Why don't they play Radio Music songs in Warner pictures? It is just as natural to expect them to use their own publishers to their advantage as it is for N. B. C. to use its publishers to advantage.

"It all evens in the end."

Bud Green's Kid Brothers To Start as Publishers

Two kid brothers of Buddy Green, songwriter and formerly a publisher in partnership with Sammy Seft, are going into the music publishing business. Neither of the brothers have any previous music business experience and will open their office "cold."

Maxie Green is by trade a furrier and Johnnie Green a fighter. Will Gould, a reporter, is going to be their chief songwriter. He has already written the boys a catalog.

FRENCH UNION ASKS EMBARGO

Paris, April 29.

Actual embargo upon foreign musicians is the object of a new agitation here, result of publication of a survey by the musicians' showing only 40% of its membership employed.

Situation affecting the musicians is further heightened by wholesale dismissal of orchestras men by Pathe-Natan from 40 wired theatres, making a total of 450 men out. Franco-Aubert chain dropped orchestras in 25 more houses this week.

Union is urging the Government to enforce a strict embargo embracing all other European nationals as well as Americans.

"Writing of more houses is going on with increasing speed and making the situation more acute daily."

Formal opening of Fox's Red Star Music Company, held April 24, was the most splendorous opening any publishing house ever had.

Two Fox Movietones recorded the doings for the audible screen. Winnie Sheehan and Heywood Brown were big lights present.

Brown did three minutes before a Movietone camera, on the Fox promise to show it at the Embassy (Newel Street) the next day.

As expected Brown spoke about unemployment situation.

An 11-piece band was kept going all day with their instrumentation amplified out to the street through three amplified horns.

Red Star's All in High Opening—Movietone

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Harold Lee, western manager for Davls, Coats & Engle, with headquarters in Chicago.

Publication of a song titled "Journey's End" followed opening of the picture in Los Angeles. It was written by Alfred Hustwick and Aubrey Stauffer, who wrote the L. A.-produced operetta, "Oh, Susanna." Hustwick is publishing the number, having opened a music office to handle the "Oh Susanna" score.

Dusty Rhodes, drummer, back in Ted Fritton's outfit.

Al Dodson, sales manager in Chicago for Irving Berlin, moves to St. Louis to work out of that office.

HERE AND THERE

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Ben Selvin. (Columbia 2159) Waltzes have been popular and "Love You So" and "Reminiscing" will satisfy that yen. Latter is labeled Fox Trot but a slow one of that species requires an expert to draw the line.

Merle Johnston (Columbia 2160) Band which celebrates Ceco Paste plays "So Sympathetic," a Harry Archer-Gus Kahn collaboration of typically melodious Archer type. "Exactly Like You" from the international Revue is the mate.

Those Chinese

Private sheet music sells in China for about seven cents a copy. This is in contrast to the 35-cent selling price imported into that country which has no copyright laws.

It's a sample of what music publishers are up against in half a dozen potential music markets around the globe where there is no legal redress or method of punishing infringement.

Illustrating the ingenuity of the Chinese is the printing by a large native publisher of a pirated edition of the unbridled Webster dictionary. This was lifted bodily by photographing it page by page.

Flood of 6.8 Mss. Follow "Stein"

With "Stein Song" proving one of the big surprise hits of the year, publishers are being flooded by manuscripts written in 6.8 time, in imitation of the time the "Stein Song" was written in.

These flood of imitators always pop out after a break tune becomes a hit. Same thing happened when "Valencia" took the country by storm a few years ago. That tune has also a 6.8 time and for months after the song died down publishers were flooded by 6.8 melodies.

Ordinary Band Acts Losing Out In Vaude Demand—Pit Bands Better

Par-Publix Plug Cards To Get Songs Started

Par-Publix is trying a new one to get its talker songs plugged over the radio. It is distributing to all employees cards listing song hits in recent and coming Par pictures, with the request that the recipient call up the radio stations for these as request numbers.

Besides employment of means to land numbers on for plugging, contact with radio stations to request playing of songs is regarded as likely to have some influence because of supposed public demand.

The Par card is being circulated on the coast and in New York. Proposals have been made to send them in all employees in the branches throughout the country.

Cards include a list of radio stations with telephone numbers as well as numbers of hotels where dance orchestras play.

R-K-O is considering a large cut in the number of band acts played in the vaude bills. Since the big improvement in quality of pit band music, house outfits have been outclassing many of the bands on the stage.

Another move will be omission of the pit orchestra's overture when the vaude bill includes a band act. On numerous occasions lately well played overtures by the pit musicians have had unfavorable effect on band acts which had to follow.

The general R-K-O reduction in bands will take in the many mediocre orchestras now being played in important spots on the bills, mainly in and around New York. Only bands rating above average in musical excellence or in the "name" class among orchestras will be played. Those dropped off the books will include several of the girl bands of questionable merit, it is reported.

Declaring that Lawrence Tibbett's song, "The Narrative," in the talker, "Rogue Song," was lifted from the song "The Starlet," in the talker, "Vogues of 1924," Shubert Theatrical Co. in the N. Y. Supreme Court asked for an injunction to restrain Metro from continuing use of "The Narrative," and for \$100,000 damages.

Shubert declared Herbert Stohart, composer, and Clifford Grey, lyric writer, received \$3,064 each in royalties and assigned all rights in "The Shirl" to the Shuberts.

Shuberts Claim Talker's Song Lifted From Show

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Royalty Judgment Vacated

The New York Appellate term has set aside a judgment for \$1,065 obtained by the Edward B. Marks Music Co., against Bertha Kalleh, for use of her song, "Das Fatale Web," or "The Riddle Woman" alleged to have been produced by the defendant without an authorization from the plaintiff, as owner of the copyright obtained in 1921 from the Allen Property Custodian.

Suit asked 5% of the gross income.

Appellate term said there was no evidence the defendant ever contracted to pay any royalty to the plaintiff.

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Musician Turned Back

Detroit, April 29.

A local musician has been deported from Windsor, Ont., just across the border.

Mike Falk, band manager for Seymour Simons booking agency here, was on his way to attend a dance in Windsor, Can., he was supposed to play at. He had been invited to accept engagement and was on his way over merely as a visitor.

He was stepped at the border and forced to return to the States and told not to come back to Canada for a year and a day.

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N. W. Dance Dates

Seattle, April 29.

Jack Crawford band, booked to open Rose room, Butler hotel, early in May, after year's padlock, opens at Trianon ball room May 28.

Booked for six weeks, to alternate with Tex Howard band, between Trianon and Rose room.

Howard's band goes barnstorming about state in dance halls. Ten jays booked.

Along the Coast

By Bill Swigart

Hollywood, April 25.

Warner-First National contribution to the national music week beginning May 6 will be an hour of music over the NBC network May 9. This will be timed so as to hit the eastern states between 5 and 6 p. m. Zahler includes vocal ensemble of 60 voices under direction of Erno Rappe.

Zahler on Short Music

Nat Ross has engaged Lee Zahler to supervise music in production of the George Sidney-Charlie Murray comedy shorts now being made for Universal release. Zahler is one of the pioneers in scoring music for the laugh makers.

Crawford Couldn't Forget

Bobby Crawford found "Dancing With Tears in Your Eyes" unsuitable for a situation in "Dancing Sweeties," a Warner picture. Crawford discarded the number at the time, but discovered three weeks later that he could not forget the tune.

The main-crip was sent east and what was left of it plugging it as number one pop.

Jack Robbins Bubbles

Jack Robbins, solo owner of his name, and a controlling interest in the music company that bears his name, is now on the coast bubbling away in an advertisement for the future of the Robbins corporation.

He was invited to listen to a group of new picture songs now being used in M-G pictures, and out of the six, picked five as sensational hits. He's willing to bet on 'em.

Soliciting Radio Listeners

Soliciting for listeners who certain radio programs is getting so warm here the advertisers aren't satisfied any more with 24-sheet billing and newspaper display ads.

They're employing hot pushers to go from house to house with a portable radio, urging the housewives to tune in.

Mc Stryer, Brown & Henderson music publishing, and the Hollywood Warner theatre building next week, the third of the Warner holding group of publishers moving here in the next two months. Remick moves next.

Disk Reviews

By Bob Landry

George K. Arthur (Brunswick 4733) Small half of the former Metro comedy team of Arthur and Dane hereby presents himself as a photograph artist. For his bow he uses "Have a Little Faith in Me" reversed by a little something of his own authorship. This is called "Why Leave Me?" and if not the type for adjectives it can at least be reported that every week in every laboratory tunes of less merit get waxed.

Arthur's voice is pleasantly round and his diction fairly clear. His lack of tone strength and volume is not insurmountable.

Paul Whiteman (Columbia 2163-4) Four of the half dozen tunes from Universa's "King of Jazz" are released with the original Whiteman orchestra-tions. These run strongly to the "interpretive" type and as the numbers are themselves specially adapted in a revue it is difficult to estimate their music shop possibilities.

Three of the numbers by Ager and Ellen, including "The Vagabonds" the weakest; "Happy Feet," stomp of good rhythm, and "Song of the Dawn," a noticeably interpretive dealing musically with the end of night and re-birth of light.

"Happen in Monterey," by Wayne and Rouse, sounds pleasant at first hearing. Like the others the melody is hard to estimate in the fancy Whiteman embellishments.

"Great plug can't help being vital."

Al Goodman (Brunswick 4726) Al Goodman, rated the ace of the masters for Broadway musical comedies, plays "Thank You Father" from "Flying High," which he is currently handling in an Broadway. This is an established and growing hit that will sell, although the reverse side, "Sweet Love," is a dud. This is either that customarily goes with a sure-fire tune.

Brevities Quartet (Brunswick 4737) Male foursome handle "Woman in the Shoe" and "Wrapped in a Red Rose," latter lullaby. With a few exceptions who have a weakness for part singing.

George Olsen (Victor 22349) New scores for old musicals is typically Hollywood. "Hold Everything" has a pair of specialties by Albin and Joe Burke. "When the Little Red Roses Get the Blues For You" is out-of-the-land title of one of the most popular numbers. "Sing, Little Theme Song" is lyrically a cousin of "If I Had a Talking Picture of You." Not momentous. In toto, a fair Olsen disc.

Frank Frey's vocalizing in a great measure is responsible.

Frank Luther (Victor 22390) "The Moon is Low" and "Isn't This Thing Called Love" very pretty slow crooners for sentimental disc-buyers.

Carson Robison (Okeh 41385) Somewhat pun-ey couplet has "Nothin'" and "Less Than That" teamed. Reversing the English it's "Less Than That," which is more than "Nothin'." Latter is poor.

Slater Randall (Brunswick 4719) Entirely unsatisfying merger of "Sweetheart Trail" and "What a Perfect Night For Love," both trite and imitative. Falsetto vocalizing no asset.

Cornell and Orsch. (Okeh 41386) "Collegiate Love" and "Accordion Joe" just nonentities. The type every publisher has to keep the presses working between hits.

Carl Fontana (Brunswick 4734) A chafny-vocal rendition of "Sings of the Vagabonds" labeled deceptively as a Fox Trot backed by a turtle-paced Brunswick House Orchestra selection. "Only a Rose," makes this a dust-collector.

Merle Johnston (Columbia 2160) Band which celebrates Ceco Paste plays "So Sympathetic," a Harry Archer-Gus Kahn collaboration of typically melodious Archer type. "Exactly Like You" from the international Revue is the mate.

Ben Selvin. (Columbia 2159) Waltzes have been popular and "Love You So" and "Reminiscing" will satisfy that yen. Latter is labeled Fox Trot but a slow one of that species requires an expert to draw the line.

Those Chinese

Private sheet music sells in China for about seven cents a copy. This is in contrast to the 35-cent selling price imported into that country which has no copyright laws.

It's a sample of what music publishers are up against in half a dozen potential music markets around the globe where there is no legal redress or method of punishing infringement.

Illustrating the ingenuity of the Chinese is the printing by a large native publisher of a pirated edition of the unbridled Webster dictionary. This was lifted bodily by photographing it page by page.

Flood of 6.8 Mss. Follow "Stein"

With "Stein Song" proving one of the big surprise hits of the year, publishers are being flooded by manuscripts written in 6.8 time, in imitation of the time the "Stein Song" was written in.

These flood of imitators always pop out after a break tune becomes a hit. Same thing happened when "Valencia" took the country by storm a few years ago. That tune has also a 6.8 time and for months after the song died down publishers were flooded by 6.8 melodies.

Inside Stuff—Music

PROGRESSIVE REPRESENTATION

Since the beginning of operatic and concert history, great artists have risen to great heights through association with understanding, sympathetic, unselfish management.

Jennie Lind and P. T. Barnum, Jan Kubelik and Daniel Frohman, John McCormack and Charles L. Wagner, Alma Gluck and the Wolfsohn Musical Bureau, Geraldine Farrar and Chas. E. Ellis, Vladimir Horowitz and Jose Iturbi (the outstanding concert sensation of the past four years) and Concert Management Arthur Judson: such are a few outstanding examples of international artistic and management associations.

In the theatre also have been innumerable similar unions: Maude Adams and Charles Frohman, Blanche Bates and David Belasco, Marilyn Miller and Florenz Ziegfeld, Sothorn-Marlowe and Lee Shubert, Jeanne Eagels and Sam Harris.

When the radio sang its song of progress in a million homes, the need of management of artists became dominantly important, and the Judson Radio and Concert Bureau, affiliated with the prestige of the name of Wolfsohn, has maintained a quality of excellence in the radio field which has attracted the greatest vocal and instrumental artists. Judson has served the Atwater Kent and other great radio programs.

Three years ago the motion picture found its voice, and the talking picture beckoned to the finest artists of operatic, concert and theatre fields. The invitation was attractive, but the risks seemed great. Where there was hesitancy there should have been courage. Only experienced management by those familiar and intimate with the motion picture industry solved the problem.

Announcement is now made of a unification of presentation in motion pictures of three outstanding artists' representatives.

Ruth Collier, Inc., of Hollywood, California, now represents exclusively for motion picture engagements the artists of the Judson Radio Program and Concert Bureaus of New York, and the stars and authors of the theatre who are under the management of Mr. Max Gordon, producer of many of Broadway's biggest successes and best vaudeville acts.

Ruth Collier, Inc., has achieved unique success in the management of screen personalities and writers. Her affiliation with and exclusive representation for motion pictures of the artists of the Judson and Max Gordon managements places at the disposal of the California studios the greatest names before the amusement-loving public of the day.

JUDSON RADIO PROGRAM CORPORATION and CONCERT MANAGEMENT ARTHUR JUDSON, 113 West 57th Street, New York City.

RUTH COLLIER, Inc., 8226 Sunset Boulevard, Hollywood, California.

MAX GORDON, 1560 Broadway, New York City.

No Cover Charge by Road Houses Around New York This Summer

As predicted in "Variety" during the winter, there will be no cover charge imposed by the road houses with name bands or floor entertainment around New York this summer.

Indicator is the Pelham Heath Inn, lately opened by Vincent Lopez. It's on the Pelham road, opposite the Castilian Garden which opens tomorrow (Thursday) night, also without a cover tax.

Pelham Heath, seating 500, has a 15-piece Lopez orchestra as the sole attraction, with Vince leading, the leader doubling with the Hotel St. Regis downtown. A printed notice on the table states the Pelham Heath expects the minimum check of each guest will be not less than \$2 after theatre on week days, and \$3 over the week-end. During the dinner hour, when a table d'otie is sold at \$2.50 per, the minimum check of the a carte patrons must go to \$1.50.

Another notice is along the prohibition line, as Pelham Heath and probably none of the no-cover road places will sell. They say liquor is really a small part of the volume gross a road house should do and it's not worth the worry or annoyance selling brings. Gene Geiger is operating the Pelham.

Other waters John and Christ's Pavilion Royale on the Merrick road, Long Island, already has announced the abandonment of a cover charge this summer. The new Hollywood up Pelham way with Paul Whiteman's band at \$1,000 weekly and a capacity of 2,500, also will waive all cover charge.

The cover charge on the road has been looked upon as so much

Advertisement for Chas. A. Rudy Lindbergh & Vallee, featuring Rudy Vallee and his orchestra. Includes the text 'THE MOON IS IN A BOAT' and 'BLUE IS THE NIGHT'.

LEADING ORCHESTRAS DIRECTORY

Advertisement for Irving Aaronson and his Commanders, featuring Red Stanley and Phil Saxe. Located at Roosevelt Hotel, Hollywood, Cal.

Advertisement for Jean Goldkette and his orchestra, Victor Records. Office at 812 Beak Tower, Detroit.

Advertisement for Vincent Lopez and his orchestra, St. Regis Hotel, New York City.

Advertisement for George Olsen and his music, The Plantation, Culver City, Cal. Victor Records.

Advertisement for Anson Weeks and his orchestra, Hotel Mark Hopkins, San Francisco. Columbia Records.

gravy in the past. It has been \$1 or \$1.50 with a slight week-end tilt. Effort to pay off for the band and floor show, with a profit left.

Stiff competition up the Pelham road is expected to draw a considerable trade in the warmer weather. Road men say there must be competition to create business, pointing to Castilian Garden this winter.

With every road house on the Pelham parkway during the winter, through padlock or otherwise, Castilian, alone in the field, also had to close after New Year's due to no business.

For the Pelham road in winter had been one of the playgrounds of the New York downtown elite.

Joe Fari will open his Woodmont Inn, Pelham Road, May 3. Emil Coleman's band will supply the dampsation.

Organ Judgment at Harlem Colored Cab

Robert Morgan Organ Co. filed a judgment for \$7,654 in the N. Y. Supreme Court Saturday against George and Connie Immerman, because they refused to accept and pay for a \$6,000 organ purchased for Connie's Inn in Harlem.

The answer, alleged the organ was improperly constructed and useless to the defendants, as it could not be used in the Inn, but they defaulted at the trial and judgment for the full amount was entered.

Sues Wagner for \$124

Tonika Freese, pianist, has instituted proceedings to recover \$124 from John Wagner, who produces the floor shows at the Everglades.

She claims that when Wagner was shown a floor show for the Everglades, he requested her to play at the ivories during the rehearsal period. This, she alleges through her attorney, Hyman Emerson, she did for 10 days without being paid for her services.

Wagner made a general denial.

Mamie Kelly in N. O.

Panama City, April 29. Mamie Lee Kelly, who operates Kelly's Ritz, is en route to New Orleans where in the Inn, but they defaulted at the trial and judgment for the full amount was entered.

Mrs. Kelly also operates the Adsinthe house.

Advertisement for California Collegians, Inc., featuring 1500 Featured in "Fifty Million Frenchmen" and Don Dickerman's Dafyddil. New York City.

Advertisement for Tal Henry and his orchestra, Warner Bros. Vitaphone Artists. Exclusive Management Orchestra Corp. of America, 1650 Broadway, New York.

Advertisement for B. A. Rolfe, Radio's Premier Conductor, Lucky Strike Dance Orchestra, Palais d'Or Restaurant, Edison Ace Recording Orchestra.

Advertisement for Ray Walker's Radiolians, with Daily and Mason and Sam Fletcher's Revue, second to none at Hamilton Chateau, North Bergen, N. J.

Advertisement for Paul Whiteman and his Greater Orchestra, Watch for "King of Jazz" (Universal Picture). Personal Rep.: JAS. F. GILLESPIE.

OLSEN'S (Hollywood)

Hollywood, April 24.

Many a band leader watching what will become of this roadhouse effort, because the boys are worried. If you're interested in banding at all you have noticed that the various "name" units have slowly been drifting west for the past 12 months. Everybody with nine lines over the side of the boat trying to hook up.

Olson's this renovated Plantation where he wants it there's apt to be another avalanche of "jerms" by another band of calling people from the tables. Not a thing the matter with the place, show, or music. Location? It's out a little way, but they drive to San Berdo (70 miles) for pre-cleared out here. If Olson's latest try don't get over it's just Los Angeles and pictures. Sid.

B'way Chatter

(Continued from page 52)

found in some buildings in the theatrical district.

J. Wesley Hamer, former d. on Hearst's "American" is running Rigagewood Grove, Brooklyn. Reported cleaning up \$75,000 annually with that light club and dance hall. Bill Montgomery wouldn't rejoin Bill Morrissey for his current "Folies Bergere Revue" at Gansewort, claiming he's tied up on playing benefits.

General Manes finally dug up a champ heavyweight prospect. An immediate match had to be called off as the scrapper had to submit to a light operation.

In the Adelle Ritchie stories the dailies revived Miss Ritchie's one-time sub title, "Dresden China Doll."

Another "Dresden Doll" of a slightly later period was May Ward. One of the deposed critics on an unimportant New York daily says he wouldn't take instructions, so had to take air. The business dept. Not Shuberts. Honest!

Philly Bright Spots

(Continued from page 10)

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One big, outstanding exception to the generally disappointing trade of the week was the Fox, which reported \$38,000 or better with "High Society Blues." Crackerjack business. Held over last week.

Estimates for next week. Erlanger also did rather well with "Ladies of Leisure" following four very bad weeks.

Estimates for next week. Mastbaum (4,800; 35-50-75) "Honey" (Par). Critics not enthusiastic and expected East Week boom did not transpire. Only up \$4,000 over Holy Week to hit \$40,000.

Stanley (3,700; 35-50-75) "Ladies Love Brutes" (Par). Bancroft's picture not drawn expected; \$18,000. Stanton (1,700; 35-50-75) "Man From Blankley's" (WB). John Bur-

That's about the only flash the customers will have. Mrs. Olsen. However, the family is being represented and taken care of by Jack Shid. With one stroke his way to acclaim and had goes that effort on better a little later. This boy can meet and the stage bunch trying to remember his origin.

A military tap again turns loose the girls, working up to a finale with the brass section blaring forth U. S. C.'s football chant. Menwhille Lester has had some of his way to acclaim and had goes that effort on better a little later. This boy can meet and the stage bunch trying to remember his origin.

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Evelyn Nesbit In Panama at \$250 a Month

Cristobal, Panama, April 29. Evelyn Nesbit is now working for \$250 a month, room and 20% commission at Bilgray's cabaret here. She has the job for just one month and is making three appearances a night. She opened here last week after a month at Kelly's Ritz in Panama, where she got \$400 for the monthly stipend.

While at Panama Miss Nesbit, who came here with the Three Jays, a trio of youthful blonde dancers, was unable to make an impression with the natives. Management figured her entirely as draw for the tourists who hit the town about eight days a month.

Erlander (1,800; 50-75) "Ladies of Leisure" (Col). First picture this house has been able to hold in for second week in some time; \$19,000 reported.

Aldine (1,500; \$1) "Mammy" (WB) (Tid week). Al Johnson picture opened. Around \$10,000. Run limited.

Boyd (2,400; 35-50-75) "Hold Everything" (Col). First picture. Quite good at \$23,000. May make three-week stay, but doubtful.

Kariton (1,000; 50) "Spring Is Here" (WB). Not so forte. Around \$6,000, less than Holy Week.

Earle (2,000; 50-75) "Lady In Love" (M-G-M). Average. Sophie Tucker on stage helped; \$20,000.

Fox-Locust (1,800; \$1.50) "Song of the Heart" (WB). (4th week). Ended very disappointing run Saturday. No upward thrust after Lent. Around \$7,000.

Advertisement for Tavern of Exceptional Merit, featuring a chop house. Located at 156-8 West 48th Street, East of Broadway.

Large advertisement for Mr. Joe L. Pani, announcing the opening of Woodmansten Inn. Located at Williamsbridge Road and Pelham Parkway, New York City. Next Saturday Night, May 3, with Emil Coleman's Orchestra. Also mentions Mrs. Jesse Crawford, Organist, at the Paramount Theatre, New York, playing "Strike Up the Band", "Sing You Sinners", and "On the Run Side of the Street".

Obituary

CHICAGO Variety's Chicago Office WOODS THEATRE BUILDING—CENTRAL 0644-4401

Brightest spot on the 10-act Ely... Belmont... Another bright act was the opener...

Then Miss Clark, followed by Nelson... In the deuce Mazie White, a younger, showed unusual vigor...

Jack Adams revue, pleasantly... Closing, the Franklin acrobatic...

House business falling off, as if... Next to closing, Ulla and Clark...

Englewood... Pave Honey Boys taxied from...

When in Chicago Visit These Hits

A. H. WOODS BROCK PEMBERTON Presents THE CRITICALLY DISSENTIBLE Comedy Hit by FREDSON STURGES

R. K. O. WOODS The Unaltered Screen Version of David Belasco's Farina Play

LADIES OF LEISURE With Barbara Stanwyck, Ralph Granger, Lowell Sherman, Jeanne Preston, Geo. Walker

SELWYN Matinee Thursday THE LITTLE SHOW

FRED LIBBY HOLMAN "Can't We Be Friends"

ERLANGER Mat. Wed. & Sat. HENRY DUFFY Presents CHARLOTTE GREENWOOD

PLAYHOUSE 12th Big Laugh Week

YOUR DUDLEY With THOMAS V. ROSS and MRS. JACQUES MARTIN

LINDY'S RESTAURANT On Randolph Street In Home, Sweet Home, to the Profession A Good Place to Eat and Meet

Local theatres have organized the Association of St. Louis Theatre Managers and have applied to the circuit court for a charter.

Sells Photo circus opened a six-day engagement here April 29, with Tom Mix featured.

TOLEDO

Annual N. V. A. benefit will be held in the Paramount after final show Wednesday night.

State trying new program lineup. Starts with newsreel, then variety...

CORRESPONDENCE

Table listing cities and corresponding page numbers for correspondence.

Shay, comedy tumblers, and guest act from the Palace, cleaned up in closing.

Charles "Piekie's" Hart, former boss property man for various circuses...

W. W. Brumberg has resigned as manager of the local Sono-Art World Wide exchange.

Verne Stout Players rehearsing at Vermontville, Mich. in preparation of rep season.

W. C. Welch, managing the Belmont, which reverts to B. & K. operation May 1, transferred to the R-K-O Orpheum, San Diego, Cal.

Max Richard, R-K-O booking office, moving from seventh to eleventh floor of Butler building.

Douglas George, now assistant to J. C. Keele, "fox" midwest publicity at Milwaukee.

Bobby Lopez is convalescing from an operation for goiter at the Lutheran hospital at Moline, Ill.

Dave Abbin has opened a new Club Algiers, with the cops kept away by court order.

Phenomena, who does his mind-reading by the aid of the from station KDKA, dispensing his services from the Harris stage this week.

William K. Saxton, one of the early managing directors of Loew's State here, will return to the house, succeeded Col. Harry L. Loew, promoted to division manager in Baltimore.

Only second band in the State is being organized here by S. J. Courty and Fred Klingens, who organized an ensemble of 50 is planned.

Two similar bands in country, one in Chicago, the other in Frisco.

William H. Balgore of this city played guitar in Federal court here in fighting for copyright.

ADELE RITCHEE (Mrs. Guy Bates Post)

Adelle Ritchie, 65, divorced wife of Guy Bates Post, was found dead in a cottage at Lakeway Beach, Cal., April 28.

Double killing is believed to have been a result of jealousy over a supposed social snub.

In her younger days Miss Ritchee was a theatrical beauty of the New York Burns at London opera stage.

She was a native of Philadelphia. She played the role of the aristocratic Bohemian woman at Lakeway Beach last before her unexplained divorce last summer.

C. HARRY KITTREDGE C. Harry Kittredge, 58, actor, died April 25 in New York City.

Mr. Kittredge made his first appearance on the stage as a child of about seven in a production in which he appeared were "Secret Service," with William Gillette; "Widow Beckett," "Telephone Girl," "Bubbles of the Gap," "Willby," "Prize and Pauper," "So This is London," etc.

He was buried April 28 in the Actors' Fund plot in Kensico Cemetery, Westchester, N. Y.

John H. Burns, veteran western theatre manager, died in Pollet, Id., April 21, of heart disease following an attack of influenza.

Mr. Burns, who had twice managed the Crystal theatre in Joliet and when the Orpheum opened there last year had charge of it. In 1897 he managed the Joliet Standard, then the Joliet Herald.

George M. Hall, actor, who went to Syracuse Lake, N. Y., about

ing song sheets containing copyright notices, and was fined \$100 by Judge Bryant.

Bernard Depkin, eastern division manager for Warner, with headquarters in Chicago, had been transferred to Milwaukee, where he will direct a 16-house circuit for Warner and is expected to do this territory by Louis Lazar.

Fern Tarona, daughter of a Mormon cleric and missionary, made her bow as leading lady of the Empire stock Monday, replacing Nancy Sheridan.

Joe "Peppy" Miller, Syracuse dancing juvenile, returned home Saturday after a season's engagement in London with an English revue.

Auburn prison, struggling back toward peace after the riots of a few months ago, was thrown into an uproar again this week by the sensational attempt of two women prisoners to escape.

William K. Saxton, one of the early managing directors of Loew's State here, will return to the house, succeeded Col. Harry L. Loew, promoted to division manager in Baltimore.

Lucien Noe, 60, French operetta singer, died at Varenne St. Illarie, France.

10 years ago in hope of benefiting his health, died there April 24. Mr. Hall was born in Syracuse. He is survived by his wife. He had been both a legitimate and screen actor.

TOM MAGRANS Thomas Ashton Magrans, 60, actor, died recently in New York. Mr. Magrans had not been on the stage in recent years, but had once been prominent in movies as a member of the John Wolfe Stock, popular in the west years ago.

MATT MARSHALL Matt Marshall, 84, organizer of one of the first brass bands in Wisconsin river valley and owner of a show bearing his name which was wiped out in a terrific storm in Kansas, Wis., died at Perry, Okla., recently.

ALLEN MORRISON Allen Morrison, 43, died in St. Luke's Hospital, Kansas City, April 22. Miss Morrison in private life was the wife of Fred C. Vance, actor, who was with her when she died. Mr. Vance had been working with a stock company in Kansas City.

Miss Morrison had appeared in both vaudeville and legit-and at one time was leading woman for Boyle Woolfolk of Chicago, whom she was staging musical plays. She had teamed with her husband in vaude.

ISABEL VERNON Isabel Vernon, 66, actress, died in the Langwell Hotel, New York, April 21. She has been playing in the legit play "Uncle Vanya" at the Cort, New York.

Miss Vernon had been with many shows, including Mrs. Cooke's "The Four Seasons" and "The Fleekwick," "May Time" and "Music Master."

Survived by her husband, Henry Waterman, actor. Interment in Actors' Fund plot in Kensico Cemetery, New York.

Alfred Spengler, 21, who headed a Prohibition band and did free lance press work, died in Medical Hospital, New York, April 20, of pneumonia.

He was the son of Otto Spengler, director of Argus Press Clipping Bureau, who will perpetuate his son's name by carrying on his press work.

Alfred Spengler was unmarried, but was engaged to wed this summer.

The mother of Frederic March, Paramount, died April 23 in Hollywood. Death following injuries sustained when she fell on a train going to the coast about three weeks previously.

Otto B. Bahn, 58, electrician, died April 26. He was a member of the I. O. O. F. and had been on the road for 35 years with shows out of New York.

Archie H. Powell, 76, of Powell family, which long has operated Powell's Inn, roadside, outside Albany, N. Y., died April 20.

Emma Viets, chairman of the Kansas Board of Picture Censors, died in Girard, Kan., April 26. She had been a member of the board for 11 years.

The daughter of Mr. and Mrs. Clarke B. Pelger died April 24 in El Reno, Okla. Father is president for Lashman-Carson Carnival Co.

Lucien Noe, 60, French operetta singer, died at Varenne St. Illarie, France. Maurice Lamy, 67, French comedian, died after a long illness. 55, was manager of the Casino, Monte Carlo, in 1913 and after the road for played in several of the Paris playhouses. Alexander Stuart Jenkins, 44, American painter, died in his residence in New York City. Sigurd Ibsen, 71, former Norwegian statesman, died at Freiburg-Im-Breisgau, Germany. Son of Henrik Ibsen, died at The Hague. Cornelis Hofstede van Groot, 72, Dutch artist, died at The Hague.

HOLLYWOOD and Los Angeles

"Variety's" Office, 6282 Hollywood Boulevard, at Vine Street (Taft Bldg.)

Phone Hollywood 6141

George Harris, Richard Powell and Gordon De Main added to "Student Prince" at the Majestic.

Lyons & Lyons booking office filed suit against F.H. Dornay for \$755 claimed due in commission.

Victor theatre, Victorville, Cal., was sold by Wacott & Brainer to Wm. Mays.

Ida Hedlin, Nancy Murray and Evelyn McEivin, winners of the Buffalo, N. Y., "Times" and Lafayette theatre "Stage Career Contest," are here under contract to Fanchon and Marco. They will receive parts in F. & M. Ideas.

Frank Sterling added to F. & M.'s "City Service" idea.

McDonald and Dean, Chirrot and Marcado, Hassans Bluebeaks and Hirsch-Arnold Girls engaged for F. & M.'s "Brunettes" idea, opening at the Colorado theatre, Pasadena, May 8.

With Fanchon & Marco Ideas out of the Egyptian theatre in Hollywood after May 9, due to the house switching to a long run policy, Ideas will fill in the Golden Gate theatre, Whittier, pending opening of the new Fox-Fantages in Hollywood. "Box O' Candy," "City Service" and "Brunettes" ideas will play the Whittier date, with "Good Fellow" idea opening the new Fox-Fantages.

Neighborhood picture house trade cutting in on the downtown houses is forcing the main stem spots to do things. United Artists has tied up with a nearby parking station, which will admit patrons of the theatre for 10 cents. This is the lowest rate yet obtainable by a local theatre.

The parking problem is one of the important arguments put up as to why the neighborhoods are grabbing the biz.

Chief Eagle Feather has been

WHEN THE 'BIG SHOTS' OF STAGE AND SCREEN VISIT HOLLYWOOD THEY ALWAYS LIVE AT THE

Loewell Hotel

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RAYGROUND OF THE STARS

Guerrini & Co The Leading and ACCURATE FACTORY in the United States. The only factory that makes any set of shoes - made by hand.

2729 Columbia Avenue, San Francisco, Cal. Free Catalogue

Dorothea Antel

226 W. 72d St. New York City

The Sunshine Shoppe

THEATRICAL CUTS

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Hartmann, Oshkosh & Mendel Trunks - SUEDE - ALL SIZES - AT GREATLY REDUCED PRICES

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Phone: Longacre 6127, Pennsylvania 3064

added to F. & M.'s "Desert" Idea, opening in Detroit May 1.

Three Prize Winners added to F. & M.'s "Overtures" Idea, opening in Milwaukee May 1.

Walter Kofeld new manager of the Fox Plaza in Hawthorne, Cal.

SAN FRANCISCO

By WALTER RIVERS

First-run picture houses here are gradually going back to Saturday openings. R-K-O Orpheum shifted from Thursday to Saturday. Warfield changed from Friday to Saturday, and now comes the California, which changed its Thursday opening to Saturday with "The Taxiderm."

Legitimate theatre managers were hopeful that the race meet they recently opened at Tanforan track, near here, would help show business, but contrary seems the case. Hearst papers went after the race meet. Didn't bring out a dime.

Tom Boyd is out as orchestra leader of R-K-O Orpheum here. Jack Sprague, trumpeter, formerly with the prominent theatre orchestra, New York, succeeds Boyd.

"Star of Scotland," a four-matter, formerly operated by the Alaska Packers in the salmon run between here and Alaska, has been sold to I. F. Arnold, all of Los Angeles, to be transformed into an amusement show to be staged off the southern California coast.

Ackerman & Harris at the Casino have launched a campaign of re-trenchment. Sylvia and Clemence, sister team, featured, received notice. Management is cutting down on scenic equipment formerly used in stage show and will substitute drapes as much as possible to cut stage land cost.

In keeping with many other first run houses here Casino has been hit by competition of neighborhood houses. Business has slipped considerably the past month or so.

ROCHESTER, N. Y.

By DON RECORD

Lyceum—"Draughts" (stock). RKO Palace—"Spring in Heart", vaude. RKO Temple—"Clancy in Wall Street", Lewis' Rochester. Christy, vaude. Regent—"Paramount on Parade". Regent—"Green Goddess". Broadway—"Mammy". Fay—"Dark". Victoria—"Dark". Little Chema—"Dark". Strand—"Change". Family—"Change".

Plans for sound in Little Chema delayed and house continues dark.

Rexy theatre (neighborhood) installed Weber synchronisk sound apparatus, locally built.

Silent film houses nearing extinction in Rochester. Thirty out of forty now silent. Three neighborhoods just joined sound ranks and three others contemplating. Only downtown silent operating is the Family, formerly Cook's opera house, and most ancient of film houses.

BOSTON

Anna Williams, 18, full-blooded Cheyenne Indian, who came here several months ago, was killed in Bros. show and lost a leg in a railroad accident, has gone home.

Names of five contestants were not stricken from Middlesex County Probate Court records in the case over the will of Irving H. Niles, who left \$300,000 to the Actors' Fund. Counsel for the will argued names should be stricken off as the con-

testants were distantly related to the deceased.

Charlie Bowman, formerly manager of the Shuberts' Plymouth Theatre, has become a New York news dispensers. Bowman's first assignment was the Scollay Square Theatre where E. A. Vinson, past member of Lew staff in New York, is now manager.

Thomas H. James, manager, Scollay Square, transferred to a Norwalk, Conn., Publix house.

James J. McGuinness, many years head of New England Olympia Theatre chain, appointed executive secretary of the Allied Theatres of Massachusetts, Inc.

ATLANTIC CITY

By GEO. R. WEINTRAUB

"Shuffle Along of 1930" (all-colored), having flived in Brooklyn, left the Apollo dark this week. Arch Selwyn's "The Conquering Mole," by Laurence Grossman, opens May 4. Gladys Hanson and Ernest Lawford lead the cast.

Harry McNaughton succeeded Elton Sinclair in "Lost Shoes" in offering the last two performances here.

Earl Carroll's "Vanities," with Ann Pennington, will break in at the Apollo either June 23 or 30. Both weeks are being held open. Another revue, "Broadway," expected during the Shubert week of June 2.

The play called "Lily White," with a cast of 40 Negroes and about five whites, the latter including Helen Menken, is due here week May 6. Miss Menken plays the part of a beautiful mulatto.

BIRMINGHAM, ALA.

By ROBERT H. BROWN

Ritz—"Don't Get Me Started" (vaude). Alabama—"Paramount on Parade". RKO—"The Conquering Mole". Strand—"Puttin' on Ritz". Longline—"Bunting Riders".

With the Erlanger, Pantafes and Lyric all dark, only six theatres operating in Birmingham.

Dog racing in Birmingham for the first time this summer.

Books selling at popular prices and taken from pictures have been added to the sheet music stand in the lobby of the Alabama.

Joan Winters who appeared in local stock company, is talking about a breach of promise suit against Maj. Robert C. Read, Boston Aviator. They were to have been married May 6. Recently Read was reported killed in a crash in Canada and Mrs. Winters was notified. Later she learned that he was in Chicago.

BRONX, N. Y. C.

Tremont, recently vacated by Hassel Shelton's dramatic stock troupe, will be wired by Sidney Cohen, who has the house.

Attack of three thugs on Louis Gans, manager of Boston Road theatre, in the playhouse, got the bandits \$1,500 and Gans five stitches in his head.

Prospect closed its Yiddish legit season earlier than usual. It played a number of touring Yiddish attractions before going dark for the summer.

Leo Brecher making secret tests of a new type concert for his theatres. Everybody sworn to secrecy. Bronx restaurateurs are successfully combating the "yellow peril." Think eateries, which wreaked havoc on the Times Square and downtown Brooklyn occidental eateries, have been fought to a standstill by the Bronx chorwives.

They've unearthed a Chinese caterer and now signs on their windows reading "We Serve Chow Mein." Plans to shut the Chink edible can be procured at any Bronx white eating place, along with chopped herring and apple strudel.

DALLAS

By RUDY DONAT

"Vagabond King" booked at popu-

lar prices at Old Mill, opening May 15, after two-week flop at Moiba several months ago at 75c. top.

Majestic (Interstate) celebrating ninth anniversary this week with "Double Crossroads" and vaude, headed by Curley Burns. Anniversary always a heavy b.o.

L. O. Daniels is new manager of Palace (Palmer) here. Is son of local capitalist and first Dallas man to handle the house.

Another suburban seating, 1,800, planned for Highland Park, fashionable residence section.

MILWAUKEE

By FRANK J. MILLER

Alhambra—"Captain of the Guard" (2d week).

Davidson—"Jane Court in 'Jenny' (legit).

Waukegan—"Mania". Gaiety—"Burlesque (stock)".

Merrill—"The Divorcee". Palast—"Sieg Heil".

Palast—"German plays and concert".

Palast—"Fascades of Leisure" (2d week).

Riverview—"Three Doctors", vaude. Strand—"Vagabond King" (2d week).

Waukegan—"Her Golden Call", stage show.

This is sixth anniversary week for the Fox Wisconsin and publicity department has worked overtime.

The Davidson may close its legit season with Jane Court in "Jenny."

Das Grosse Glueck, 100% German talker, did well at the Palast for three days. This house, home of German drama for years, taking advantage of its Western Electric equipment to play many German pictures as possible.

The Milwaukee Philharmonic Orchestra will give its last concert of the season Sunday. This organization is now on a firm footing with plenty of local financial support.

PORTLAND, ORE.

Broadway—"High Society Blues". Paramount—"Ladies Love Bluffs". Orpheum—"The Second Wife".

Palace—"No. No, Nanette".

Palace—"The Song of Songs".

Palace—"No. No, Nanette".

Palace—"The Song of Songs".

Palace—"The Song of Songs".

Palace—"The Song of Songs".

Palace—"The Song of Songs".

Palace—"The Song of Songs".

Palace—"The Song of Songs".

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Palace—"The Song of Songs".

Palace—"The Song of Songs".

Palace—"The Song of Songs".

Palace—"The Song of Songs".

Palace—"The Song of Songs".

Palace—"The Song of Songs".

OTTAWA, CAN.

By W. M. GLADISH

Col. J. A. Cooper, president of Motion Picture Distributors and Exhibitors of Canada, will sail for England on May 15 to interview leaders of the British film industry and also officers of the Performing Rights Society regarding the musical copyright situation in Canada.

Daylight saving went into effect in many cities and towns of Eastern Canada April 30, without a protest from exhibitors and other opponents of "summer time." All cities in Western Canada continue on "old time."

Harry Kaufman, managing director Consolidated Theatres, Ltd., Montreal, operating His Majesty's theatre, is urging the erection of a legit theatre in Ottawa. With such a theatre here he believes more road attractions would play Eastern Canada.

INDIANAPOLIS

By EDWIN V. O'NEEL

Palace—"Montana Moon". Circle—"Ladies Love Bluffs". Apollo—"Under Texas Moon". Indiana—"Show Girl in Hollywood". Ohio—"You Yourself".

"Strictly Dishonorable" at English over week-end to good business.

Charles Mallers, Grand theatre manager, announced plans for rebuilding the Bluffton house which burned last week.

Michael Hanley of Fort Wayne sold interest to Mers Brothers. Seating capacity 1,000.

Drinking scenes in pictures decried by Mrs. David Ross, editor of national publications, at Indiana. Indorsers of Photoplays convention, Charles C. Pettijohn spoke. The indorsers adopted a resolution pledging support to the Hays code.

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history of Birmingham is planned as an opening feature.
The Symphony installed W. E. sound, outfit, last week.
Oxford, Chenango County, lost its last theatre in a fire April 24. Passenotto's Recreation halls, which included a theatre, dance hall and bowling alleys, burned.
The Mill, roadhouse on Upper Chenango street, which burned last fall, has been rebuilt and opens next week.

The Capitol has gone back to the midnight show racket. Manager Fred Perry expects to work it through the season when Max Schmeling, German heavyweight, trains here for his Jack Sharkey fight.
The Happy Hour installed W. E. sound last week.

MONTREAL
His Majesty's "Sari" (legit).
Palace—"Rogus Song."
Baudouin—"Light of Western Stars."
Felix—"The Ship From Shanghai."
Empire—"Love Comes Along."
Impertal—"Ocean O'Brien."
Rialto—"The Hunchback" (2d week).
Strand—Double bill.
Orpheum—Stock.

Night clubs showing activity for coming season announce early starts.
Jerry Shea opened one last Saturday and four others announce early starts.

Considerable press comment here on proposition of taking over of Famous Players Canadian Corp. by Paramount. Objection raised to Americanization of Canadian film theatres and regret expressed of downfall of Gaumont British provincial earlier in the year.

BROOKLYN, N. Y.
By JO ABRAMSON
Flatbush—"The Lawless Lady."
Jamaica—"A Surprising Lady."
Baudouin—"The Trimmer"
Mottish—"Broken Alibi."
Strand—"Notorious Affairs."
Brooklyn—"Light of Western Stars."
Felix—"Golden Call" stage show.
Empire—"Carnival of the Senses."
Lewy's Met—"Gilt Sald No."
Star—"Nite Club Girls" (burlesque).
Gaiety—"Broadway Nites" (burlesque).

Three new ones this week: "Lawless Lady" (Vivienne Osborne), at the Flatbush; "A Surprising Lady," at the Jamaica; and Lillian Foster in "The Trimmer," at the Boulevard.

Bob West, organist formerly with the Footlight Club, opens May 2 in same capacity at the Fox, a block away.

Two new plays for next week: "Sisters of the Chorus" (Edna Hubbard) at the Flatbush, and "Lawless Lady" comes to the Boulevard. "The New Moon" (old) scheduled for the Majestic.

Werba's Jamaica goes stock next week with "Criminal Code" as opening bill.

DENVER
Taboo—"Playing Around"; Paradox & Marco Ida.
Dress—"Parliament on Fanote."
Dress—"The Sinner's House" (2d week).
Albion—"Let's Go Places."
Rialto—"Putting on the Ritz."
Broadway—"Strictly Dishonorable" (legit).
Lewy's—"The Nut Farm" (stock).
Orpheum—"Grice or Diamonds" RKO vaude.

Denham theatre was packed on opening night. Backed by Denver Amusement Council to relieve unemployment and playing stock "Great Gatsby" was opened.

Jack Hayden, Broadway director, will direct the stock company at Ellith Gardens this year. Melville Hill, who was originally announced as director, was unable to get a leave of absence from Fox

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Film in time for the opening, June 14.
So seldom do they hold a short for a second week that it is news. "Match Play" golf comedy, is being held over at Huffman's Aladdin with "High Society Blues."

Orpheum, dropping vaude for three months, will start picture policy by 1. In "The Hunting" film, "Ingagi." A private showing was given for F. G. Bonifis, millionaire "Post" publisher.
Rivoli, local burlesque house, was visited by the district attorney as the result of two or three complaints, but he saw nothing to take action about.

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By HARDIE MEAKIN
National (Grimace, Ripley)—Steve Cochran's stock.
Felix (Shubert)—Water, Hampden rep.
Columbia—"Puttin' on the Ritz" (2d week).
Felix—"Ladies Love Brutes."
Fox—"Such Men Are Dangerous."
Broadway—"Under a Texas Moon" stage show.
Palace—"Free and Easy."
Rialto—"Captain of the Guard" (2d week).
RKO (Keith's)—"Ingagi."

Rialto starting its new week on Thursday. Paul Whitman's "King of Jazz" comes in this week. Scale is to be slightly tilted by moving up evening prices and spreading division prices higher.

N. V. A. week here will end Friday night with special show at Fox. Wesley Eddy, town's prize m. c., back for week at his old stand, the Palace, will join with Alexander Callan, Fox m. c., and introduce the combined house stage shows, while Warner's will give a first-run picture.

Guy Wonders back and reported in the tie-up with Warner after going in Detroit for Fox.

Metropolitan opera season at Fox last week was a grand event. With excessive nut and all figured in, guarantees only net tapped for about \$6,000, in comparison with last year's \$18,000.

Mrs. M. J. Cullen, former Hazelle Jennings of Ziegfeld's glorified, is again working in the local hospital. Husband is managing director of two Loew houses here.

DES MOINES
R. W. MOORHEAD
Casino—"Song of Love."
Lewy's—"A Very Merry Song."
Garden—"The Kibitzer."
Orpheum—"High Society Blues" vaudeville.
Parliament—"Benson Murder Case"; "Lash and Frog Holywood."
President—"The Outsider" (stock).
Strand—"Set Zeppelin"; "Strictly Dishonorable."
Lewy's—"The Nut Farm" (stock).
Lenta Lane secured a divorce from C. Mischel Picard at Adel, Iowa, April 18. Charged jealousy nearly wrecked her career. Now headed for Hollywood.

SEATTLE
By DAVE TREPP
Fifth Ave.—"High Society Blues" stage.
Orpheum—"Frank Griggs" vaude.
Felix—"The Sinner's House" (2d week).
Columbia—"Fringing Mainbois."
Parliament—"Show Girl in Hollywood."
Blue House—"Jack" (2d week).
Music Box—"Mammy."
Liberty—"General Crack."
Metropolitan—"Notorious Affairs."
Recent motorist show here used acts from local dancing schools, booked at little expense. There is a drama association here produces

BUFFALO
By SIDNEY BURTON
Teck—"Street Scene."
Erlanger—"Journey's End" (stock); Buffalo—"Light of Western Stars"; Century—"Mammy."
Hupp—"Love Comes Along."
Great Lakes—"Such Men Are Dangerous."
Lafayette—"Ladies of Leisure."

Reports that the Lafayette would discontinue the Zanchon & Marco reviews were denied at the theatre, with statements house holds a contract with F. & M. for reviews until 1931.

The Shubert Teck will call it a season following Jane Cow's engagement at the house in "Jenny" week May 5.

Dorothy L. Jones, 18, dancer in the floor show at Palais Royal, was sent to the Emergency Hospital after collapsing in the show just before midnight. She said she had been given knockout drops in drinks but hospital authorities found no signs of narcotics.

Shortage of Buffalo theatre news is making it tough on the local newspaper theatrical paragraphs now being featured in a Buffalo dailies. Publication in Variety of almost any kind of item with local interest results in a shower of telephone calls from the boys who want the inside and exclusive.

A Supreme Court jury here returned a verdict of \$140 for Joseph Granite in his action to collect moneys wagered on horse races since January. Grand jury indicted Theodore Wright, handbook maker, also known as Erwin, for \$1,200 lost in rackets made in a local speakeasy. He claimed he bet \$74 on March 8, and won \$960, but that Granite refused to pay. Action is based on section 974 of the Penal Code providing moneys lost in gambling may be recovered.

TORONTO
By MURRAY SINCLAIR
Uptown—"Puttin' on the Ritz."
Felix—"The Ritz."
Impertal—"Keys to Baldpate"; "Love Me—The Other Tomorrow"; "Empire—Elizabeth Sleeps Out" (stock).
Two legit houses dark.

An appropriation of \$29,225 has been made by the Ontario government for salaries for the Ontario Board of Motion Picture Censors. Chairman gets \$4,500. Set aside \$117,725 for the government picture studio at Trenton.

The Canadian Government has purchased a Northern Electric film and disc system.
Alexandra theatre at Kapuskasin, Northern Ontario, wired by North Electric.

Few pictures being marked with "K" by local censors which means O. K. for the infants to see. Only 10 have been given the mark reported so far.

SOUTHERN TIER, N. Y.
By BILLY CLARK
Work progressing on remodeling of old Stone Opera House into modern theatre. Will open Sept. 1. A special talker based on the

THE BERTHA FURNISHED APARTMENTS
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Mrs. Jackson now in charge

"Burlesque" by George Wattlers, as last play of season.
Frances Dale's President Players close their season at the President May 3 and move to the Rialto, Slouix City, opening there May 5.

Robbins Bros. circus got away from winter quarters at Granger to a bad start. Two workers were killed in loading the show—one trampled by a horse and the other run over by a flat car.

Riverview park open May 10 with Abe Frankle manager.

Highland Park post (American Legion) brings Crawford & Francis shows here May 26-28.

Lawrence Downey formerly with Roxey has been broadcasting from station WRO.

NEWARK
By C. R. AUSTIN
Broad—"The Counting Male."
R-M-O. Proctor's—Benson Murder Case.
Loew's State—"Montana Moon" vaude.
Newark—"Ladies of Leisure" vaude.
Broadway—"Under a Texas Moon" stage show.
Felix—"Puttin' on the Ritz."
Fox Terminal—"The Big Party."
Mandlin's—"The Nut Farm" (stock).
Little—"Die Meistersinger."
Mandlin's Playhouse—"Let's Go Places" (2d week).
Orpheum—"Ingagi" (2d week).
Orpheum—"All Nations Revue"; picture.

Dore Schary is assistant manager of Mandlin's Playhouse.

The Mosque had Harry Richman in person for the opening of "Buttin' on the Ritz" Friday afternoon only and the mat record for a year and a half was broken.

Loew's State is showing "Dresden China" the first of the unit shows to appear here.

The Subert is to be wired with Western Electric equipment. The house plays "The New Moon" (legit) in two weeks.

Warners erect a new theatre in Harknessack starting July 1. It will be located at 220 Main street running to Morris and Salem streets.

Albert McKee Stoupe, formerly of the Strand Trio, is managing the Little and Vice-president of the Motion Picture Guild.

SEATTLE
By DAVE TREPP
Fifth Ave.—"High Society Blues" stage.
Orpheum—"Frank Griggs" vaude.
Felix—"The Sinner's House" (2d week).
Columbia—"Fringing Mainbois."
Parliament—"Show Girl in Hollywood."
Blue House—"Jack" (2d week).
Music Box—"Mammy."
Liberty—"General Crack."
Metropolitan—"Notorious Affairs."
Recent motorist show here used acts from local dancing schools, booked at little expense. There is an annual event.

gag is being worked on some of the local theatres, too, where booker gives no pay other than experience to Tyros. Doubtless unknown to the showman.
Mickey Mouse club at Coliseum proving great stunt to interest the children.
Jensen - von Herberg reported near close for getting into radio broadcasting, with von Heberg now in New York and going to Washington via length conference.

Ben Westland, representing Congo Pictures in Northwest, getting off to great start with "Ingagi." Tacoma went two weeks with it and three weeks at Blue Mouse in Seattle.
Al Franks forming musical comedy stock planning open Engages May 1. Fan has been dark some months.

PORTLAND, ME.
By HAL GRAM
Strand—"The Benson Murder Case"; "Love Annie"; "Light of Western Stars"; "The Love Racket"; "The Sinner's House" (stock).
Empire—"The Divorcee."
Mandlin's—"The Nut Farm" (stock).
Portland—"The Party Girl."
Mandlin's—"Escape."
Columbia—"The Unkings."
Evening - Express-Press Herald stock time food fair this week at City Hall. Jack Smith, formerly of Boston American, directing.

Thomas J. Kennon stages a Sportsman and Outdoor show at the Exposition building next week.

James J. Hayden Players, after 35 weeks stock at the Jefferson, closed this week indefinitely.

Prayers for Warners
(Continued from page 1)
Intentions and high ambitions. She promised to send them a "real Catholic note of thanks" in the name of all the sisters present.
One of the cute Little Girl Blue ushers remarked of the unusual slight of so many nuns in their various households and habits following a theatre, "What's it beautiful?" The look of bewilderment on a taxi driver's face as he deposited three sisters at the door of the Hollywood theatre (oligues blaring forth "Hold Everything") was a study.
There has been one previous occasion of a private showing for nuns, with "King of Kings."
The committee hopes to make this an annual event.

Warners

Hollywood

R-K-O

Hollywood, April 30, 1930

OLSEN AND JOHNSON CRASH

2-Act Now Partners for 14 Years; First Appeared as Team in Cafe

Hollywood, April 29. Believe it or not, but Olsen and Johnson have been partners for 14 years. They first met through Al Bellen in Witmarks old Chicago office.

First agent—Jake Sternad and Sam Kramer.

First appearance together—North American restaurant, Chicago, proprietors of which were Abe and Ben Frank.

First vaude appearance—Mabel theatre, Chicago.

First author—J. Brandon Walsh.

First eastern agent—H. Bart McHugh.

First \$1,000—From Keith and Orpheum.

First production—"Monkey Business."

First production abroad—"Tip Toes" (Australia).

First film offer rejected—"Gold Diggers" (WB).

First film offer accepted—"See Naples and Die" (WB).

First time "starring" contract rejected, Fattie (1920).

Favorite author—Hannen Swatter, Walter Winchell, O. O. McIntyre, and John Medbury.

Favorite slogan—"Another effort from the northwest division."

Favorite book—"The Specialist."

Favorite gag writer—"College Humor."

OIL BUSINESS POSSIBLE SIDELINE FOR COMICS

Signal Hill, Cal., April 29. Olsen and Johnson may go in to the oil business as a sideline to their famous comedy.

The Olsen and Johnson Cal-Ven Preston well No. 31 struck oil sand at 8,200 feet, and a 2,500-barrel well has been forecast. Enthusiasm is running high as this proves there is oil on the entire six and one-half acres.

Team's New Act

Hollywood, April 29. Olsen and Johnson's new act consists of the following principals:

Red Pepper, Al Artega, Capelle Sisters, Yeaga Yapt, Connie Piper, Joe Perry, Sidney Gibson, Don Rice and Comb and Brush.

Parks Sisters Score

San Francisco, April 29. Parks Sisters, formerly featured with Olsen and Johnson, are scoring brilliantly on the NBC network out of this city.

Acknowledgements

Hollywood, April 29. There are letters of appreciation in the Olsen and Johnson office for Hiram Brown, Joe Plunkett, Ben Piazza, George Godfrey, Charlie Freeman, Jack Warner, Darryl Zanuck, Archie Mayo, Max Hart and Al Lloyd.

DIVIDE TALENT WITH STUDIO AND VAUDE

Hollywood, April 29. Nothing to do until tomorrow. Warner studio was plenty active Saturday on the "Naples" set as the staff rushed to finish Olsen and Johnson's work in the picture, so the pair could open in Minneapolis April 28.

Duo continue the vaude route until October, at which time they return here for five weeks at the studio, and then, again, to RKO until June, 1931.

It is then that the pair start on their three-year Warner contract.

Detecting Legs

Hollywood, April 29. Philo Vance and Sherlock Holmes might well take lessons from Olsen and Johnson. As two American gobs ashore in Naples, the famous comics disregard all involved and scientific methods of deduction in their search for a man with a wooden leg who has stolen the ship's stores.

Their method consists of using a bean-shooter on all suspicious persons to determine the composition of their legs.

\$150 to \$5,000

George Primrose is credited with discovering Olsen and Johnson.

Observing them together one night on a vaudeville stage in Chicago, he wired Alex Fantagos about the boys and one week later they were signed for a 30 weeks' tour.

After finishing with Pan they immediately went with the Keith circuit.

A jump which eventually ranged from \$150 to \$5,000 a week.

VAUDE MOURNS FAMOUS COMICS

Families Hastening to Hollywood — Friends Expected This to Happen

TOGETHER 14 YEARS

Thirteen years ago when two boys in brown suits hopped out on the stage as the lights flashed "Olsen and Johnson" at the Mabel theatre, an obscure 200-seat house on the outskirts of Chicago, little did the patrons realize that these two would crash the gates of Hollywood for contracts that will net them \$500,000 in three years.

Neither did the piano player in the Mabel theatre think of it as he tickled out an introductory measure while wondering what the old lady was cooking for dinner. Little did the manager realize it as he looked over the situation and decided he'd have to wait another year for that Ford. Little did Olsen and Johnson realize it as they waited for anything from bouquets to tomatoes. But the boys clicked and the uphill climb started. They've been together 14 years.

Now their families are hastening west for the rare opportunity to enjoy that golden sunshine which has as its top press agents Arthur Brisbane and Graham McNamee.

(Continued in Warner Pictures)

A "SHOT" HELPED

Two drinks apiece were needed by the comics, Olsen and Johnson, before they could summon up enough courage to present their act to the public.

This was before prohibition, of course, and the spot was the North American Cafe, popular night club of that day in Chicago.

"Monkey Business"

Hollywood, April 29. Being late for the studio one morning, Olsen and Johnson neglected the formality of breakfast.

While waiting on the set for their part, they espied a large bowl of bananas and immediately devoured them.

When their turn came they were called upon to eat bananas and four retakes were needed.

Called that the director called time out for lunch.

Olsen-Johnson Coast's Top Priced Comedy Team—"Rushes" Sell Them

Hollywood, April 29.

After RKO had set back their route for five weeks, as an appreciation for years of loyal service, the first "rushes" the Warner studio flashed on Olsen and Johnson were sufficient to bring about a three-year contract between the studio and the boys. This agreement makes them the highest paid comedy team in Hollywood.

Conclusion of negotiations was due to the scouting ability of Al Lloyd, the salesmanship of Max Hart, and the foresight of Darryl Zanuck. Olsen and Johnson, for years ace funsters on the RKO circuit, have now started on their first picture for Warners.

AUSTRALIA AWAITING COMICS' 1ST PICTURE

Sydney, April 29.

All Australia awaits the arrival of Olsen and Johnson in their first talking picture.

Their legion of fair dinkum friends will take this "bonza" picture to their hearts when they see their merry alcoholic playmates so near and yet so far away.

MET IN COLLEGE

Both Worked Way Through School—Chic as Waiter, Ole in Nickleodeons

Olsen and Johnson first met at Northwestern University, Evanston, Ill. Chic was working his way through school by waiting on tables while Ole sang illustrated songs at nickleodeons.

Getting together one afternoon they discovered Chic was a comic and Ole had the voice.

Result was the formation of a vaude team that was to become known from Coast to Coast and applauded by thousands.

Ex-President's Favorites

Olsen and Johnson were the late President Wilson's favorite vaude act. Whenever the comics played Washington, D. C., the President was in the house some time during the week.

They gave a special performance for Mr. Wilson at Keith's Washington theatre the Christmas Eve before his death.

COMEDY TEAM IN 'DANUBE'

Hollywood, April 29.

Warners has just released that Olsen and Johnson's next picture will be Oscar Strauss' "Blue Danube."

A Hollywood Dog

Hollywood, April 29. Sid Silvers, Warner Brothers' brilliant gagster, flaunts a mangy looking "hound" called "Option." Asked the reason for the name Silvers coyly replies, "Because he's seldom exercised."

WILD RIDES END IN LONG WAIT AT STUDIO

Hollywood, April 29.

This town is quietly laffing at Olsen and Johnson's debut in pictures.

Receiving the customary curt notice to be on the set and ready for work at such and such a time, etc., the comedy team flew in madly from Denver via Western Air Express. Arriving at the Alhambra airport at eight p. m., they then hopped an auto, drew a "ticket" for going 63 m. p. h., made the studio 30 minutes late, and then sat around all night waiting to be called upon.

When approaching Archie Mayo, the director, at six a. m., Mayo said: "Are you guys here? Didn't think you'd get in until tomorrow."

And as the boys put it: "Not only did we do nothing, but we had two doubles standing around to help us."

Checking as One

Hollywood, April 29.

In all investments made by Olsen and Johnson, their individual checks read for the same amount.

"We've been together for 14 years and always share alike," they maintain, "if one of us goes broke, the other will still be with him."

On Both Coasts

Olsen and Johnson are both married. Olsen has two children and Johnson one.

Olsen owns a home on Long Island, while Johnson claims California as his "home sweet home."

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